

## **Chapter One**

### **Introduction**

#### **1.1 Background to the Study**

Body image is a varied issue that involves people's perceptions of their own looks as well as related thoughts and feelings about it. Many factors influence these perceptions, including peers, family, social environment, and media<sup>1</sup>. The development of one's body image is a multifaceted process, influenced by various factors such as an individual's mindset, peer groups, media, societal norms, and cultural context. As a result, two individuals who appear nearly identical may have vastly different body images. Body image pertains to the degree to which individuals comprehend and interpret information about their body. This interpretation can lead to either contentment or discontentment, and it comprises two main components. The first component involves an individual's subjective understanding of their physical characteristics, while the second component concerns the extent to which a person is content with their current physical attributes<sup>1</sup>. Western cultural norms have popularized the idea of slim women and muscular men as ideals of attractiveness, good health, and success. Contrastingly, in Eastern cultures of earlier decades, plump women were considered more appealing due to the belief that a fuller body symbolized well-being, affluence, and fertility. Additionally, men were expected to embrace masculinity as a consequence of their dominant gender role, which required them to exhibit strength<sup>1</sup>.

The notion of body image as a psychological phenomenon was first created by the Austrian psychiatrist Paul Ferdinand Schilder (1886-1940), who stated that the mental representations that individuals have of their own bodies explain how their bodies are introduced to them. It is a psychological phenomenon because it involves thoughts, feelings, attitudes, and beliefs about one's own physical appearance. Body image is not solely based on the objective reality

of one's body; rather, it is influenced by various internal and external factors, including social and cultural standards, media representations, personal experiences, and psychological processes. According to the psychiatrist, one's mental body image is formed by unconscious senses, beliefs, and feelings. This depiction is formed and rebuilt throughout one's life. In his 1950 work titled 'The Image and Appearance of the Human Body,' Schilder contended that body image is not merely a product of perception but also a reflection of attitudes and social interactions. It can be described as how individuals perceive their physical appearance and body functioning, encompassing their thoughts and emotions regarding aspects like weight, shape, colour, size, height, and overall appearance<sup>2</sup>. This indicates that body image is not solely based on physical appearance but also includes subjective experiences and mental representations of one's body. For example, if someone has a negative body image, they may imagine or visualize their body in a negative or critical way, focusing on perceived flaws or imperfections.

Body image satisfaction can be described as the degree to which an individual, particularly a young person, approves of their physical appearance based on their own evaluation and perception<sup>3</sup>. It, as an individual's subjective judgement and satisfaction with his or her physical appearance, is an important psychological component that impacts general self-esteem, mental health, and quality of life. This is a valid worry, considering that marketers across the advertising business employ body image projection to promote their products because they recognise that social influences drive customer decisions<sup>3</sup>. Body image is a subjective depiction of a person's physical appearance and emotions. It can be described as a multidimensional construct that describes internal, subjective representations of physical appearance, bodily experience, and attitude towards the body, especially size, shape, and aesthetics<sup>4</sup>. Body image is a personal and unique sense of our own physical appearance and emotions, formed by our own ideas and feelings, rather than an objective assessment of how

we actually look. It is the mental image of what an individual believes he or she look likes, which may or may not correspond to how others see them<sup>4</sup>.

Over the last few years, the explosive growth of social media platforms like *Instagram*, *Facebook*, *Snapchat*, and *TikTok* has revolutionized how people interact with visual content and with each other. These platforms deliver a continuous flow of pictures and videos that showcase idealized notions of beauty and physical appearances. The widespread presence of social media, characterized by the continuous consumption of meticulously curated visuals and the capacity to make comparisons with others, prompts concerns about its influence on the body image satisfaction of students. Users encounter carefully retouched photos, filtered self-portraits, and influencers who appear to epitomize society's beauty ideals.

Those who compare their bodies to online idealised body types are more prone to experience anxiety and depression<sup>5</sup>. It is a normal habit for social media users, to upload stuff for others to see, but it is also important to consider how people perceive their online presence. This persona is carefully constructed and curated, often with the aim of projecting a certain image, lifestyle, or personality traits, People may view their online persona as a representation of themselves or an idealized version of who they want to be. They may selectively share content that portrays them in a positive light or aligns with their interests and values and this can lead to social comparison.

In recent years, advertising has shown what the media perceives to be the ideal in a variety of areas of life, such as the ideal car, the ideal home, and the ideal body type. The ideal body type is a component of social media advertising that might have extremely negative consequences for the public<sup>6</sup>. A person's perception of his or her body is influenced by a number of elements, including the emphasis one places on one's physical appearance in relation to one's overall sense of self<sup>4</sup>.

Social media has fundamentally transformed the way individuals communicate with one another; it has dissolved previously existing geographical borders. It has altered not only how individuals communicate, but also what and how much information may be accessible. This is not necessarily a good thing, because being exposed to too much information can lead to unreasonable expectations and perceptions of what is normal<sup>6</sup>. This has aided in the establishment of global networks, allowing people to engage in cross-border conversations, share experiences, and trade ideas. Moreover, social media has not only changed the way people communicate but also the volume and accessibility of information available. Users can access a vast amount of information in real-time, ranging from news updates to personal stories, opinions, and educational resources. This instant access to information has significantly accelerated the speed at which news and content spread, enabling people to stay informed and connected more efficiently. Users of social media can view the world via a filter rather than in real life. It is largely responsible for the public's perception of the ideal man and woman<sup>6</sup>.

Advertisements often showcase models or people who conform to conventional beauty norms, displaying flawless looks and idealized body shapes. These representations are frequently subjected to extensive editing, airbrushing, or digital enhancements to craft a facade of flawlessness. The deluge of impeccably perfect figures in mass media, advertising, and social media can place a subconscious burden on individuals, leading them to adopt the notion that "beauty equals goodness," often connecting physical attractiveness with success<sup>7</sup>. The majority of teenagers share common questions and anxieties regarding their physical appearance, which undergoes continuous changes during adolescence. Adolescents often contemplate their own body image and how it aligns with their personal definition of

normalcy, acceptability, or attractiveness. For young people, their body image forms a substantial component of their overall self-perception<sup>8</sup>.

Due to this phase of development, they become notably sensitive and responsive to critiques related to their body image, which they find bothersome and interpret as negative, including comments and teasing. Many of them may experience a decline in self-esteem or confidence when faced with unfavorable or critical remarks concerning their looks, physical capabilities, social appearance, ethnic features, and the changes in their bodies associated with puberty.

Residing in a society that places a significant emphasis on looking one's best, social media platforms have harnessed this aspect. Social media has impacted people, subtly and overtly suggesting that appearance plays a crucial role in achieving a positive and successful self-identity. While this message may not be explicitly articulated, the strong insinuation that individuals should conform to the idealized body standards can have adverse effects, particularly on vulnerable teenage audiences. Research indicates that there is a rise in body fat percentage, especially among females during adolescence<sup>9</sup>. These alterations, along with other physical changes, can impact an individual's outward appearance. During this transitional stage, the body goes through a series of changes as a natural part of the maturation process<sup>8</sup>. One of these changes involves an increase in body fat percentage. Hormonal fluctuations and the redistribution of fat to various body areas, such as the hips, thighs, and breasts, contribute to this transformation. These modifications can significantly transform a person's physical appearance and may influence their self-perception. The pressure exerted by social media to conform to a narrow beauty standard can lead to negative comparisons between individuals' bodies and the 'ideal' bodies they encounter.

Consequently, these comparisons can lead to diminished self-esteem and a poor body image, both of which are risk factors for the development of unhealthy weight-loss methods, eating disorders, and mental health issues like depression in individuals of all genders<sup>9</sup>. Body image dissatisfaction is prevalent in Western societies and appears to be gradually making its way into African societies, potentially because of the influence of foreign cultures and an increasing literacy rate<sup>10</sup>. As a result, with the globalization of media and the increasing connectivity through technology, the influence of Western cultures and their beauty ideals has spread to other parts of the world, including African societies.

The exposure to social media platforms has become more accessible in African countries. This increased exposure to foreign cultures and ideals has contributed to the adoption and internalisation of Western beauty standards, leading to a rise in body image discontent among African populations. It is a common knowledge that in modern time's beauty especially among females is defined partly by body structure. When an individual perceives, either through comments from others or through self-evaluation, that his or her body look is inferior to that of others, it tends to influence their overall sentiments and wellbeing. Some express this through comments they make when they see people who they believe have the ideal physique features<sup>10</sup>. Although research shows that both men and women are exposed to ideal body images in the media, further studies reveal that women are more prone than men to be bothered by the body pictures they see in the media<sup>11</sup>. The media prioritises specific body ideals to make them appear more desirable than others, such as extreme thinness, skinniness, huge breasts, buttocks, and tiny waists for women and a V-shaped muscled body for men<sup>12</sup>. There is danger inherent in exposure to curvy, flat tummy and "figure 8" body images by social media users, especially women. The pictures frequently portray heavily modified and perfected body shapes that do not accurately represent the wide range of real individuals.

Consequently, people may unfavorably compare themselves to these unattainable standards, resulting in feelings of inadequacy, discontentment, and a detrimental perception of their own bodies. Having a long-lasting negative body image can affect both a person's mental and physical health. Often, the photos people post on social media are not real, but excessive makeup and Photoshop have been employed to artificially improve such images<sup>11</sup>. The level of satisfaction with one's body plays a pivotal role in determining their degree of body dissatisfaction, self-assurance, and self-esteem. Achieving psychological well-being is a desirable state of mind for everyone, characterized by traits like optimism, a positive work ethic, empathy, maintaining good health, nurturing relationships, and effectively managing crises. However, in the current lifestyle landscape, these characteristics might seem idealistic. Contemporary society is marked by intense competition and the associated pressures, leading individuals of all ages to experience stress from various sources. Certain life stages, like late adolescence and young adulthood, render people more susceptible to vulnerabilities. Individuals have their unique perceptions of their bodies, which may not conform to societal standards. The realization of one's personal attributes can significantly impact their psychological well-being<sup>2</sup>.

In today's Nigerian society, individuals are pressured to conform or change their appearances or looks to fit to beauty standards and other social media networking sites. As a result, many Nigerian female students want to emulate the physical form, size, or complexion of their favourite celebrities or social media role models, heroes, and heroines<sup>12</sup>. In their pursuit of these idealized appearances, young Nigerian female students may resort to various means to modify their bodies. They might engage in extreme dieting, restrictive eating habits, or even turn to cosmetic procedures, all in an attempt to achieve the desired body shape or size portrayed by their chosen role models on social media. This relentless pursuit of an

unrealistic and often unattainable beauty standard can have detrimental effects on their self-esteem, mental well-being, and overall body image. Body image satisfaction can be influenced by the self-consciousness to conform to acceptable cultural standards of body image and to avoid being regarded poorly by society. Body image fulfilment happens when a person feels good about their body and accepts all parts of it<sup>13</sup>. Because the incorporation of social media into everyday life is new, there has not been a lot of research into how it can affect people in the long run. Engaging in societal comparison to idealised body types has already had an influence.<sup>14</sup> Individuals might be content or unsatisfied with their bodies<sup>4</sup>. A negative body image occurs when a person is unhappy with his or her body or certain portions of it<sup>4</sup>. People may conceal or transform their bodies without considering the health ramifications, which can lead to body image problems<sup>4</sup>. Comprehending one's body dimensions, structure, and weight pertains to the cognitive domain, whereas acknowledging emotions, beliefs, attitudes, and self-perception in terms of body image is associated with the behavioral domain. As a result, body image encompasses evaluative beliefs about one's physical appearance and incorporates a significant aspect of body awareness<sup>15</sup>.

The development of one's body image is continually shaped by both environmental, cultural and intrinsic factors. Negative emotions regarding one's body, which lead to dissatisfaction, can stem from this process. This dissatisfaction has been correlated with conditions such as depression, heightened anxiety, diminished self-esteem, and the emergence of maladaptive eating patterns. Every day, our understanding of body image grows, and new elements influencing body image are being investigated<sup>14</sup>. People's thoughts and attitudes about their bodies can be impacted by a variety of outside sources, including media such as TV shows and movies, social media, and peers<sup>14</sup>. The influence of the media in shaping the perception of physical appearance is undeniably stronger than ever before, particularly among younger

generations and through emerging platforms. Unlike Facebook and Twitter, which allow for more diverse forms of communication through written posts, articles, and links. Social networking site can influence the perception of our appearance and, in some instances, may encourage people to want to do something about it<sup>16</sup>. People may engage in low-level appearance change, such as dying their hair, altering the clothes they wear or changing how they apply their make-up<sup>16</sup>. In certain situations, individuals may choose to make adjustments to their appearance, ranging from minor changes to more substantial transformations. These alterations can take various forms, including dyeing their hair, modifying their clothing choices, or adjusting their makeup application techniques. These low-level appearance changes are relatively temporary and can be easily reversed or adjusted based on personal preferences. On the other hand, there are instances where individuals opt for more significant and lasting modifications to their appearance, often achieved through cosmetic enhancements. These alterations can involve procedures such as plastic surgery, cosmetic dentistry, or other medical interventions aimed at enhancing specific features or achieving a desired aesthetic outcome. Unlike low-level appearance changes, cosmetic enhancements typically require professional assistance and may involve a more significant investment of time, resources, and recovery. Several indicators have been reported to indicate a person's intention to undergo cosmetic surgery. Body dissatisfaction has consistently been proven to be a primary motivator for cosmetic surgery in both women and men<sup>16</sup>. Breast augmentation was the most popular surgical cosmetic operation worldwide in 2020, followed by liposuction and eyelid surgery<sup>17</sup>.

In the year 2017, the Nigerian cosmetic surgery sector experienced a notable surge in its level of activity, visibility, and revenue generation. The prevalent procedures, namely liposuction and fat transfer, garnered widespread attention among female celebrities, businesswomen,

and influencers. The trend of achieving a slender waist with ample hips and a prominent derrière(buttock) became extremely popular<sup>18</sup>. The fascination with achieving an hourglass figure, characterized by a slim waist and curvaceous hips, has captivated the attention of many Nigerian women. This trend can be attributed to various factors, including the influence of international beauty standards, media representation, and the rise of social media platforms. Female celebrities, businesswomen, and influencers who showcase their own enhanced figures on these platforms have contributed to the popularization of this specific body ideal. Liposuction, a surgical procedure that removes excess fat from specific areas of the body, has gained significant traction in Nigeria. It is sought after by individuals who desire a more contoured appearance by eliminating stubborn fat deposits. Fat transfer, another popular procedure, involves removing fat from one area of the body and transferring it to another, often to enhance the buttocks or hips. These procedures are seen as a means to achieve the desired hourglass figure and have become sought-after options in the Nigerian cosmetic surgery industry. Boys are not as preoccupied with beauty standards and the appearance of their bodies as girls are.

According to studies, the masculine gender learns to consider their bodies as instruments to manage the world, whereas the feminine gender learns that their bodies are mostly used to attract others<sup>11</sup>. Social media content has the potential to induce body dissatisfaction, wherein an individual perceives their body as less attractive than an idealized standard. This dissatisfaction not only triggers mood fluctuations but can also result in significant behavioral alterations, including changes in eating habits or the onset of anorexia nervosa<sup>19</sup>. Over the past twenty years, there has been a rapid increase in the adoption of technology. The reasons for this widespread usage of the internet are multifaceted and include factors such as

improved accessibility, affordability of technology, advancements in processing devices, and the desire to stay up-to-date with the latest gadgets and trends.

Furthermore, social media platforms have risen to prominence as the primary means of communication, particularly among the younger population. Social media can also have an impact on a person's body image, which relies on the user and the information that they are viewing, whether it is negative or positive<sup>19</sup>.

Contents of such can shape their perceptions and attitudes towards their own bodies. For example, constant exposure to highly edited and idealized images of "perfect" bodies can create unrealistic beauty standards and lead to feelings of inadequacy or dissatisfaction with one's own appearance.

Conversely, social media platforms can also provide a platform for body positivity and empowerment. Users may encounter content that promotes self-acceptance, celebrates diverse body types, and encourages a healthy and balanced approach to body image. The human being is renowned as a social animal; nevertheless, according to a scholar, social comparison theory, humans have an inborn desire to evaluate themselves, including others, in order to know where they stand<sup>19</sup>. Individuals, as social animals, have a basic desire for social interaction and connection. We thrive in social situations and seek approval and recognition from others. Because of our social nature, we strive to build relationships, social bonds, and a sense of belonging. Young adult women present idealised images of themselves on social media. As a result, women on social media are more likely to encounter idealised photos of their peers and to compare themselves to these idealised images<sup>20</sup>. Women undergo physical, social, and biological transformations throughout adulthood, including changes in body weight, height, facial features, skin, and overall body appearance and size. These

transformations can significantly impact women's perceptions of their bodies and how they feel about their physical appearance<sup>21</sup>.

Nevertheless, it is evident that males also face challenges with body image concerning their weight, body shape, and physical appearance, leading to potential negative impacts on their health and emotions<sup>21</sup>. As the prevalence of dissatisfaction with their bodies rises among men, the associated adverse psychological outcomes, including low self-esteem, depressive symptoms, heightened appearance anxiety, social anxiety, muscular dysmorphia, increased loneliness, and excessive focus on self-appearance, also increase—resulting in a more distorted body image<sup>21</sup>. This phenomenon creates an environment where idealized images of peers are frequently encountered. Women using social media platforms may come across images that depict others as seemingly perfect or having an ideal appearance. As a result, they may compare themselves to these idealized images, evaluating their own physical appearance, achievements, or lifestyle choices in relation to the perceived standards set by others.

Social media content can contribute to body disappointment, which occurs when a person perceives his or her body as less appealing when compared to an ideal body<sup>19</sup>. These affects are mediated by two factors: internalisation of appearance ideals and comparison<sup>16</sup>. Internalization occurs when a person fully accepts and integrates society's standards of beauty into their own self-concept and personal goals. When individuals internalize societal beauty ideals, they believe that conforming to these standards will lead to acceptance, approval, and a positive self-image. They may develop a strong desire to achieve the perceived ideal appearance, which can drive their behavior and choices. Comparisons may lead individuals to feel either positively or negatively about themselves, depending on how they perceive the comparison outcome. It is proposed that if a person internalises beauty ideals about appearances that s/he cannot live up to (e.g., those depicted in the media or reinforced by

parents) and/or habitually engages in appearance comparison (e.g., with peers), this can lead to body image issues such as body dissatisfaction<sup>16</sup>. Social media platforms provide a space where individuals can engage in immediate and interactive communication with others, often anonymously or under a pseudonym.

The anonymity, combined with the ability to provide feedback in real-time, can lead to unfiltered responses and a higher likelihood of negative criticism. Unlike face-to-face interactions, social media offers a certain level of detachment and perceived anonymity, which can lead some individuals to feel more comfortable expressing their opinions in a more blunt or harsh manner. Therefore, this study seeks to investigate the influence of social media and contents on body image satisfaction among students of Lead City University, Ibadan.

## **1.2 Statement of the Problem**

Over time, the concept of the ideal body has changed. Presently, being curvy and voluptuous is considered attractive. Society has established this standard, leading to struggles for many individuals to conform. People resort to procedures like BBL, liposuction, breast augmentation, and cosmetic surgery to meet these expectations, sometimes at the cost of their lives. Both those aspiring to fit this mold and those who have achieved it face pressure to maintain it. Social media, heavily used by students, plays a significant role in their lives, exposing them to images and information promoting unrealistic beauty ideals. This exposure, alongside constant social comparisons, can profoundly affect students' satisfaction with their body image, potentially impacting their mental well-being. Academic institutions with diverse student populations are likely affected. Studying how social media contents influence students' perceptions of body image satisfaction is crucial. Understanding if certain platforms and its content have a stronger impact on students' body image satisfaction than others, and to what extent this affects their overall mental health, is a pressing concern.

Therefore, this study investigates influence of social media contents on body image satisfaction among Lead City University, students in Ibadan.

### **1.3 Aim and Objectives of the Study**

The aim of this study is to investigate influence of social media contents on body image satisfaction among students of Lead City University Ibadan. The specific objectives are to;

- i. identify social media platforms Lead City University students are exposed to.
- ii. identify the level of exposure to body image contents on social media platforms among students of Lead City University, Ibadan.
- iii. access the students' perception on their body image satisfaction.
- iv. ascertain the influence of social media contents exposure on body image satisfaction among students of Lead City University Ibadan.

### **1.4 Research Questions**

- i. What are the social media platforms Lead City University students are exposed to?
- ii. What is the level of exposure to body image contents on social media platforms among students of Lead City University, Ibadan?
- iii. What is the students' perception on their body image satisfaction of Lead City University, Ibadan?

### **1.5 Hypothesis**

Ho1 There will be no significant influence of social media contents exposure on body image satisfaction among students of Lead City University Ibadan

### **1.6 Significance of the Study**

This study holds significance on multiple fronts. Primarily, it offers valuable insights to the broader public, serving as a documented source of knowledge for future researchers. Additionally, it furnishes a lens for empirically observing and sharing information about body image satisfaction, which can be of benefit to students. It will also throw more light on the need to avoid body comparison. The study will help sensitize parents and guardians and university management by offering knowledge on how to mentor and advise students on how to cope with pressures that comes with social media. The study is also exceptionally significant to academic communities, as it is conducted and reported in such a manner that it provides yet another important scholarly debate for academic experts and researchers in this field, thereby subscribing to their understanding of the concept body image cumulatively.

This study will contribute to the fostering and increasing materials in this area of research, it could also serve as a reference purpose in terms of academics. In conclusion, the value of this study resides in its potential to improve the well-being of university students, inform policies and interventions, and enhance academic understanding in the field of social media's impact on body image satisfaction and mental health. By addressing this essential issue, the study hopes to establish a good and empowering online environment for students, promoting healthier interactions with social media and with themselves.

### **1.7 Scope of the Study**

This study is delimited both geographically and contextually. Geographically, the focus is on a specific private university Lead City University in Ibadan, Oyo State. Ibadan, located in the southwestern part of Nigeria, is the country's third-largest city and renowned for its cultural heritage and educational institutions. Lead City University, situated in this vibrant urban center, provides a distinctive backdrop for this research. Contextually, the study is expressly confined to the realm of social media content on body image satisfaction. It meticulously

examines how social media content, particularly concerning body image, shapes the satisfaction levels of students at Lead City University.

### **1.8 Limitation of the Study**

The researcher encountered challenges including students being distracted during questionnaire administration, particularly due to conflicting lecture schedules, absenteeism, or lack of interest. Additionally, students exhibited reticence in responding to questions they perceived as personal or uncomfortable, contributing to difficulties in data collection. Distractions from various sources, such as their surroundings, concurrent tasks, or electronic devices, further compromised students' focus and the accuracy of their responses.

### **1.9 Operational Definition of Terms**

Key concepts and variables as used in this work are defined thus:

**Body Image:** Body image, pertains to the way students perceive, think about, and feel regarding their own physical appearance, encompassing aspects such as body size, shape, and attractiveness.

**Body Image Satisfaction:** Body image satisfaction, as explored in this thesis, denotes the level of contentment, confidence, and positivity that students have regarding their own physical appearance.

**Body Dissatisfaction:** Body dissatisfaction, within the scope of this research, signifies the negative emotions, displeasure, or dissatisfaction that students at Lead City University may experience concerning their own physical appearance.

**Body Surveillance** Body surveillance, as examined in this thesis, is the continuous monitoring and evaluation of one's own body, particularly focusing on perceived flaws or imperfections, and its potential impact on body image satisfaction.

**Body Comparison:** In the context of this thesis, body comparison among Lead City University students entails the act of students comparing their own bodies to others, whether in person or through images on social media.

**Body Positivity:** Body positivity, as explored in this research, is a cultural and social movement that encourages self-acceptance, self-love, and positive body image among students at Lead City University, irrespective of societal beauty standards or body size

**Lead City University Students:** Lead City University students, in the context of this thesis, specifically refer to individuals who are currently enrolled as students at Lead City University, Ibadan, Oyo State, Nigeria, and are the primary participants in the study investigating the relationship between their social media use and body image satisfaction

**Self-esteem:** Self-esteem, in the context of this thesis, refers to the overall evaluation and sense of self-worth of students at Lead City University and how it may be influenced by their body image and social media use

**Social Media:** In the context of this study, social media refers to digital platforms such as Facebook, Instagram TikTok, and others that students at Lead City University, Ibadan, use to create, share, and interact with content and other users online.

**Social media content:** Social media content" encompasses a diverse array of information, posts, images, videos, and other materials that lead city students share or circulate on various social media platforms. This wide-ranging content includes text-based posts, multimedia content, links, and more, showcasing the dynamic and multifaceted nature of their contributions in the digital realm.

**Social Media Platforms:** Social media platforms are the specific online websites or applications, like Facebook and Instagram, which students of Lead City University utilize for communication, information sharing, and social networking.

**Social Media Influence:** Social media influence, in the context of this thesis, refers to the effects of social media content on students of lead city university as well as interactions, and exposure to beauty standards and body ideals on the beliefs, attitudes, and body image satisfaction.

### Endnotes

1. R. Karthiteyan & A. Bhaumik, *A Correlational Study on Body Image and Psychological Well-being among Emerging Male Adults in India*, **Turkish Online Journal of Qualitative Inquiry (TOJQI)**, 12 (10), 2021, 2136-2144.
2. H. Shoraka, A. Amirakafi & B. Garrusi, *Review of Body Image and some of Contributing Factors in Iranian Population*, **International Journal of Preventive Medicine**, 10 (19), 2019, 1-14
3. E. Anierobi, C. Etodike, A. Eluemuno, & M. Nneka Nwikpo, *Body Image and Self-Esteem as Predictors of Indecent Dressing among Female Undergraduates in Universities in Anambra State, Nigeria*, **European Journal of Humanities and Social Sciences**, 1(4), 2021, 1-6
4. R. Yahaya, D. Apaak & T. Hormenu, *Body Image, Self-Esteem and Health Behaviour Among Senior High School Students in Offinso Municipality Of Ashanti Region, Ghana*, **Journal of Physical Education and Sport Management**, 12(1),2021, 11-18.
5. K. Madison, T. Imani & W. Gregory, *Social Comparison and State–Trait Dynamics: Viewing Image Conscious Instagram Accounts Affects College Students’ Mood and Anxiety*. **Psychology of Popular Media**, 10 (3), 2020, 340-349.

6. I. O'Reilly, *Social Media and its Associations With Body Satisfaction, Exercise and Eating Habits on Undergraduate Students*, **Psychology at Dublin Business School, School of Arts, Dublin, BA Hons**, (Unpublished), 2018.
7. E. Okoro, O. Ajayi & O. Okoro, *Body Image Dissatisfaction and Physical Appearance Related Comparison as Correlates of Self-Esteem Among Female Undergraduate Students, Nasarawa State University, Nigeria*, **Sapientia Foundation Journal of Education, Sciences and Gender Studies**, 3(3), 2021, 69-79
8. Q. Javaid, & A. Ajmal, *The Impact of Body Language on Self-Esteem in Adolescents*, **Clinical and Counselling Psychology Review**, 1(1), 2019, 44-54.
9. M. Phan, & A. Dinh, *Body Image, A Study Concerning Teenage Social Media Involvement and Body Satisfaction*. **Journal of Student Research**, 11(1), 2022, 1-22.
10. J. Dotse & M. Asunmeng, *Relationship Between Body Image Satisfaction and Psychological Well-Being: The Impact of Africentric Values*, **Journal of Social Science Studies**, 2 (1), 2015, 330-342.
11. I. Onunkor, O. Onovughakpo & C. Nwabueze, *Exposure to Facebook And its Influence on Body Comparison Among Female Civil Servants in Selected South East States* **Language, Literature and Communication Journal**, 4 (1), 2022, 1-17.
12. B. Taye, A. Wole & O. Gbemisola, *Image Promotion on Instagram by Female Students in some Nigerian Universities*, **Advances in Social Sciences Research Journal**, 7 (11), 2020, 494-502
13. O. Ayandu & O. Popoola, *Perception of Body Image Satisfaction Among Female Students in Ibadan, Nigeria*, **International Journal of Research in Arts and Social Science**, 13, 2020, 139-149
14. A. Arrington, *Exploring the Relationship among Social Media Use, Body Image, and Gender*, **Citations Journal of Undergraduate Research**, 18, 2021, 151-156.
15. A. Lorenzo, L. Lattke & E. Rabaglietti, *Changes in Weight, Body Image Perception and Self-Efficacy: A Study on Italian Adolescents during the Pandemic Period*, **European Journal of Humanities and Social Sciences**, 1 (6), 2021, 44-54.
16. C. Walker, E. Krumhuber, S. Dayan & A. Furnham, *Effects of Social Media Use on Desire For Cosmetic Surgery Among Young Women*, 2021, Available Online: <https://doi.org/10.1007/s12144-019-00282-1>.
17. F. Michas, *Cosmetic surgery - Statistics & Fact*, 2022, Available Online: <https://www.statista.com/topics/3734/cosmetic-surgery/>

18. C. Akpa, *Cosmetic Surgeries Account For Great Percentage of Medical Tourism*, 2022, Available Online: <https://guardian.ng/appointments/cosmetic-surgeries-account-for-great-percentage-of-medical-tourism>
19. A. Alanazi, Y. Alotaibi, J. Alojjan, U. Zaidid & H. Rao, *Effects of Social Media Contents on the Perception of Body Image*, **International Journal of Innovation, Creativity and Change**, 9 (7) 2019, 179-196
20. J. Hogue & J. Mills, *The Effects of Active Social Media Engagement with Peers on Body Image in Young Women*, 2018 Available Online: <https://doi.org/10.1016/j.bodyim.2018.11.002>
21. E. Kocyigit, *Body Image Aging*, *Anti-Aging Eastern Europe*, 2 (1), 2023, 23-28

## **Chapter Two**

### **Literature Review**

To provide empirical background and theoretical support to this study and also make this work comprehensive, the literatures and theories will be reviewed under the following subheadings:

#### **2.1 Conceptual Review**

2.1.1 Concept of Body Image and self-esteem

#### **2.2 Theoretical Framework**

2.2.1 Social Comparison Theory

2.2.2 Uses and Gratification Theory

2.2.3 Social Cognitive Theory

2.2.4 Psychodynamic Theory

## **2.3 Review of Empirical Studies**

### 2.3.1 Social Media Platforms and Body Image Satisfaction

### 2.3.4 Exposure to Social Media Contents on Body Image Satisfaction

### 2.3.5 Level of Body Image Satisfaction among Students

## **2.4 Conceptual Model**

## **2.5 Summary of Literature Reviewed**

## **2.1 Conceptual Review**

### **2.1.1 Concept of Body Image and Self-Esteem**

Body image is defined as a person's perspective, thoughts, and feelings regarding their own body. It is the portrayal of one's own body, including one's mirror reflection, and it reflects societal conceptions that are influenced by a society's culture and norms. This perception is formed by the use of body ideals, which are widely passed through the media, family, and peers<sup>1</sup>. It can be viewed as how a person perceives and evaluates one's own physique. This includes a person's ideas, feelings, beliefs, and attitude towards one's own body, as well as how they see their body in comparison to others. Simply said, body image is people's sense of their physical self. Beliefs, ideas, behaviors, and emotions associated with that perspective are also included. It is formed via self-observation as well as the reactions of others to one's body<sup>2</sup>. Body image refers to a person's health, talents, and sexuality in addition to his or her physical appearance, and it changes as a result of factors such as age, gender, ethnicity, social

media, and health status<sup>3</sup>. Self-evaluation about your body and how you perceive your body will determine how comfortable you feel in your body. Having a positive body will imply appreciating and accepting your body regardless of its shape, size and colour. The perception of body image holds significant importance, particularly among individuals, especially adolescents globally. How one views their body can impact them psychologically and emotionally, influencing self-esteem and contributing to behavioral dysfunction<sup>4</sup>. Every individual is created to be unique with physical structures and attributes genetically inherited from one's parents. As people pass through stages of development, nature and nurture play out to shape one's physical attributes and endowment making some seem to appear more appealing than others.

Beauty lies in the eyes of the beholder, and this seems to account for why some people engage in dieting, make-ups and exercise to appear more appealing to one's eyes. Various outcomes result from body image concerns, impacting emotions, thoughts of suicide, eating habits, psychological well-being, and more. These consequences significantly affect the daily functioning of individuals<sup>4</sup>. Body image refers to an individual's perception, thoughts, and emotions regarding their own physical form. Numerous elements contribute to shaping this perspective, such as cultural and societal cues, personal encounters, and relationships<sup>5</sup>. The way someone views their body can significantly impact their self-esteem, confidence, and overall mental and emotional health. A positive body image manifests when an individual feels at ease and self-assured in their own skin, appreciating their innate shape and size. Conversely, an adverse body image is characterized by unfavorable thoughts and emotions about one's physique, potentially leading to self-consciousness or dissatisfaction with their appearance.

Lately body image satisfaction has emerged in academic literature.

According to research, it is a multidimensional phenomenon that includes body consciousness, emotional attitude towards the body, and contentment with the body's functionality<sup>6</sup>. It is a complicated phenomenon that comprises body consciousness, an emotional relationship with the body, and satisfaction with the body's functionality, according to study. Body image and life satisfaction are inextricably linked to physical and mental well-being<sup>7</sup>. On the other hand, body image is also influenced by how others perceive and interpret the individual's physical self. This includes social factors such as cultural and societal beauty standards, media representation, and feedback from peers and family members. These external factors can influence an individual's own perception of his/her own body, leading to feelings of dissatisfaction or insecurity.

Body image is a complicated construct produced by an individual's mental representation of one's own physical self's integrity and competency, as well as their awareness of how others view them—the social interpretation of their physical self<sup>7</sup>. A person's body image becomes a part of who they are as a person, and when they have a negative body image, it can cause them to regulate their appearance through their diet, exercise, clothing choices, use of cosmetic surgery, and cosmetic goods. Body-Image is the mental depiction one creates, but it may or may not put up with close relation to how others truly see you. It is subject to our emotions, moods, early experiences, attitudes of significant people around us and much more. It's like a mirror we have in our head. Contentment with Life, on the other hand, can be defined as one's overall judgement of life rather than the sentiments and emotions that are felt at the time<sup>8</sup>. It is made up of insight, emotions, and physical sensations, and it is not static; it can change depending on mood, physical experience, and environment. It is a man's assessment of his physical self, as well as the introspection and emotions that arise from that assessment. These emotions can be positive, negative, or both, and are influenced by personal and environmental factors<sup>8</sup>.

Self-esteem is a mental evaluation of an individual's good or negative self-esteem and is an essential predictor of the execution of a healthy behaviours<sup>9</sup>. It demonstrates that self-esteem is a crucial safeguard for personal well-being and one of the finest measures of subjective well-being. It's likely to be the adoption of healthy behaviors, self-esteem is an emotional appraisal of an individual's good or negative confidence. self-esteem indicates individuals' self-confidence in their own abilities, value, perception of value, and feeling of success, reflected an individual's judgement of self, and can well anticipate their personal happiness<sup>9</sup>. "One's favorable or adverse view of oneself" is referred to as self-esteem<sup>10</sup>. It is regarded as an important indicator of psychological well-being. There are numerous factors that influence teenagers' self-esteem, but some evidence suggests that body image alterations are critical to understanding this tendency. Because adolescents are indoctrinated to believe that physical appearance is a significant basis for assessing and evaluating people in our culture and today's environment<sup>10</sup>. In fact, perceived appearance has consistently been found to be the best predictor of self-esteem among teenagers, demonstrating how closely linked self-worth and attractiveness are<sup>10</sup>. People who have a terrible body image believe that they do not have a decent body image and hence have no way to check themselves. They speak of low self-esteem, loss of self-control, and hopelessness, as well as other psychosomatic discomforts<sup>10</sup>. Persons with a positive body image encouraged and recognise the uniqueness and features of their bodies, which causes them to focus on what their bodies can do rather than how they appear, and as a result, they accept their bodies unconditionally<sup>10</sup>.

Furthermore, Body image is the perception of individuals of their own body and it can be affected by many variables such as culture, social pressure, and media, but it is not limited to these factors. Body image disturbances are important because they lead to severe physical or psychological health problems<sup>11</sup>. When someone experiences body image disturbances, they may develop unhealthy attitudes and behaviours towards their body. This can manifest as

extreme dissatisfaction with one's appearance, an obsession with achieving an unrealistic ideal, or engaging in harmful practices such as excessive dieting, exercise, or even resorting to extreme measures like cosmetic surgery. The impact of body image disturbances can be both physical and psychological. Physically, it may lead to disordered eating patterns, malnutrition, or other health complications. Psychologically, it can contribute to low self-esteem, depression, anxiety, and other mental health issues. Body image problems are caused by the disparity between the internationalised ideal body and the individual's actual body. Peers and family, in addition to the media, are sources of pressure to have an ideal body. Most teenagers have comparable body-related inquiries and concerns. Such teenagers with their appearance, which appears to be in constant flux during adolescence. Everyone has an "image" of their physique and looks, as well as how well it fits into what they perceive to be normal, acceptable, or attractive<sup>12</sup>.

Body image is an important component of adolescents' overall self-image. They are extremely sensitive and react to criticism about their body image, which they find vexing, and they perceive negative things such as comments and taunts<sup>12</sup>. Many of them begin to lose self-esteem or confidence if they get unfavorable or bad comments about their appearance, physical abilities, social looks, ethnic features and changes in their body that are linked with puberty. To focus equally on all aspects of their lives, they need to give equal importance to other major factors such as mental aptitude, their personalities and inner strengths, artistic and musical talents. that also contribute significantly in the making of the overall self-image<sup>12</sup>.

Self-esteem is described in psychology as the negative or positive judgement of oneself<sup>13</sup>. In summary, the statement emphasises the significance of self-esteem in maintaining good mental health. Having a healthy self-esteem can result in emotions such as joy, satisfaction,

and inner strength, whereas having a poor self-esteem can lead to emotions like worry, sadness, and diminished self-value. Recognising and tackling self-esteem issues is a crucial component of numerous therapeutic approaches and can support individuals in cultivating a more robust and optimistic self-concept. In contrast, individuals with lower self-esteem may use social media in ways that exacerbate their negative feelings, such as comparing themselves to others, seeking validation through likes and comments, and engaging in negative self-talk. These negative experiences can lead to feelings of loneliness, anxiety, and depression, and may even contribute to addictive behaviour's such as excessive social media use.

#### **2.1.1.1 Positive Body Image**

In recent years, the body-positive movement has gained prominence on social media, sparking both endorsement and criticism in popular culture discussions<sup>14</sup>. This movement promotes the cultivation of a positive outlook towards one's own body, encouraging individuals to embrace their bodies as they are, irrespective of societal standards or expectations. The aim of body-positive content is to challenge the dominance of media that fixates on idealized appearances and instead foster a positive perspective on one's body by promoting diversity, inclusivity, and rejecting harmful beauty ideals<sup>15</sup>. Over the past decade, there has been a surge in body-positive content across social media platforms and campaigns (e.g., Instagram), giving rise to the body positivity (#bopo) movement<sup>15</sup>. The movement promotes body acceptance and questions the normalization and pursuit of socio-cultural beauty ideals, often amplifying the voices of marginalized individuals and acknowledging the oppression they face. Recent research in the form of a scoping review provides evidence supporting the potential benefits of body-positive content on social media for improving body image<sup>14</sup>. This finding could be particularly significant during adolescence, as it is a period

when individuals become more attuned to their body's signals and engage in self-reflection regarding their physical appearance, which is influenced by the rapid physical changes that occur during puberty. Positive body image is the practice of embracing one's body as it is and recognizing the inherent uniqueness and functionality within it<sup>14</sup>.

This concept is theoretically complex and comprises six fundamental facets: an appreciation for the body's function, health, and characteristics; an acceptance and love for one's body, even if not entirely content with every aspect; a broad and inclusive definition of beauty, encompassing a diverse range of looks, appearances, body sizes, shapes, and inner qualities; a constructive approach to enhancing one's appearance through benign methods, such as grooming behaviours; an inner positivity that exerts a positive influence on outward demeanour, generating feelings of beauty and self-worth that can radiate outward into positive emotions, body confidence, and adaptive behaviours; and the ability to filter external information in a protective manner, effectively shielding against negative body-related images and messages<sup>14</sup>. Positive body image goes beyond the mere absence of negative body image, as it possesses unique attributes such as inner positivity, spirituality, and a broader perspective on beauty standards, setting it apart from negative body image<sup>16</sup>. These attributes can further evolve as fundamental components of positive body image and play pivotal roles in its emergence and development<sup>16</sup>. The significance of positive body image lies in its capacity to help individuals construct a cognitive framework that acts as a filter for interpreting incoming information. This filter functions as a protective shield, screening out detrimental body-related messages while allowing positive input to undergo internalization. Those with a positive body image tend to emphasize their body's strengths and minimize perceived imperfections, fostering a deep sense of love and respect for their bodies<sup>16</sup>.

Proponents of positive body image emphasize that it does not require complete satisfaction with every aspect of one's body and does not shield against all threats related to body image. Recent research over the past decade has placed significant emphasis on the importance of body functionality, shifting the focus from mere physical appearance to what the body can do<sup>17</sup>. Jennifer Allea and Tracy Tylka argue that body functionality holds a central role in fostering positive body image and overall well-being, especially when individuals appreciate the capabilities of their bodies and view their functionality holistically<sup>17</sup>. People who possess a positive body image tend to exude confidence, contentment, security, and a sense of beauty about their bodies, which often manifests as an outward radiance or glow. Such positive body image fosters a mindful connection with one's body, enabling individuals to recognize and meet their body's needs effectively<sup>16</sup>.

Moreover, positive body image contributes significantly to healthy psychological and physical development, as it is associated with higher self-esteem, self-acceptance, improved mental health, and healthier lifestyle choices<sup>16</sup>. Empirical evidence has also demonstrated that exposure to social media content promoting diverse and realistic physical appearances, as well as encouraging body acceptance and love, has a positive impact on mood, body satisfaction, body esteem, and body appreciation<sup>25</sup>.

### **2.1.1.2 Negative Body Image**

Individuals grappling with a negative body image often exhibit a tendency to recall adverse memories related to their bodies, while simultaneously being driven to avoid recollecting specific memories to prevent evoking unpleasant emotions, such as disgust<sup>19</sup>. These negative emotions intertwined with one's body image are likely intertwined with their autobiographical memories regarding their own bodies. Supporting this notion, two previous studies discovered that women who perceived their appearance as repugnant tended to recollect

memories characterized by unfavourable assessments of their bodies and displayed heightened levels of disgust when confronted with autobiographical memories linked to their bodies<sup>20,21</sup>.

A common element in negative body image is the apprehension of gaining weight, frequently rooted in societal standards that prioritize thinness as the ideal physique. Individuals with a negative body image often grapple with persistent concerns about weight gain and may erroneously link their self-worth to their size or shape. This fear can lead to detrimental behaviours like restrictive eating, excessive exercise, or involvement in unhealthy dieting practices. Consequently, these comparisons can foster low self-esteem and a negative body image, both of which serve as risk factors for the development of unhealthy weight loss methods, eating disorders, and mental health issues such as depression in both adolescent males and females<sup>22</sup>. Poor body image has a far-reaching impact on mental health that goes beyond the odd negative thought. Body dissatisfaction can also lead to mental health issues such as eating disorders, low overall well-being in both sexes, and a deterioration in mental health in women<sup>23</sup>.

### **2.1.2 Concept of Body Image Satisfaction**

Body image satisfaction refers to the extent to which an individual, especially a young person, approves of and feels content with their own body appearance, as assessed and judged by their own standards<sup>24</sup>. Youth who experience body image satisfaction are essentially characterized by having a positive body image, marked by a clear and unaltered perception of their body's shape<sup>24</sup>. Body image satisfaction is a measure of how content people are with their physical appearance, particularly with regard to weight and shape. It encompasses the perspective and emotions an individual holds regarding their own body. This concept reflects a person's level of contentment or discontentment with their external appearance,

encompassing aspects like size, shape, and overall look. Various factors, including cultural norms, personal values, and media representations of diverse body forms, influence people's sense of satisfaction with their bodies. In some cultures, a high level of body image satisfaction can contribute to maintaining a higher BMI and exacerbate the prevalent issues of overweight and obesity<sup>25</sup>.

Conversely, experiencing dissatisfaction with one's own body and harbouring a negative body image perception can lead to a range of detrimental effects, particularly among young adults<sup>25</sup>. Therefore, when individuals are dissatisfied with their appearance, it can result in numerous adverse consequences. The role of peers in shaping body image perceptions is significant. Some studies have underscored the influence of peer opinions on body dissatisfaction<sup>11</sup>. young individuals with slender friends may be more susceptible to body dissatisfaction and low self-esteem, perceiving thinness as an ideal<sup>11</sup>. The impact of peers on how individuals perceive their own body image can be attributed to various factors. Firstly, individuals often engage in comparisons with others within their social circles as a means of assessing their own physical appearance. When young people have friends who are perceived as being slim or adhering to societal beauty ideals, they may experience a sense of pressure to attain a similar body shape or size. Body dissatisfaction is recognized as a predisposing factor for significant health-related issues.

Consequences of such dissatisfaction encompass low self-esteem, feelings of isolation, an excessive focus on appearance, depression, the adoption of unhealthy behaviours related to body modification, including extreme dieting, intense exercise regimens, the use of muscle-enhancing substances, and even resorting to cosmetic surgeries<sup>11</sup>.

Body dissatisfaction stands as a globally significant indicator of body-related stress and is defined as the presence of negative thoughts and emotions concerning one's own body<sup>26</sup>.

Research has established it as a precursor to the development of eating disorders, impacting individuals with mental health conditions like binge eating disorder or social anxiety disorder, as well as those without such conditions. This concept represents one end of the spectrum in the continuum of body image disturbance, which encompasses evaluations of satisfaction (e.g., contentment with specific body aspects) and discontent (e.g., dissatisfaction with particular body features such as weight or muscle tone) (e.g., dissatisfaction with body weight or muscle tone).

Appearance orientation, on the other hand, is a construct that reflects the cognitive-behavioural investment individuals make in their appearance, signifying the importance they attach to how they look. It has connections to both the cognitive-affective and behavioural dimensions<sup>26</sup>. Body image satisfaction is commonly defined in literature as the degree to which people are happy with their physical appearance, particularly their weight and form<sup>27</sup>. Body image dissatisfaction is increasingly linked to an inability to master one's own body, which encourages discrimination, stigmatisation, and even bullying. As a result, when young people are overweight, they are stigmatised in comparison to people with the expected body shape<sup>28</sup>. Studies have demonstrated that body image dissatisfaction occurring during late childhood and adolescence is associated with increased negative effect<sup>29</sup>. Body image dissatisfaction may lead to both abnormal eating habits and unhealthy weight control behaviours<sup>29</sup>.

Body satisfaction in puberty is characterised by multidimensional features that include, to varying degrees, affectivity, cognition, perceptual-descriptive notion, body care (behavioural factor), and contextualization. That is, various things influence how adolescents perceive their bodies, both positively and adversely, depending on the dimension they wish to analyse<sup>28</sup>. Presently, in the Nigerian society, particularly among young females, there exists a

significant pressure to conform to specific beauty standards, as indicated by recent findings<sup>30</sup>. Such pressure arises from the awareness that Nigerian students are highly conscious of their body image and often employ various strategies to attain their desired body image<sup>31</sup>. Notably, there is a discernible positive connection between self-esteem and body image satisfaction<sup>10</sup>. Those who fall outside the norm in terms of weight, whether underweight or overweight, tend to grapple with more negative emotional thoughts regarding their bodies and exhibit heightened concerns about how others perceive them in social contexts when compared to their peers with normal weight<sup>10</sup>. Both underweight and overweight individuals are predisposed to experiencing negative body image and lower self-esteem levels compared to their counterparts with normal weight.

Underweight individuals may feel compelled to gain weight and increase their body mass, while overweight individuals may face pressure to shed pounds and reduce their body mass. A scholar touches on the sociocultural aspect of body construction, pointing out that societies tend to place value on specific attributes and behaviours, thereby establishing a prototypical body image within each society<sup>32</sup>. This can lead to a range of body-altering practices such as excessive exercise, medication usage, plastic surgery, and even eating disorders<sup>32</sup>. Consequently, individuals who don't align with these beauty ideals may engage in self-evaluation marked by negativity or unrealistic expectations, sometimes resorting to inappropriate methods to modify their weight. For instance, some societies may hold thinness in high regard as a symbol of self-discipline and control, whereas others may value a larger body size as an indication of affluence and social status. The gap between one's subjective perception of body image and the pursuit of the ideal body type can disrupt feelings of satisfaction and instigate a desire for appearance alterations, directly impacting mental health and overall well-being<sup>32</sup>.

### **2.1.3 Body Image Satisfaction Among Students**

Body image satisfaction in students pertains to how individuals perceive and assess their own bodies in relation to societal norms and personal ideals. It encompasses their level of contentment or discontentment with their physical appearance, including aspects like weight, shape, size, and overall attractiveness. Among university students, there is a notable prevalence of body dissatisfaction and distorted body image, often accompanied by a high incidence of eating disorders and insufficient physical activity<sup>33</sup>. The transition from high school to college introduces significant changes in the social environment of young adults. With newfound independence and reduced parental supervision, maintaining a healthy lifestyle can become challenging.

Simultaneously, these young individuals must cope with increased autonomy and academic pressures, making universities fertile ground for mental health issues. Therefore, it becomes critically important to encourage university students to cultivate healthy lifestyles<sup>34</sup>. The university years represent a pivotal period for establishing behaviors and habits that can have lasting effects on long-term health and well-being. During this phase, students often develop patterns related to diet, exercise, and self-care that can endure into adulthood. It has also been noted that concerns related to body image satisfaction are on the rise<sup>29</sup>.

Body image satisfaction holds particular significance for students, as they frequently encounter heightened societal pressures to conform to beauty standards. These pressures can emanate from various sources, including media portrayals, peer comparisons, and cultural expectations. Students may feel compelled to meet specific physical standards to fit in, gain acceptance, or bolster their self-esteem. In all types of relationships, whether with a partner, family member, colleague, or peer, individuals seek acceptance and validation. However, when faced with criticism, rejection, or judgment, they become more vulnerable to various

mental health issues, including poor body image and physical well-being concerns and appearance related comparison<sup>35</sup>. Individuals may begin to harbor negative feelings about their bodies or physical appearance, often subjecting themselves to unfavorable comparisons with others. The pressure to conform to societal beauty standards or notions of attractiveness can instigate sentiments of inadequacy, diminished self-esteem, and discontentment with their own bodies.

Notably, body dissatisfaction has been identified as a precursor for the development of eating disorders and is prevalent among individuals with various mental conditions, such as binge eating disorder or social anxiety disorder, as well as those who are mentally healthy<sup>5</sup>. The pervasive presence of images depicting thin and slender females, as well as muscular and lean males, in Westernized societies, has heightened body image concerns, particularly among college students<sup>8</sup>. The onset of puberty marks a phase where physical appearance and body image take on increasing importance in a young person's overall self-concept. This transitional period significantly influences the development of a positive attitude toward one's body image, and the bodily changes experienced can have a profound impact on overall personal growth, even extending into the university years<sup>36</sup>.

Body dissatisfaction can be characterized as the negative assessment of one's own body, typically arising from a dissonance between one's idealized appearance and their perceived reality<sup>37</sup>. Research has revealed that reduced body satisfaction among students is associated with factors such as eating disorders, a higher BMI, following models or celebrities on social media, adhering to their nutritional advice, family and peer influences, self-criticism or body ridicule, dieting practices, and increased phone usage. Conversely, engagement in physical activity has been linked to higher levels of body satisfaction<sup>38</sup>. Negative body image is often marked by dissatisfaction with one's body or specific body parts, preoccupation with

appearance, and engagement in behaviors like frequent mirror checks, self-weighing, or avoidance of public situations<sup>39</sup>. Such dissatisfaction arises from the perception that one's actual appearance falls short of desired or socially accepted standards. Interestingly, individuals who feel secure in their relationships tend to exhibit greater body satisfaction and are less inclined to believe that they must conform to appearance ideals to gain acceptance from others<sup>39</sup>.

Establishing secure relationships is instrumental in fostering a positive body image and alleviating the pressure to conform to unrealistic appearance standards. Such security allows individuals to redirect their focus toward accepting and appreciating their bodies as they are, instead of perpetually striving to meet societal expectations. An individual's relationship with their own body can fall into one of two categories: satisfaction or dissatisfaction. When someone experiences dissatisfaction with their body or specific body parts, it is indicative of a negative body image. This can lead to actions aimed at concealing or altering the body without due consideration for the associated health implications, resulting in disturbances related to body image<sup>40</sup>. For instance, individuals may resort to crash diets or restrictive eating patterns in an attempt to rapidly shed pounds, even at the expense of their nutritional intake and overall well-being. Similarly, they might engage in excessive exercise regimens or turn to unhealthy weight loss supplements, often without considering the potential risks to their physical health

The majority of students in high school fall within the adolescent age group, where body image plays a central role in self-identity. Adolescents have been socialized to believe that their appearance serves as a significant basis for self-evaluation and for how they are evaluated by others<sup>40</sup>. The self-conscious effort to conform to culturally accepted body image standards and avoid negative societal judgment can significantly impact body image

satisfaction. Body image satisfaction is achieved when an individual feels positive about and accepts all aspects of his/her body<sup>41</sup>. The cognitive perspective on body image dissatisfaction posits that individuals who are preoccupied with body size and shape tend to interpret information related to body image in a biased manner<sup>42</sup>. For example, teenagers fixated on their weight might interpret someone else's laughter as directed at their body size, rather than as a response to a humorous joke. It is assumed that this biased cognitive processing occurs automatically, beyond the individual's conscious awareness<sup>42</sup>.

Society's emphasis on physical appearance can exert pressure on females to adhere to specific beauty standards in order to be perceived as desirable or attractive. Interestingly, male relationship satisfaction has been directly linked to their satisfaction with their partner's physique, indicating that males may place a greater value on physical appearance compared to their female counterparts<sup>43</sup>. The desire for beauty is a natural and common trait among individuals, but it tends to be stronger in those who are dissatisfied with their bodies<sup>44</sup>. The surge in cosmetic surgery rates can be attributed to heightened sensitivity to physical appearance in modern societies, reduced costs associated with these procedures, and increased public awareness about cosmetic surgery facilitated by media exposure. Dissatisfaction with one's physical appearance may compel individuals to resort to invasive methods, such as plastic surgery, in pursuit of improving their looks<sup>44</sup>.

### **2.1.3.1 Body Weight**

Body weight refers to the total mass or heaviness of an individual's body. It is typically measured in units such as kilograms or pounds. Body weight is influenced by various factors, including muscle mass, bone density, fat content, and overall body composition. Maintaining a healthy body weight is often considered important for overall well-being, as excessive or

insufficient weight can be associated with various health issues. It's important to note that body weight alone may not provide a complete picture of a person's health, as factors such as body composition, distribution of weight, and overall lifestyle also play crucial roles.

Additionally, individuals may have different healthy weight ranges based on factors like age, gender, and height. The probability of individuals resorting to detrimental methods to alter their body, such as extreme dieting, excessive exercise, and the use of substances like anabolic steroids, is a concern<sup>7</sup>. Particularly severe instances involve the development of eating disorders like anorexia nervosa and bulimia nervosa. Anorexia nervosa is marked by the persistent avoidance of maintaining a minimally normal weight for one's age and height, an intense fear of weight gain, and a distorted perception of their own body weight or shape<sup>7</sup>.

Another crucial aspect involves the incorrect perception of body shapes, which could contribute to weight gain<sup>32</sup>. Individuals who are overweight or obese and lack accurate self-assessment are more prone to adopting unhealthy attitudes towards weight management, including tendencies to overeat, consume unhealthy foods, and engage in insufficient physical activity<sup>32</sup>. These individuals typically engage in unhealthy practices such as restricting food intake, utilizing weight loss or gain medications, and engaging in excessive exercise<sup>44</sup>.

### **2.1.3.2 Body Shape**

Body shape is one component of body image, which encompasses an individual's perceptions, thoughts, and feelings about their own physical appearance. Body shape specifically refers to the natural contours and proportions of a person's body, including the distribution of fat and

muscle. Young females, in particular, may feel compelled to alter their appearance to align with prevailing beauty standards depicted on various social networking sites<sup>31</sup>. This inclination arises from their aspiration to emulate the body shape, size, or skin tone of celebrities and others they encounter on social media<sup>31</sup>. The media tends to highlight specific body images as more appealing, such as extreme thinness, larger breasts with a small waist for women, and a V-shaped muscular physique for men.

In social circles, individuals are frequently categorized as either appealing or unappealing based on their body shape and weight, which can lead to judgments about their character as favorable or unfavorable. To counter the societal biases associated with specific body shapes and weights, an increasing number of people turn to various cosmetic interventions<sup>6</sup>. This, in turn, influences their perceived needs, as they may feel compelled to conform to societal standards or seek interventions to align with prevailing beauty ideals.

### **2.1.3.3 Muscle Tone**

Muscle tone, in the context of body image, refers to the firmness and definition of muscles in a person's body. It is a component of physical appearance that contributes to how an individual perceives their own body and how others may perceive them. Having well-defined or toned muscles can be a positive aspect of body image for some individuals. In terms of gender, beauty standards for women and men are shaped by societal norms. Women are expected to conform to a model of thinness and fitness, maintaining a well-groomed body free from unwanted marks like wrinkles, stretch marks, blemishes, and cellulite, as well as avoiding excess fat and sagging. In contrast, men are encouraged to embody a pattern characterized by low body fat and increased muscle mass<sup>32</sup>.

The new standard for men shifted away from the unrealistic bodybuilding physique of Superman to a preference for a slender and tall body with well-defined abdominal muscles<sup>22</sup>.

Men with positive body image may view muscle tone as a positive attribute, symbolizing a commitment to a healthy lifestyle and physical well-being. On the contrary, those with negative body image may feel pressure to conform to idealized standards, potentially leading to dissatisfaction or self-consciousness regarding their muscle tone.

#### **2.1.3.4 Body Comparison**

Engaging in frequent body comparisons can significantly influence a person's body image. Positive comparisons may contribute to feelings of self-esteem and satisfaction, while negative comparisons can lead to dissatisfaction, self-criticism, and even the development of body image issues. Social media can exacerbate negative body image perceptions by portraying an unrealistic and frequently unhealthy standard of beauty. Exposure to meticulously crafted and often filtered images of others may prompt individuals to compare themselves unfavorably and experience feelings of inadequacy<sup>5</sup>.

Undoubtedly, social media celebrities have amassed a significant following of enthusiasts eager to consume their videos and content across various platforms. Their impact extends far beyond mere fame, positioning them as influential figures rather than just celebrities. Celebrities can profoundly influence people's lives, particularly concerning their appearance and body image. Individuals often view celebrities as role models and idols, leading them to aspire to replicate their appearance and style. In many instances, this emulation involves unintentional body comparisons<sup>5</sup>.

Moreover, the media frequently depicts celebrities as possessing impeccable bodies and flawless looks, a portrayal that can foster dissatisfaction with one's body and diminished self-esteem among people. When people measure themselves against these unrealistic standards of beauty, they may experience a sense of inadequacy, leading to the development of negative thoughts and behaviors toward their own bodies. This, in turn, can manifest as disordered eating patterns, body shaming, and other detrimental practices<sup>5</sup>.

#### **2.1.4 Concept of Social Media**

Social media exerts significant influence on individuals globally, with more than half of the world's population, totalling 4.20 billion individuals, actively engaging on social media platforms<sup>45</sup>. According to Statista, there were 5.16 billion internet users worldwide in January 2023, accounting for 64.4 percent of the global population. 4.76 billion people, or 59.4 percent of the world's population, used social media<sup>46</sup>. Nigeria had 123,486,615 internet users as of June 30, 2019, representing a 61 percent increase over the previous decade. This impressive growth rate is not unrelated to the active use of the Internet on a daily basis for a diverse range of social engagements, including mobile shopping, online transactions, work-related activities, and social interactions on Internet forums and social media platforms such as *Facebook, Instagram, Twitter, Snapchat, WhatsApp, YouTube*, and others<sup>47</sup>. Social media can be defined as any website that allows people to connect with one another. It has risen significantly, particularly during the lockdown time, as everything from learning to working has gone digital. Social media differs from traditional broadcast media in its emphasis on human identification and relational ties. It encourages people to express themselves and interact with others on a more personal level. As a result, social media has evolved as a critical tool for individuals to establish and maintain their relationships and reputations both in the physical and digital worlds.

Social media is a digital medium that allows people to create social networks or relationships with others who have similar personal or professional interests, hobbies, backgrounds, or in-person connections. Thus, social media is the interaction between humans in which they create and communicate information and ideas through networks<sup>48</sup>. Social media, relies on multiple electronic devices such as tablets, iPads, laptops, and technologies based on the internet to connect people. As a result, social media might be characterised as tools which promote global conversation and social involvement. Social media may also be viewed as

communication platforms that allow users to create a profile and connect with other people and social networks. Some of the benefits of having a social media account include communication with others, educational resources, promotion, and it also raises awareness and influences how people live<sup>49</sup>. Social media is an online medium which permits people to share information and express themselves. It can be used to disseminate factual information, connect individuals socially, and facilitate business transactions, among other things.

The ubiquitous usage of social media and the increasing number of users every day indicate the internet's enormous influence on various sectors of life, including university settings. Social networking has essentially become an essential instrument on which everyone must rely in order to complete their responsibilities. People can post advertisements for their businesses as well as learn about the world and its latest news and updates. The term "social media" refers to any internet page or via the internet mobile app with user-generated content that allows its users to participate in social media exchanges, broadcast self-made content, and join virtual communities. The most popular ones are *Facebook*, *Instagram*, *Snapchat*, and *Twitter*<sup>1</sup>.

The rising use of social media and the universality of social media presences has altered self-presentation expectations<sup>50</sup>. Users frequently curate their profiles to create a specific image or identity, carefully selecting the content they supply, such as photographs, videos, and written remarks. They may accentuate their successes, hobbies, relationships, and pleasant aspects of their lives while downplaying or omitting fewer appealing aspects. Social media has created a virtual platform where people constantly connect with one another in quest of validation, approval, and social bonds. As a result, people may feel compelled to display themselves in ways that fit to society norms or the expectations of their online groups. Social media has moved into defining beauty trends and influencing people's confidence, as well as their

proclivity for depression and anxiety due to bad body image<sup>51</sup>. Social media use may lead to increased body image concerns due to the increased frequency of appearance-related feedback and higher investment in this feedback. It has an effect on users' body image, with individuals simultaneously sharing visuals of their bodies at their most attractive whilst experiencing preoccupation over how their appearance will be perceived by others<sup>52</sup>. This could lead to user comparisons. People regularly compare their own bodies and appearances to the bodies and appearances of others, which can lead to feelings of inadequacy and a negative body image. Constant exposure to idealised images can raise expectations and put pressure on people to acquire the same level of appearance. The use of social media has been shown to have a harmful impact on the lives of many young people.

Social media platforms like *Facebook*, *Twitter*, and *Instagram* enhance hyper-connectivity, offering opportunities for increased self-esteem<sup>50</sup>. Users can strategically showcase aspects of themselves to an audience through online profiles. These profiles enable reactions that can either affirm or challenge a user's perception of themselves and how others perceive them. In essence, individuals can evaluate public assessments of the self-based on others' reactions to their social media posts, influencing their self-concept. The idea that social media serves as a platform for self-presentation aligns with social comparison theory<sup>50</sup>.

Popular social networking programmes have led to hours of scrolling, internalisation, and an obsession with meeting unrealistic aesthetic standards<sup>53</sup>. Individuals are exposed to a steady stream of images, videos, and messages that promote specific aesthetic standards during these hours of scrolling. Unfortunately, many of these expectations are unreasonable and unattainable for the vast majority of people, and images and words shared on social media are frequently heavily manipulated and curated to depict an idealised version of reality. Filters, photo editing programmes, and other digital technologies enable users to change their appearance to appear faultless and unreachable in real life. These changes, however, do not

reflect the diversity and natural variances that exist in the real world. Social media, particularly social networking sites like *Facebook*, *Twitter*, and *Instagram*, have become an important aspect of most young people's life. They quickly yield to and take to heart information found on these sites.

The media prioritises particular body images to make them appear more appealing than others, such as extreme thinness, skinny, huge breasts, buttocks, and tiny waists for women and a V-shaped muscled body for males. As a result, female undergraduates are constantly presented with the traditional and clichéd ideas of social media beauty standards. Many of them, who have barely recently reached the age of eighteen, may be making their initial independent decisions<sup>30</sup>. Aside from the emphasis on a slender body ideal, society has identified other female attributes that are considered beautiful. These can include face features, hair texture, body shape, and even unique personality traits.

Beauty is a subjective concept that differs between cultures and nations. Influences from the media and culture can help shape these beliefs and reinforce specific beauty standards. Indeed, social media alters the terrain of interpersonal connection by expanding network reach, strengthening current relationships, forging new ties, stretching bonds thin, and exploding the definition of "friendship." This has an impact not just on how people show themselves (directly and indirectly), but also on how people perceive how they communicate with one another<sup>53</sup>. In many ways, social media interactions with others operate to develop friendship meanings, improve and formalise key ties, and establish distance or schisms through the absence of such public connection. Overall, these interactions reflect and influence face-to-face sociality, reinforcing but also changing what it means to be so<sup>53</sup>.

### **2.1.5 Concept of Social Media Platforms**

One of the features provided by social media platforms is the ability to post selfies (an image of oneself taken by oneself using a digital camera especially for posting on social networks), which has garnered significant attention and curiosity due to their impact in the contemporary online landscape. Selfies have gained popularity because they offer unique possibilities and outcomes within the digital realm. They allow individuals to capture and share self-portraits, often with the intention of expressing themselves, seeking validation, documenting experiences, or enhancing their online presence. Selfies have become a cultural phenomenon, shaping online identity and influencing social interactions on social media platforms. Social media platforms can be seen as interactive digital channels that focus on the creation and dissemination of ideas, opinions, and information via virtual networks. Users can participate in social networking on these platforms by creating content, sharing their opinions, commenting on other users' content, and reposting it<sup>54</sup>. These platforms have become an essential component of modern life, promoting interactions, sharing of information, entertainment, and networking.

Over the last two decades, the popularity of social media platforms has skyrocketed. Users of social media platforms can build profiles, publish images, and update or communicate with other platform users about what they are doing, who they are with, and how they are feeling. Clearly, social media platforms offer enormous benefit in establishing and maintaining communication with other people over the Internet; nevertheless, social media platforms are being heavily challenged for the negative effects their use has on people's mental health<sup>55</sup>. Social media platforms increase students' learning opportunities, promote joint research and group discussions, allow for communication outside of the classroom, and encourage critical thinking<sup>48</sup>. Since then, these platforms have been used to communicate and connect with others; however, the focus of social media has switched from connecting with other users to sharing material with them. Celebrities and businesses use social media channels to reach and

influence as many people as possible<sup>56</sup>. Along with normal users, celebrities and corporations have acknowledged the potential of social media platforms for reaching and influencing a big audience. Celebrities can utilise social media to connect with their fans, provide job updates, and promote their projects. They can engage with their fans, answer to comments, and provide more intimate information about their lives. We have several different types of social media networks, which are listed below;

- i. **Facebook:** This communication platform began in 2004. With about 2.9 billion Facebook members worldwide, Facebook remains the world's most popular and largest social networking platform. Users can make a profile, share material, and connect with others<sup>54</sup>. Nigeria had 32.9 million active social media users as of January 2022. With over 90 million users, WhatsApp is the most popular platform in the country. Facebook, YouTube, and Instagram are the next most popular social media platforms in Nigeria<sup>57</sup>. Mark Zuckerberg and his undergraduate companions launched Facebook in 2004 with the purpose of allowing people to stay connected with friends, family, and acquaintances in a digital world. This platform allows people to interact with friends, family, and acquaintances, as well as post and share material such as images and status updates. Individuals can sign up for a Facebook account at Facebook.com. The new user selects a password and gains account access after giving some personal information (name, date of birth, gender, and email address). Facebook prefers a very consistent user account layout<sup>58</sup>.

*Facebook* users can create personal profiles that are either fully or partially public, personalise these profiles by including images and details that represent the individual's identity. Similar to how magazine images are edited and sometimes enhanced before publication, Facebook users can modify their images before

submitting them. They might keep a close eye on how they show themselves on the platform, attempting to depict an idealised or desirable image of themselves. With its expanding popularity and rapid growth in terms of users, Facebook has dominated the social networking globe. It has expanded in both developed and developing countries since its establishment. It began as a tiny application for university students to connect and interact with one another and has now grown to become the world's largest and most popular social networking site<sup>59</sup>.

Regardless of the user's account, certain features are displayed in the same position on the screen, allowing for quick recognition and access to the needed data. There are two key sections in this account: home and profile. The profile page, sometimes known as "the wall," serves as a user's private online space. It features a large cover photo at the top, along with a smaller profile picture. The user's name, as well as important information and buttons pertaining to friends, images, and "likes," is presented beneath these visuals. There is then a part dedicated to the presentation of status updates. Users can publish whatever they wish in their status, and their friends can respond by leaving text comments or liking it (visible directly below the status). On the home page, often known as the "news feed," users are kept up to speed on their friends' status updates and other activities (such as joining groups or becoming fans of something they like). As a result, it automatically and chronologically represents the highlights of what friends have been up to in the last hour<sup>58</sup>. You can create a profile on this site, and new users can start searching for friends and issuing friend requests. When the requests are accepted, Facebook creates a link between the two people. This link allows them to read each other's profile pages and incorporates their actions into each other's news feeds.

ii. **Instagram:** This is a prominent social media site that focuses on photo and video sharing. Users can capture, edit, and share visual content with their followers. Instagram provides a variety of features, such as filters and editing tools, to improve the quality of photographs. Users can also enhance their posts with descriptions, hashtags, and location tags to maximise visibility and engagement. Instagram, which debuted in 2010, now has over 1 billion active users. From their profiles, users can share photos, videos, reels, tales, and Instagram television (IGTV) material. Instagram also provides possibilities for professional or corporate profiles<sup>54</sup>. Instagram is a mobile application that allows users to exchange and share photographs and videos. It allows users to submit and share films and photographs depending on their tastes and aspirations. Instagram is a mobile software (iOS and Android) that allows users to rapidly transform their smartphone photos into visually appealing images that can then be shared with others on the network<sup>60</sup>. Instagram is a smartphone application that belongs to the social media platform category. It is similar to Twitter, except it focuses on capturing and sharing images as a manner of delivering information to users. Instagram not only acts as a source of inspiration for its users, but it also stimulates creativity with features that enhance the beauty, artistry, and quality of images. Instagram's mobile platform allows users to share photos quickly and simply from anywhere. Simply described, it is a smartphone application that claims to provide a new way of instantaneous visual communication<sup>61</sup>.

The platform often lets users to exchange personal messages, watch and read news, and upload or share status updates. They also exchange information about their current state, the location of a destination they are visiting or have visited, and images and videos related to specific events. Instagram selfies are an especially intriguing trend since they allow users to share self-taken images that focus on their physical

attractiveness. As a result, selfies offer a unique chance to explore relationships between self-created image content and body image perception<sup>61</sup>.

Instagram's timeline-style feed permits users to browse postings from the Instagram accounts they follow. It also has features like Stories, which are short-lived photographs and movies that disappear after 24 hours, and Instagram television (IGTV), which allows users to submit longer-form videos. The site also has messaging features, allowing users to connect anonymously with others. Instagram has grown in popularity as a platform for individuals, businesses, influencers, and celebrities to post visual content, engage with their followers, and establish a personal or professional brand. It boasts a sizable user base and provides chances for interaction, discovery, and income generation via elements like sponsored posts and collaborations. A user's Instagram profile will show any images or videos they have posted. The posts will appear on their feed for individuals who follow them. The users will also see posts from people they have chosen to follow. You may follow celebrities and other well-known people on Instagram to see what they share about their daily lives, whether it's selfies from their modelling photo shoots or images from their opulent travels to stunning foreign locales<sup>30</sup>.

- iii. ***Snapchat***: Snapchat is a social networking programme for mobile devices that allows users to post and receive time-sensitive images and videos that vanish after being viewed<sup>62</sup>. Snapchat users can choose from a variety of filters to enhance their material while sending a photo or a video clip. These filters can be used to change the way an image or video looks, add special effects, or add graphic elements like stickers, captions, or emojis on top. Simple tweaks like brightness and contrast to more imaginative possibilities like including augmented reality components or changing the

user's visage with charming and playful effects are all possible with filters. Because of Snapchat's recordability and multifaceted benefits, its user base has rapidly increased in recent years. Users can publish pictures, videos, and text messages with the recordability feature, but they vanish after 24 hours<sup>62</sup>. The transient nature of the shared content is one of Snapchat's distinguishing characteristics. When a user sends a photo or video to another user, it is usually configured to vanish after a little while, usually a few seconds. Snapchat has become a popular platform for sharing casual and unplanned moments because of its transient nature of content distribution. Snapchat is a mobile platform for sending photos, videos, and other content. Snapchat makes it simple to communicate with loved ones, and it offers a feature called Live Stories that allows users to travel and discover new places. Having fun is easy when using Snapchat. The "story" component of the application allows users to publish images in just a few seconds<sup>63</sup>. The idea of users exchanging self-portrait images to their friends via cell phones—which later came to be known as selfies—piqued the interest of Snapchat's developers. However, they chose to adopt a somewhat different strategy, placing an emphasis on confidentiality and transience. Snapchat pioneered the idea of passing around photos, or "snaps," as opposed to conventional photo-sharing websites where images can be kept for an extended period of time. With the Snapchat app, users may specify how long the recipient can view a photo or video, from a few seconds to 24 hours. The snap is removed from the recipient's device when the specified amount of time has passed. Since its creation in September 2011, Snapchat has grown to over 110 million active users.

A majority of users are between the ages of 18 and 35<sup>63</sup>. Snapchat has 6 billion daily video views, which puts it dangerously close to Facebook. Since its launch, the Snapchat app has experienced tremendous growth and is currently one of the most

popular social media platforms worldwide<sup>63</sup>. Since its initial launch by a group of Stanford University students in 2011, Snapchat has significantly changed, undergone many improvements, and experienced notable growth<sup>64</sup>. It differs from other social media platforms in that it exclusively relies on visual communication (images and videos).

- iv. **TikTok:** TikTok stands as a widely embraced social media platform that empowers individuals to craft and distribute brief video clips. Originating from the Chinese enterprise ByteDance, it made its global debut in 2017. TikTok has witnessed an extraordinary surge in popularity, particularly among the younger demographic, transforming into a cultural phenomenon. It follows the conventional model of User-generated content (UGC), wherein users generate content rather than the platform's company. Accessible via mobile devices, this app enables users to create concise videos spanning a variety of genres such as lip-syncing, dancing, gaming, DIY, and cooking, with durations ranging from 3 to 15 seconds or 3 to 60 seconds<sup>65</sup>.

The programme allows users to make 15 to 60-second films set to music, as well as many creative elements such as filters, effects, and editing tools. TikTok's algorithm recommends videos based on user choices and interactions, resulting in a personalised feed. TikTok programming includes comedy, dance, lip-syncing, challenges, DIY, and more. TikTok is a social networking site utilised in the system for submitting a video by the application user, which is subsequently shared with other users. TikTok is the most popular and stylish application among college students<sup>66</sup>. TikTok users are able to capture and upload videos ranging in length from 15 to 60 seconds. Filters, effects, stickers, and soundtracks can be added to these films to make them more creative. TikTok offers a variety of music and sound clips that users can utilise in their videos, such as popular songs, dialogue excerpts, and audio memes. TikTok is currently

utilised to boost self-esteem and become a location of popularity and self-presence that piques the curiosity of others. The platform's algorithm that customises content recommendations based on user preferences, the emphasis on brevity, improvisation, and cooperation, and the usage of short playful movies as content are just a few of the unique characteristics and affordances that exist simultaneously. Together, these characteristics produce a distinctive digital media environment<sup>67</sup>. This platform allows them to create, share, and view short videos. The app has features like user profiles, comments, and likes, similar to other social media platforms. Users can customize their profiles and connect with others by following accounts. TikTok provides creative tools for video creation and offers a personalized feed based on user preferences. Users can engage with videos through likes, comments, and sharing. TikTok is known for its trends and challenges that foster a sense of community and belonging. In general, it provides a forum for self-expression, creativity, and interaction with others. Many social media networks, including Facebook, Twitter, and Instagram, provide a "feed" or a constant stream of textual or visual content to users. TikTok, on the other hand, displays one video at a time, with users able to swipe up to see the next video or down to return to the previous video they have watched<sup>67</sup>. The platform allows users to include short audio clips and effects in their films. The lip-syncing feature, which allows users to synchronise their singing or dancing to popular songs, is very popular. TikTok enables the creation of videos that integrate audio, visual, and textual elements without the use of third-party software. This seamless in-app experience enhances user engagement and activity on the platform. TikTok is a platform that enables people to express their creativity while enjoying entertaining or humorous videos. This app's ideal users are those who like to amuse themselves and others by expressing themselves creatively<sup>65</sup>. Since TikTok is a platform for user-generated

content, it is well aware of the significance of encouraging users to create innovative content consistently. Thus, the company has developed various functionalities that enable creators to express themselves in a “wild and free” manner<sup>68</sup>.

- v. **Twitter:** Twitter is a social media platform that allows users to post and communicate with brief messages known as tweet. Twitter, which was founded in 2006, has been classified as a microblogging service, in which users engage in "real time" by sending 140-character tweets to their followers. Users can communicate through discusses, responds, and hashtags<sup>62</sup>. The capacity to connect with people in real time is one of Twitter's distinguishing qualities. Users can send tweets to their followers that are immediately accessible to them. These are other individuals who have decided to subscribe to a specific Twitter account in order to see their updates. Twitter, a microblogging service, has recently arisen as a new medium in the spotlight; unlike most online social networking services, such as Facebook or MySpace, the connection of following and being followed involves no reciprocation<sup>69</sup>. It has turned into a forum for assessing what the majority of people believe they need and expect from their leaders, or what they want to know about celebrities, and on this platform, everyone has a voice, since regular people can also bring up their points and problems<sup>70</sup>.

This network is well-known for offering instant access to a large number of user accounts, including those of celebrities, politicians, and athletes. It allows you to communicate with anyone and participate in the creation of new ideas, the start of trends, and the dissemination of information throughout the world using easy tactics, as well as amusement choices. After Musk assumed leadership of Twitter in October 2022, he initiated several organizational modifications, including a formal change of the company's legal name to X Corp. Then, in July 2023, Musk declared an official

rebranding of Twitter as X. The well-known blue bird logo has been substituted with an X, and the web domain X.com now directs to Twitter.

vi. **WhatsApp:** WhatsApp is a smartphone mobile instant message (MIM) app that is freeware, proprietary, cross-platform, and end-to-end encrypted. It is a service with multimedia, group chat, and limitless messaging<sup>71</sup>. WhatsApp is a communications programme that was created in 2009 by Brian Acton and Jan Koum. It is offered for free of charge. It supports cross-section messaging as well as Voice over Internet Protocol (VoIP)<sup>72</sup>. Some important WhatsApp features are:

a) **Clear, Dependable Messaging:** In WhatsApp, we can exchange free messages using the mobile device's internet. We can also send photos and videos on WhatsApp instantly.

b) **Groups to Stay in Touch:** In WhatsApp, we can create groups of people to have discussions with group members at the same time. Group chats can send images, videos, documents, audio, and so on.

c) **Speak Freely:** With WhatsApp, we may make free audio and video calls to other countries by using our phone's internet connection.

d) **Maintain the Conversation:** We can use WhatsApp on both mobile and desktop. We can synchronise all of our PC chats so we can converse on whatever gadget is most comfortable for us.

e) **Security by Default:** WhatsApp uses encrypted communication from beginning to end to secure our conversations and messages.

f) **Document Sharing Made Simple:** We can send PDFs, spreadsheets, slideshows, and other documents via WhatsApp without having to use a file sharing software or email<sup>73</sup>.

WhatsApp users may be able to exchange text messages, hold voice and video interactions, share multimedia such as photographs and videos, and create group chats. It can also run on a range of devices, including cell phones and laptop computers, and uses end-to-end encryption to preserve the confidentiality and safety of user conversations.

vii **YouTube:** YouTube was invented in 2005 and purchased by Google in 2006. It now works under Google as one of its subsidiaries. It is a video sharing service where people across the world can upload, like, share and make comments on a video<sup>73</sup>. It can be seen as a popular online video-sharing platform that allows users to publish, watch, and share videos, as well as a platform for individuals, content creators, and organizations to exhibit their work and their videos to a worldwide audience. Users can watch videos on a wide range of topics, including music, entertainment, tutorials, vlogs, documentaries, and more. Songs, comedy, food, news, science, astrology, home décor, study material, and life tips, among other things, can be discovered on YouTube. One can subscribe to a celebrity or YouTuber of their choice and stay in touch with him by receiving updates<sup>73</sup>. As a result, YouTube has evolved into a vital platform for content creators, known as YouTubers, to demonstrate their expertise, convey their ideas, and grow a following. Many producers have gathered enormous followings on YouTube and have even made it a full-time business. The internet has also given rise to a slew of YouTube celebrities.

#### **2.1.6 Concept of Social Media Platforms and Body Image Satisfaction**

Social networking has become an accepted part of everyday life. Because the incorporation of social media into everyday life is new, there has not been a lot of research into how it can affect people in the long run<sup>4</sup>. Body image satisfaction relates to a person's subjective assessment and perception of their own physical appearance, including body size, shape, and general attractiveness. It is concerned with how people feel about their bodies and the level of

contentment or discontentment they have with their looks. Body-image fulfilment strongly associated with overall fulfilment in life<sup>8</sup>. This could imply that how people perceive and feel about their bodies has a big impact on their entire feeling of well-being and fulfilment in life. Social media use led to a number of studies among social psychologists and communication professionals on a variety of human behaviours. Social media is a subcategory of mass media that has grown in popularity as a result of the internet's ubiquity and proliferation<sup>74</sup>. Snapchat, Facebook, Instagram, Twitter, and YouTube are among the most popular social media networks.

Social media distinguishes itself from other traditional media because of its unique traits of instantly reaching large audiences, interaction, and the ability for anybody with internet access to become an active part of the network<sup>74</sup>. With the advent of social media, the opportunity to interact with media information became more freely accessible, and individuals themselves became the subject of discussion, given the ability to publish personal content. Use of social media is also linked to decreased body satisfaction. Males and females react differently to body dissatisfaction.

Body discontent in women is mostly associated with weight concerns<sup>75</sup>. Increased social media use has been linked to lower self-esteem, poor sleep quality, depression, body dissatisfaction, and body image concerns<sup>75</sup>. Most social media platforms are image-based, i.e., photo/image sharing sites, and are used for personal or promotional purposes. These photos may have a considerable influence on users, particularly when celebrities or media influencers are engaged, as they are more likely to be perceived as role models to follow<sup>74</sup>. Celebrities' social media presence is comparable to that of political figures since they have the ability to persuade users to submit to the images they project.

Despite the fact that these photos are often altered, modified, and carefully shared in order to elicit specific sentiments, they continue to exert influence over people's actions. As a result,

these opinion leaders can convey both good and negative signals, and these messages frequently have an impact on issues such as body image worries and dissatisfaction<sup>74</sup>. Researchers are divided on the precise influence of social media use on user behaviour. Some academics argue that the usage of social media facilitates social connections among users, allowing them to avoid feelings of loneliness while also providing vital aid in the building and presentation of desirable self-images online.

However, there appears to be agreement that how much of time spent on social media might have an impact on users' welfare and life satisfaction.<sup>74</sup> According to sociocultural conceptions of body image, there are usually two pathways through which social media use can lead to body image dissatisfaction: Internalisation of conventional aesthetic values and social comparison of outer physical appearance<sup>74</sup>. In the context of body type norms, these ideals typically promote a narrow and specific definition of attractiveness that is often difficult for most people to attain naturally. These norms often prioritize certain body shapes, sizes, and features that are deemed desirable by society, such as a slim waist figure, toned muscles, or specific facial features. When individuals internalize these ideals, they willingly engage in behaviours to conform to these body type norms. This can involve adopting restrictive diets, engaging in excessive exercise routines, using cosmetic products, or even undergoing cosmetic procedures to alter their appearance. They may do so with the goal of acquiring the ideal body type and meeting society's aesthetic standards. Individuals who internalise cultural standards and are committed to achieving the ideal body are more likely to experience poor self-image and body dissatisfaction than those with more flexible views regarding the ideal body type<sup>74</sup>.

## **2.2 Theoretical Review**

### **2.2.1 Social Comparison Theory**

The Festinger's social comparison theory is relevant to the investigation. Festinger claimed in his social comparison theory that people attempt to evaluate themselves and, in the lack of an objective criteria, will compare themselves to other people. Humans are renowned as social animals; nevertheless, according to social comparison theory, humans have an inborn desire to evaluate themselves and others in order to understand where they belong<sup>49</sup>. According to the hypothesis, people feel the need to evaluate themselves, but when there is no unbiased standard for comparison, they frequently compare themselves to others to figure out where they stand. The social comparison hypothesis can be applied to a variety of personal and social characteristics, such as an individual's appearance based on their physique and shape<sup>76</sup>. Users of media engage in two types of social comparisons: upward and downward comparisons. Applying Social Comparison Theory to the study context helps us investigate how students have innate tendencies to compare themselves with one another to discern and claim their social standings with regards to human attributes, which can include physical appearance related comparison.

The rationale behind adopting social comparison theory in this study is because it helps in understanding how individuals evaluate themselves in relation to others. theoretical framework that explores how individuals evaluate their own abilities, attitudes, and beliefs by comparing themselves to others. Social comparison theory provides a framework for understanding how individuals evaluate themselves in various domains. By comparing themselves to others, people can assess their own abilities, achievements, and shortcomings. This self-evaluation process can help individuals gain insights into their strengths and weaknesses and make necessary adjustments to improve themselves. Engaging in upward social comparisons (that is, assessments with those they think to be better off for a given attribute) can have a positive effect when made with a like-minded target, such as a peer, because the target appears to represent a realisable objective that is within reach and is thus

perceived as motivating<sup>76</sup>. People have an innate drive to evaluate themselves, and they often do so by comparing themselves to others in order to gain a better understanding of their own abilities and worth. When objective standards are unavailable, however, individuals compare themselves with other people.

According to the theory, men and women alike are frequently encouraged to force themselves to be inside the social reality expressed in the media as the accepted standard of life because of the height of portrayal of a specific way of life in the media<sup>77</sup>. Furthermore, the social comparison is divided into upward comparison and downward comparison. The first type, upward social comparison, happens when people compare themselves with others whom they assume are better than they are. These comparisons oftentimes lead to attempts to be more like that person, in order to achieve comparable results. In contrast, downward comparison occurs when people compare themselves to others they perceive as worse than them on a given attribute. Negative effects can occur when upward social comparisons are made with a different target, such as a model of fashion, because obtaining equality with the different target feels out of reach<sup>77</sup>. Downward social comparisons (i.e., comparisons with those perceived to be worse off on a specific attribute) appear to have positive effects for both similar and dissimilar targets; thus, upward social comparisons are implicated in the advancement of negative impact and appearance disturbances<sup>76</sup>. Both types of comparisons can have motivational effects.

Upward comparisons can inspire individuals to strive for self-improvement and achieve higher levels of performance. Downward comparisons can boost self-esteem by highlighting one's own strengths and accomplishments relative to others. According to the Tripartite effect Model, regardless of the source of the sociocultural effect, the process of social comparison has an important role in the growth of body dissatisfaction and consequent disordered eating

behaviors<sup>76</sup>. According to one study, female civil servants are frequently exposed to Facebook photographs depicting slender body ideals, which leads to body comparison.<sup>77</sup> Comparisons typically include face frameworks, physique forms, weight, and as well as overall aesthetic attractiveness<sup>74</sup>. A meta-analysis of correlational and experimental studies discovered a large impact value for the association between social comparisons and low body satisfaction results. While these effects were varied, they were shown to be influenced by gender and age, with higher impacts observed for both women and younger individuals<sup>78</sup>. Theories suggest that social comparison is one of several processes by which individuals make assumptions about their own level of physical attractiveness; this can result in body satisfaction issues.

In particular, when women compare themselves to media images, which present an unattainable thin ideal, it is likely they will develop dissatisfaction with their own bodies. Moreover, when individuals participate in social comparison, they tend to compare themselves to others who are similar to them. In the context of social media, peers can be seen as appropriate targets for comparison. However, due to the prevalence of highly edited images, these seemingly "similar" individuals may actually represent an idealized standard of attractiveness that is difficult to attain. The central proposition of Festinger's theory is the "similarity hypothesis," which predicts that individuals prefer to compare themselves with similar others. When individuals attempt to evaluate an ability and their performance is very different from that of other people, all that they can be certain of is that their own performance is unique. They cannot appraise their abilities precisely or assess how stable their abilities are.

According to the Social Comparison Theory, humans have intrinsic impulses to assess oneself with each other in order to discover and assert their social rankings in terms of human traits, which might include appearance comparisons<sup>74</sup>. These comparisons frequently result in

attempts at imitating that individual in order to obtain similar accomplishments. Downward social comparison, on the other hand, occurs when comparisons are made with those perceived to be in lower positions, or who are less adept or inferior. When making comparisons on social media, upward social comparisons are popular since the content displayed on these sites frequently includes unattainable expectations for appearance and body size<sup>80</sup>. A large percentage of women make upward appearance comparisons, which means that when she makes a comparison based on appearance, she considers her contrasting target to have been better off (e.g., aesthetically pleasing, slimmer) than herself<sup>81</sup>.

Upward comparison is the act of comparing yourself to someone who has more desirable attributes, such as appearance or intelligence, which leads to low self-esteem and bad emotions. Downward comparison, on the other hand, includes comparing oneself to someone who has fewer desired attributes, such as appearance or intelligence.

### **2.2.2 Uses and Gratification Theory**

The importance for people as active consumers or viewers of media content is emphasised in mass communication theory. Unlike other theories that focus on the consequences of media, this theory focuses on why people choose various media platforms and how they meet their requirements through media consumption. In 1974, Katz, Blumler, and Gurevitch developed the uses and gratification theory. The hypothesis arose in response to the need to explain why people utilise specific media and the benefits gained<sup>30</sup>. The Uses and Gratification Theory is based on five fundamental assumptions;

- a) The audience is envisioned as being engaged.
- b) Much effort in linking need and pleasure and selecting media belongs with the audience member in the mass communication process.
- c) The media interferes with other means of meeting needs.

- d) Many of the aims that media employs can be generated from data provided by specific audience members.
- e) Value judgements concerning the cultural importance of mass communication should be put on hold while audience operations are investigated on their own terms<sup>83</sup>.

Applying The Uses and Gratifications Theory in the context of the study, helps in directing its focus on the question of what do students do with the media? instead of the traditional research approach that concentrates on what media do with the students (the hypodermic view of media). This theory represents a shift in attention from the creators of media messages to the recipients, the audience. It operates under the belief that there exists a range of responses to media messages and students have the ability to form their own opinions, accepting certain messages while rejecting others. Students utilise media for various reasons and engage with it in different ways at different times, reflecting the dynamic nature of their media usage patterns. With regard to the notion of uses and gratification, media users actively choose whatever platform they choose to satisfy their wants, as opposed to an audience that is passively influenced by the media. Scholars recognise viewers as making an intentional choice for one media above its rivals in search of specific gratification<sup>82</sup>.

People use media to address several requirements such as cognitive, emotive, social integrative, and tension release. Cognitive requirements are intellectual demands in which humans use media to learn and gather information. Affective needs are emotional wants; thus, people will turn to the media to satisfy any sentiments, joys, or emotions they are looking for. Social Integrative needs are those that need interaction with family, friends, and society. People look to social media networks to meet this urge. Finally, tension release demands include the need to escape and withdraw from others<sup>83</sup>. Users of social media have the benefit of actively seeking out information and messages that are individually relevant and valuable

to them. The introduction of new media technologies has not only altered the means of acquiring and disseminating information, but it has also altered the relationship between mass media and their audiences. People utilise social media to meet cognitive needs, emotional requirements, personal integrative needs, social integral needs, stress release needs, and medium appeal needs<sup>84</sup>.

### **2.2.3 Social Cognitive Theory**

The foundation of this research rested on the principles of social-cognitive theory. Social cognitive theory is a psychological framework highlighting the significance of observational learning in influencing behavior and attitudes. Originating in the 1980s, psychologist Albert Bandura first introduced this theory, asserting that individuals acquire knowledge by observing the actions of others. Moreover, this form of learning can take place through diverse mediums such as television, film, and, in more recent times, social media<sup>5</sup>. In accordance with social cognitive theory, individuals acquire knowledge through the observation and subsequent imitation of others, a phenomenon termed modeling. This modeling process encompasses three crucial elements: attention, retention, and motor reproduction. Attention pertains to the degree to which an individual focuses on the observed behavior, retention relates to the individual's ability to recall the modeled behavior, and motor reproduction denotes the extent to which the individual can physically replicate the observed behavior<sup>5</sup>.

Social Cognitive Theory (SCT) also proposes that individuals' actions are shaped by their confidence and expectations regarding their capabilities, referred to as self-efficacy. According to the theory, those with high self-efficacy are inclined to believe in their capacity to successfully complete a task, making them more likely to participate in the associated behavior. Conversely, individuals with low self-efficacy tend to doubt their ability to

accomplish a task, leading to a decreased likelihood of engaging in the corresponding behavior<sup>5</sup>.

In the realm of body image, social cognitive theory suggests that individuals develop perceptions and attitudes about their bodies through observational learning, wherein they model their own body image after those around them, particularly influential figures or media representations. This theory underscores the impact of societal norms, role models, and media influences on shaping individuals' beliefs and behaviors related to their bodies, emphasizing the role of observational learning, modeling, and self-efficacy in the formation of body image.

#### **2.2.4 Psychodynamic Theory**

Psychodynamic theory, originally developed by Sigmund Freud, focuses on the interplay between unconscious and conscious processes and how these affect behavior and emotions. In relation to body image, psychodynamic theory provides a framework for understanding how early experiences, unconscious conflicts, and internalized societal standards influence an individual's perception of their body. Psychodynamic theory posits that body image is profoundly influenced by unconscious conflicts and desires stemming from early childhood experiences, internalized parental and societal standards, defense mechanisms used to cope with anxiety, the quality of early relationships and attachments, and the ongoing process of identity formation, suggesting that a deeper understanding of these psychological dimensions can lead to more lasting improvements in one's perception and acceptance of their body.

Eating disorders manifest in various forms, marked by psychologically-driven unhealthy eating patterns such as severe restriction, emotionally-driven eating or avoidance of food, overeating and binge-eating, and purging behaviors. Diagnoses encompass anorexia nervosa, bulimia nervosa, binge-eating disorder, other specified feeding and eating disorders (OSFED, including atypical cases), and avoidant/restrictive food intake disorder (ARFID). These disorders have a relatively high mortality rate among psychiatric conditions due to their

physical complications and associated mental health issues<sup>6</sup>. Eating disorders, which include anorexia nervosa, bulimia nervosa, binge-eating disorder, other specified feeding and eating disorders (OSFED, including atypical cases), and avoidant/restrictive food intake disorder (ARFID), manifest in various forms characterized by unhealthy eating patterns driven by psychological factors—such as severe food restriction, emotionally-driven eating or food avoidance, overeating and binge-eating, and purging behaviors—and are closely linked to distorted body image perceptions, contributing to a high mortality rate among psychiatric conditions due to severe physical complications and associated mental health issues.

## **2.3 Review of Empirical Studies**

### **2.3.1 Social Media and Body Image Satisfaction**

Women frequently express dissatisfaction with their physical appearance. They frequently have an objective called a perfect image that is tied to their body's look. Women who are aware of the perfect portrayal feel as if they do not fit and are continually missing in relation to the ideal criterion<sup>85</sup>. Every individual has their unique body image, which may be termed a mental picture or view of one's own body. It refers to how we see and perceive our bodily selves. Body image comprises our attitudes, feelings, and attitudes towards our bodies as well as the mental image we generate of our bodies. Furthermore, one's body image can alter to internal and external information, making it a pliable and flexible concept<sup>86</sup>. The transition from old mass media platforms such as publications, radio stations, and televisions to the present digital media period has increased people's relationships with their bodies. This change has allowed mass media to have a far broader influence and impact. This is especially true for adolescents, who are constantly exposed to the most important aspect of the online media era: social media<sup>87</sup>.

The latest developments in communication technology have a significant impact on every person and social group. Its development is quite swift given the number of new inventions that are neatly organised; Instagram is one of the online network's indirect communications<sup>85</sup>. Instagram is a famous application that allows users to upload images with effects and share them on many social networking channels, regardless of the app itself. Instagram has become an internet sensation that has proven one of the most powerful magnets in the process of developing one's personality. Apart from being a communication medium, Instagram also serves as a physical image tool, namely by displaying power in terms of physical appearance, sense of fashion, and communication style, which will indirectly pique the public's interest by means of content or posts posted on social networks.

A research study was conducted to explore why students from polytechnic institutions in Ado Ekiti and Yaba College of Technology, Lagos, use social media platforms like Instagram. The main objectives were to understand their reasons for following celebrities on Instagram and how this influenced their pursuit of an ideal body image to enhance their self-esteem. The study also delved into the methods these students employed to achieve their desired body image and assessed the psychological effects of Instagram posts on their body image perception. The study targeted Instagram users among the student population, comprising approximately 60,000 students from both institutions. The sample size for the study was 600, selected using purposive sampling, with 75 students chosen from each of the eight colleges or schools within the two institutions. The research design employed in this study was a Survey Research Design. Data collected through questionnaires were organized, coded, and analysed using the Statistical Package for Social Sciences (SPSS) version 22. Descriptive and inferential statistics, such as bar charts, pie charts, and chi-square tests, were used to analyse the data in relation to the research questions. The study's findings revealed that Nigerian students displayed a high level of body image awareness (91.2%), employed various

strategies to attain their desired body image, had a relatively high inclination (61.5%) to purchase products advertised on Instagram to meet the ideal beauty standards, and experienced a significant psychological impact from Instagram posts on their body image (88%)<sup>31</sup>.

A study was carried out to analyse the levels of body image satisfaction among female students who use Instagram. It is a qualitative research project with a descriptive methodology that includes interviews with five selected individuals. The individuals for this study, who ranged in age from 19 to 24, were chosen through incidental sampling based on particular criteria. These criteria include being an active student being between the ages of 19 and 24, having at least one year of Instagram experience, and constantly interacting with at least seven celebgram shares related to physical qualities such as beauty, fashion, culinary, and lifestyle. The study's findings show that all five interviewed subjects satisfied the conditions needed and provided descriptions of their ideal body image<sup>85</sup>.

A study aimed to discover how Instagram posts effect students' body image satisfaction at Afe Babalola and Ekiti State institutions in Southwestern Nigeria. It concentrated on how young ladies are exposed to "ideal" beauty standards posted on Instagram and how these expectations affect them. To collect data, the study used a research design and distributed questionnaires. A total of 285 people were chosen at randomly. In its approach, the study integrated social comparison, technology determinism, and uses and pleasure theories. A multi-stage sampling procedure was used to choose respondents. At a significance threshold of 0.05, three hypotheses were tested, and the findings were evaluated using Chi-Square inferential statistics. The study's findings led to the conclusion that Instagram posts have a significant detrimental effect on respondents' body image. Exposure to body-related Instagram images inspires adolescent females to strive for "ideal beauty standards." As a

result, Instagram and other social media platforms should present a more balanced and realistic portrayal of female body pictures without encouraging unrealistic "beauty standards" for these young female students<sup>30</sup>.

Using the Kothari technique to choose a sample of 183 students, this study explored the impact of social media, specifically Instagram, on the body image of female university students at the University of Nairobi's School of Journalism and Mass Communication. The study used a descriptive research design, as well as qualitative and quantitative research methods. To derive descriptive statistics such as percentages, standard deviation, mean, and frequency, quantitative data were coded and analysed using statistical software (SPSS V 20.0) and MS Excel.

According to the findings of the survey, the majority of young women in colleges believe that Instagram promotes a specific body image ideal inside Kenyan society, in contrast to the beauty standards generally promoted in Western countries. Furthermore, it was discovered that using Instagram increases emotions of anxiety and despair owing to frequent examination of one's body<sup>88</sup>.

Survey research approach was used in a study to evaluate the impact of Instagram usage on the body image of female undergraduate students, with a particular focus on the influence of viewing body-related postings. The population of the study included 6,480 students from Covenant, Bells, and Crescent Universities in Ogun State, Nigeria, with a sample size of 381 students chosen. Purposive sampling was used to identify female undergraduates with active Instagram accounts, and a snowball sampling procedure was applied, in which respondents with active Instagram accounts referred similar students to the researcher. To confirm the validity of the research instrument, the researcher subjected it to face validity by sharing the

survey framework with two nursing and communication professionals to assess its trustworthiness.

The reliability of the instrument was verified using the Cronbach's Alpha approach, which involved administering 20 copies of the survey to a sample of females outside the target population. The coefficients found were as follows: Exposure to Instagram body-related posts= 0.966, Measures done to change body image= 0.920, Body Objectification= 0.805<sup>89</sup>. Statistical Product and Service Solutions (SPSS) Software, version 22, was used to analyse field data. The research topics were analysed using descriptive statistics such as mean and standard deviation, while the Pearson Product Moment Correlation (PPMC) was utilised to investigate the relationship between the dependent and independent variables<sup>89</sup>.

Another study centered on the Instagram usage and its impact on the body image of college students. This research employed a qualitative inductive research design, specifically focusing on a descriptive exploratory qualitative study that utilized focus groups. The study aimed to investigate the experiences of 27 female college students with Instagram. Content analysis was used to analyse the data, identifying frequencies, patterns, and themes. The primary goal of the study was to enhance our understanding of how female college students employ Instagram and how different uses of the platform may affect their body image. The findings of the study revealed that female college students predominantly use Instagram for following others, viewing content from others, and posting their own photos. Three major themes emerged regarding Instagram use: (1) conscientious posting, (2) self-promotion, and (3) seeking engagement. Female students demonstrated a substantial effort in selecting and posting content, carefully choosing the best images of themselves for display, and placing significant importance on engagement from others in the form of likes and comments on their posts<sup>90</sup>.

The study's results also revealed Instagram's role in shaping the body image of female participants. Three themes emerged related to participants' body image: (1) internalization of beauty standards, (2) engagement in social comparison behaviours, and (3) self-objectification. Participants were cognizant of various beauty standards present on social media, including standards that varied among races and ethnicities. They appeared to internalize these diverse standards by making efforts to conform to them, and some participants reported experiencing body dissatisfaction as a consequence of trying to meet these perceived "unrealistic" standards. The findings also highlighted that individuals who could recognize the unrealistic nature of these beauty standards and practice self-acceptance seemed to be less affected by them<sup>90</sup>.

Instagram is essentially a photo-sharing site, allowing users to publish photos and get response from other users via "likes" and comments. It emphasises the importance of promoting oneself through self-images, particularly selfies. Users frequently use digital editing and modification techniques to improve the images they upload on social media. As a result, the uploaded photos have an idealised aspect, displaying only what is judged visually perfect or appealing. As a result, Instagram is said to have a higher influence on body image than other social media<sup>91</sup>. In today's world, many young women are exposed to a lot of Instagram content, which often creates a poisonous and unrealistic reflection of an ideal body image, and this has harmed their mental and physical health. Women are body shamed on Instagram, which has resulted in despair, lack of concentration, desperation, and, in some cases, sleep deprivation<sup>92</sup>. Because Instagram is a platform, it incentivizes its users to submit visually beautiful photos, which encourages visual social comparison. Instagram users shape the site by editing uploaded content; for example, up to 18% of all Instagram posts were changed using a filter, while nearly 25% of all posted selfies were edited<sup>93</sup>.

Another study was carried out to investigate the impact of Instagram users' posting of selfies on their self-esteem and body dissatisfaction. The participants were female college students from South Korea (N = 321). Results revealed a positive correlation between Instagram users' selfie-posting and their self-esteem. Furthermore, the study found that users' self-esteem played a mediating role in the connection between their selfie-posting behavior and body dissatisfaction. The outcomes suggested that engaging in selfie-posting on Instagram could have a positive impact on users' self-esteem, potentially leading to a reduction in body dissatisfaction. The indirect impact of selfie-posting on body dissatisfaction through self-esteem was contingent on users' levels of the need for popularity. This indirect influence was significant only among those with low or moderate levels of the need for popularity, implying that individuals with lower popularity needs may derive greater benefits from posting selfies. These findings contribute to the evolving research on the consequences of selfie-posting by presenting a moderated mediation model that explores the relationship between selfie-posting and concerns about body image<sup>94</sup>.

Further, an exploratory study investigated the immediate impact of viewing idealized male bodies on Instagram was investigated concerning state body satisfaction, the drive for muscularity, and body comparison among male college students. Participants were exposed to authentic Instagram accounts containing either images of the male mesomorphic ideal or neutral images. State body satisfaction was measured before and immediately after exposure using computer-based visual analogue scales. Following exposure, participants completed measures for social comparison and the drive for muscularity. The study revealed that exposure to muscular-ideal images on Instagram resulted in lower appearance satisfaction, weight satisfaction, and increased social comparison compared to exposure to neutral images. These novel and noteworthy findings offer initial evidence indicating the detrimental

influence of social media images, particularly on Instagram, on men's body image and social comparison<sup>95</sup>.

In this age of technology, where the internet has become part of our daily activities, it has transformed communication to the point where it is now our most preferred, and often the only, mode of contact. However, the majority of online time is spent on social media<sup>96</sup>. According to a study of 227 female college students, young women who spend more time on Facebook/Instagram may be more bothered and distressed about their bodies because they compare their looks to others<sup>96</sup>. Users of social media frequently come across diverse profiles, allowing them to assess their own appearance to that of friends, family members, and even other people, including celebrities. As a result, users set unrealistic objectives and standards for their own profiles and photos. The use of these sites may result in excessive obsession and concentration on physical appearance, which leads to negative body image, low self-esteem, and eventually body dissatisfaction<sup>96</sup>.

A study looked at the relationships between Facebook usage, specific Facebook actions, body esteem, and body surveillance in adult women. The study also looked into whether self-love and appearance-contingent self-worth mediated the connection between Facebook comparisons of appearance and body esteem, as well as Facebook appearance comparison and body observation. The study included self-report measures on 232 adult women ranging in age from 20 to 72 years (with a mean age of 35.91). M Turk was used to find participants. With regard to the data, both Facebook appearance-exposure and Facebook appearance comparison were substantially related to body surveillance. Only the comparison of Facebook appearances revealed a substantial association with body esteem. Notably, neither overall Facebook usage nor the intensity of Facebook use showed any significant relationships with

body worth or body surveillance. Additionally, self-love and appearance-contingent self-worth were discovered to be highly connected to both self-worth and body surveillance<sup>97</sup>.

Again, survey research design was utilized to examine a sample of 322 female civil servants hailing from specific states in the South East region of Nigeria, while the overall population of interest comprised 2,976 individuals. The study aimed to investigate the extent of female civil servants' exposure to Facebook and how this exposure influenced their tendency to engage in body comparison. The research employed a purposive sampling technique, also referred to as judgmental sampling, to select the participants for the study. The study was grounded in the Social Comparison Theory<sup>77</sup>.

The study's findings indicated that female civil servants in the South East region of Nigeria are extensively exposed to Facebook content featuring images that promote thin body ideals. This exposure, in turn, led to instances of body comparison among the female civil servants. Interestingly, the study revealed that these civil servants generally held positive attitudes toward their own body image. They expressed satisfaction with their weight and were not particularly distressed by their appearance, although they expressed occasional desires to look even better<sup>77</sup>.

A research study conducted an experimental investigation into the impact of Facebook usage on the mood and body image of women. The study aimed to discern whether these effects differed when compared to exposure to an online fashion magazine and whether a person's inclination for appearance comparison moderated any of these effects. Female participants (n = 112) were randomly assigned to spend 10 minutes engaging with one of three activities: browsing their Facebook account, exploring a magazine website, or visiting an appearance-neutral control website. Subsequently, participants completed assessments of their mood,

body dissatisfaction, and appearance discrepancies, which encompassed weight-related factors as well as aspects related to the face, hair, and skin<sup>98</sup>.

A study draws on self-determination theory to examine whether satisfaction of basic psychological needs (autonomy, competence, and relatedness) protects against the negative effect of viewing Facebook images depicting an ideal body type on body satisfaction. Female (n = 141) and male (n = 48) university students were randomly assigned to view either a body-ideal image or a travel image presented on a mock Facebook profile. Viewing body-ideal imagery resulted in significantly lower body satisfaction compared to viewing travel imagery. This study found that brief exposure to Facebook images depicting an ideal body type resulted in lower body satisfaction among university students<sup>99</sup>.

In this age of technology, where the internet has turned our lives upside down, it has transformed communication to the point where it is now our most preferred, and often the only, mode of contact. However, the majority of online time is spent on social media<sup>96</sup>. According to a study of 227 female college students, young women who spend more time on Facebook/Instagram may be more bothered and distressed about their bodies because they compare their looks to others<sup>96</sup>. Users of social media frequently come across diverse profiles, allowing them to assess their own appearance to that of friends, family members, and even other people, including celebrities. As a result, users set unrealistic objectives and standards for their own profiles and photos. The use of these sites may result in excessive obsession and concentration on physical appearance, which leads to negative body image, low self-esteem, and eventually body dissatisfaction<sup>96</sup>.

A study looked at the relationships between Facebook usage, specific Facebook actions, body esteem, and body surveillance in adult women. The study also looked into whether self-love and appearance-contingent self-worth mediated the connection between Facebook

comparisons of appearance and body esteem, as well as Facebook appearance comparison and body observation. The study included self-report measures on 232 adult women ranging in age from 20 to 72 years (with a mean age of 35.91). M Turk was used to find participants. With regard to the data, both Facebook appearance-exposure and Facebook appearance comparison were substantially related to body surveillance. Only the comparison of Facebook appearances revealed a substantial association with body esteem. Notably, neither overall Facebook usage nor the intensity of Facebook use showed any significant relationships with body worth or body surveillance. Additionally, self-love and appearance-contingent self-worth were discovered to be highly connected to both self-worth and body surveillance<sup>97</sup>.

A survey research design was utilized to examine a sample of 322 female civil servants hailing from specific states in the South East region of Nigeria, while the overall population of interest comprised 2,976 individuals. The study aimed to investigate the extent of female civil servants' exposure to Facebook and how this exposure influenced their tendency to engage in body comparison. The research employed a purposive sampling technique, also referred to as judgmental sampling, to select the participants for the study. The study was grounded in the Social Comparison Theory<sup>77</sup>.

The study's findings indicated that female civil servants in the South East region of Nigeria are extensively exposed to Facebook content featuring images that promote thin body ideals. This exposure, in turn, led to instances of body comparison among the female civil servants. Interestingly, the study revealed that these civil servants generally held positive attitudes toward their own body image. They expressed satisfaction with their weight and were not particularly distressed by their appearance, although they expressed occasional desires to look even better<sup>77</sup>.

A research study conducted an experimental investigation into the impact of Facebook usage on the mood and body image of women. The study aimed to discern whether these effects differed when compared to exposure to an online fashion magazine and whether a person's inclination for appearance comparison moderated any of these effects. Female participants (n = 112) were randomly assigned to spend 10 minutes engaging with one of three activities: browsing their Facebook account, exploring a magazine website, or visiting an appearance-neutral control website. Subsequently, participants completed assessments of their mood, body dissatisfaction, and appearance discrepancies, which encompassed weight-related factors as well as aspects related to the face, hair, and skin<sup>98</sup>.

A study draws on self-determination theory to examine whether satisfaction of basic psychological needs (autonomy, competence, and relatedness) protects against the negative effect of viewing Facebook images depicting an ideal body type on body satisfaction. Female (n = 141) and male (n = 48) university students were randomly assigned to view either a body-ideal image or a travel image presented on a mock Facebook profile. Viewing body-ideal imagery resulted in significantly lower body satisfaction compared to viewing travel imagery. This study found that brief exposure to Facebook images depicting an ideal body type resulted in lower body satisfaction among university students<sup>99</sup>. TikTok, a social media app, has recently swept the world by storm. TikTok is a global platform where creative individuals may submit a variety of content ranging from popular and innovative dance routines to various short video creations. The content is under one minute long and allows for practically complete artistic flexibility. Users are encouraged to add brief feedback on each video production; therefore, the short videos are only a small fraction of the platform's overall content and amusement. These comments are often one or two sentences long and range from amusing or pleasant to negative and upsetting. TikTok influencers began posting videos

glamorising unattainable body image and diet related goals in order to get popularity on the service<sup>100</sup>.

It is critical to comprehend how *TikTok* varies from other platforms in order to determine its relationship with body image. Because the software is still in its early stages, researchers are unsure of its impact on teenage users' psychological well-being and body image. *TikTok* has evolved into a platform for young people to express themselves in a variety of ways<sup>101</sup>. The platform's culture and structure encourage users to copy one another and engage in popular trends. Unlike Instagram, the platform employs videos to display beauty stereotypes<sup>102</sup>. *TikTok's* new features can grab people's attention by increasing stereotypical activities such as hashtags and superstars with a drive for attention<sup>102</sup>.

Based to one study, the *TikTok* application provides a channel for women to verbalise their understanding of their body that is constrained by cultural norms (particularly those surrounding beauty) but also releasing from everyday limitations. Women demonstrate their understanding of women's bodies free of gendered prescriptions on *TikTok*. This interpretive freedom might be interpreted as women becoming the subjects of their bodies. This study aims to show that in *TikTok*, where women's bodies come into interaction with technology, the body has changed its significance into the posthuman body, to the extent that it frees itself from the restrictions of the body as connected to physiological function and set meanings<sup>103</sup>.

Another study aimed to investigate the impact of *TikTok*, a relatively new social network, on the body image of adolescents. The research design for this study utilized a combination of quantitative and qualitative methods to provide a comprehensive understanding of the issue concerning *TikTok's* influence on the body image of adolescents. To recruit participants for the study, various non-probability sampling methods were employed. The study involved 16 participants of both genders, comprising 7 males and 9 females. Initially, a survey was

conducted to collect basic data, and this survey served as a framework for subsequent semi-structured interviews. These interviews were conducted through video calls and recorded for further analysis. To fulfil the research objectives, a hybrid approach involving a questionnaire based on existing measures and semi-structured interviews was administered to a group of 16 German adolescents aged 16-21. The study aimed to uncover the effects of *TikTok* usage on body image, assessing factors such as body appreciation, body disturbance, and social comparison as potential influencers.

The study identified three distinct impacts of *TikTok* on the body image of adolescents: negative influence, positive influence, and no influence. Moreover, these outcomes were largely associated with the type of content consumed by the participants, suggesting that content related to body image sensitivity, such as fitness, had a negative influence, whereas body-positive content was linked to positive effects. Social comparison played a crucial role in how adolescents perceived their body image, with upward social comparison on *TikTok* found to be detrimental. TikTok, like other appearance-focused platforms, often presents unattainable body standards, leading to the internalization of thinness among females and a muscular ideal among males. However, there is an ongoing shift among young women towards a curvier ideal or no specific ideal at all, influenced by the body positivity movement promoted on the platform<sup>104</sup>.

The study aimed to investigate the connections between the amount of time individuals spend on *TikTok*, their usage of beauty filters, their self-image satisfaction, and their perceptions of these filters. Data for the research were collected through a Qualtrics survey, which included inquiries about *TikTok* and filter usage, a self-esteem assessment, and perceptions related to filters. To participate in the survey, individuals needed to fall within the age range of 18 to 25. Researchers employed purposive and snowball sampling methods to locate participants. This

involved researcher sharing the survey on their social media platforms and encouraging their followers to take part. The study offers insights into the intricate relationship between the use of filters and satisfaction with one's self-image. It also underscores the importance of further research to delve into the factors influencing filter use and the impact of filter utilization on users' self-image and well-being, including investigating whether participants use filters for content creation on *TikTok* or solely for browsing.

The results indicate that the time spent on *TikTok* is associated with the use of filters, but there is no significant correlation between self-image satisfaction and perceptions of filters. It is worth noting that this study has limitations, primarily a relatively small participant pool<sup>105</sup>.

A similar study opted to utilize the focus group research method and selected six university students from the University of Macau (N=6) to investigate the link between *TikTok* and the body image of young adults. These participants were enthusiastic users of social media platforms. The final dataset revealed notable gender differences, individual variances, and differences in the indirect impact of *TikTok*. Within the data obtained from this sample, the study observed diverse effects on each participant. The research data indicated that females tend to be more significantly influenced by *TikTok*, with many female participants expressing concerns about weight loss or experiencing anxiety due to *TikTok's* influence. In contrast, male participants also exhibited some level of influence, but it was not as pronounced.

Additionally, the study uncovered that *TikTok* can indirectly impact the body image of young adults. This indirect impact doesn't directly affect the viewers themselves but occurs through the influence of individuals in their surroundings or content creators who are affected by comments and interactions on the platform<sup>106</sup>.

Likewise, another study investigated the influence of exposure to *TikTok* videos focusing on beauty, self-compassion, and travel (control) on various aspects of young women's feelings

and thoughts related to their facial appearance, including shame and anxiety, self-compassion, mood, upward appearance comparisons, and appearance-related thoughts. The participants consisted of undergraduate women (N = 115), who were randomly assigned to watch one of three compilation TikTok videos: those centered on beauty tips, self-compassion strategies, or travel destinations. Post-test assessments were conducted for upward appearance comparisons and thoughts, as these items were related to video exposure, while all other measures were assessed both before and after exposure to the videos.

After controlling for pre-test measures, the results revealed that participants in the beauty group reported higher levels of face-related appearance shame, anxiety, and negative mood compared to those in the travel control and self-compassion groups. On the other hand, self-compassion was greater among participants in the self-compassion group compared to the travel control group. Additionally, women in the beauty group reported more frequent upward appearance comparisons and thoughts than those in the travel control and self-compassion groups, while the self-compassion group also reported more appearance-related thoughts than the travel control group. These findings extend previous research by demonstrating that brief exposure to beauty-focused *TikTok* videos may have adverse effects on how young women perceive their facial appearance, whereas self-compassion videos may contribute to increased self-compassion and a more positive self-perception among young women<sup>107</sup>.

A study aimed to explore the impact of self-esteem and social appearance on *TikTok* users, as well as whether the cumulative social support from significant others, family, and friends might act as a moderating factor. The study involved 53 *TikTok* users who willingly responded to a questionnaire distributed via a Google Form link. Initially, 71 respondents completed the questionnaires, but 18 of them were excluded as they were not *TikTok* users, leaving 53 participants for analysis. Among the respondents, 33 (62.26%) were females, 19

(35.85%) were males, and 1 (1.89%) identified as a member of the LGBT community. Of these, 28 (52.83%) were actively uploading content on *TikTok*, while 25 (47.17%) were solely users of the platform. Convenience sampling was employed to select the participants, and the study adopted a descriptive quantitative research design along with straightforward moderation approaches<sup>108</sup>. The findings indicated that the most frequently watched TikTok videos by users were dance covers. The self-esteem levels of participants were categorized as average, while their levels of social support from significant others, family, and friends were all considered high. The majority of respondents exhibited above-average social appearance anxiety. The study found a negative association between self-esteem and social appearance anxiety; however, social support did not have a direct or indirect impact on social appearance anxiety, nor did self-esteem significantly influence the anxiety levels<sup>108</sup>.

#### **2.3.4 Exposure to Social Media Contents on Body Image Satisfaction**

Social media content can contribute to body discontent, which occurs when a person perceives his or her body as less beautiful when compared to a perfect body. This discontent not only causes mood swings, but it can also create major behavioural changes, such as eating patterns or anorexic (disorder of eating) nervosa<sup>49</sup>. Those who utilise social media may upload stuff for others to see, but it is also important to consider how users perceive their online personal<sup>109</sup>. Social media has moved towards defining trends in aesthetics and influencing confidence among individuals, as well as their proclivity for depression and anxiety due to poor body image<sup>51</sup>.

A study sought to examine the connection between social media content and the perception of body image among young Saudi females, with a sample size of 203 participants. The participants were Saudi females aged 18 to 24 years. Various assessment tools were employed, including a demographic information questionnaire, the Arabic scale of Body Image

Measurement (BIM), and images sourced from Instagram to gauge the impact of social media on body image perception. The research followed a pre-post design.

The majority of participants had a normal BMI range (56%), used social media daily (96%), with an average daily usage duration of 5 hours (44%). Instagram ranked as the second most frequently used social media platform (34%). Paired t-tests and simple regression analysis were conducted to assess the differences and predictive relationships between Instagram images and pre-post perceptions of body image. The findings revealed a statistically significant difference in the scores between the pre and post assessments of body image ( $t = 9.779$ ,  $df = 202$ ,  $n = 203$ ,  $p < .05$ , 95% CI for mean difference 2.454 to 2.454,  $r = .90$ ). There was also a significant relationship between the pre-test scores and the post-test scores ( $r = .231$ ,  $p < .05$ ). However, the study concluded that the use of social media does not lead to a distortion of body image perception among Saudi females, as the post-trial mean score ( $M = 10.63$ ) was lower than the pre-trial score ( $M = 13.70$ ), indicating a more positive perception of body image<sup>49</sup>.

Moreover, an additional study examined the impact of viewing body-positive Instagram content on the body image of 205 adult women, spanning from 18 to 76 years of age. Participants were randomly assigned to view one of three types of Instagram content: body-positive, thin-ideal, or appearance-neutral. Our results indicated that exposure to body-positive Instagram content led to higher levels of body appreciation and body satisfaction compared to exposure to thin-ideal and appearance-neutral Instagram content. However, there were no significant differences between any of the conditions when it came to self-objectification. Notably, age only emerged as a significant moderator for one variable, self-objectification, and in the context of exposure to thin-ideal content. This suggests that

exposure to body-positive content on social media may have a positive impact on levels of body appreciation and satisfaction among adult women, regardless of their age<sup>110</sup>.

Another study explored the chronological order of the connection between the use of social media and body dissatisfaction among adults. The research involved a representative sample of adults, ranging from 19 to 92 years old, with an average age of 52.83 (standard deviation of 13.43). The sample consisted of 62.02% women and 37.98% men. Participants completed assessments related to their social media use, body dissatisfaction, age, gender, BMI, and various demographic variables over a five-year period spanning from 2015 to 2019 (N = 6,258). This data was collected as part of the New Zealand Attitudes and Values Study<sup>111</sup>. In the entire sample, the study observed that higher social media use was significantly linked to greater body dissatisfaction one year later.

Conversely, higher body dissatisfaction was associated with increased social media use one year later when controlling for initial levels of body dissatisfaction and social media use (T-1), as well as other factors such as gender, age, BMI, ethnicity, relationship status, and socioeconomic status. These effects were relatively small in magnitude. The prospective link from social media use to body dissatisfaction was significant across all age groups. However, the reverse relationship, from body dissatisfaction to social media use, was only significant in the middle-aged and older age groups. In terms of gender differences, both directions of the relationship were significant in women, while in men, only the pathway from body dissatisfaction to increased social media use was significant<sup>111</sup>.

A research study examined how different interactions and exposure to specific content on various social media platforms could impact an individual's mental and emotional well-being, particularly concerning their perceptions of body image<sup>112</sup>. The study specifically targeted college students aged 18 to 24 who were enrolled at California State University, Long Beach

(CSULB). Participants were requested to complete an online survey that assessed their level of engagement on social media apps, the nature of their interactions on these platforms, and their opinions regarding the influence of social media on societal beauty standards. The survey was distributed through email and flyers. The tools and software employed for this research included Qualtrics survey software, Microsoft Excel, Microsoft Word, and SPSS Statistics software. The utilization of Qualtrics survey software played a pivotal role in this study, as it was used for the creation and distribution of the survey to participants. The findings of the study indicated a positive and statistically significant correlation between social media usage and the presence of body image insecurities. Social media platforms were found to amplify feelings of jealousy and promote comparisons to unrealistic body standards, which are commonly portrayed across these platforms<sup>112</sup>.

The study employed a diary study approach to gain a deeper understanding of the content found on Instagram and how it affects the body image of adolescents. The primary objective was to investigate the specific types of Instagram content that influence adolescents' body image and the manner in which they are influenced. The study sought to qualitatively uncover the connections between the content and its diverse impacts on adolescents' body image. To recruit participants for this study, a combination of two non-probability sampling methods was used: convenience sampling and snowball sampling. The study involved 28 adolescents average age = 21, with 79% being female. Initially, a questionnaire was administered to establish a foundational understanding of the participants. This questionnaire assessed their Instagram usage, tendency for social comparison, and their experiences of both negative and positive body image. The core of the diary study involved participants selecting one Instagram post per day that they deemed influential to their body image over a period of five days. They captured screenshots of these posts and responded to open-ended questions about why they chose each post and how it impacted them.

In contrast to existing literature, the study's participants reported experiencing more positive body image effects. These positive outcomes were attributed to the growing body positivity movement and active engagement with social media, which fostered a sense of connection. Furthermore, participants used social comparison as a means of self-motivation and viewed others as a source of inspiration. Negative body image effects were primarily linked to content promoting the idealized thin body, which remains prevalent. Additionally, passive Instagram use and comparisons with strangers were associated with negative impacts on body image<sup>86</sup>.

A study aimed to conduct an experimental investigation into how exposure to body-positive and Fitspiration images on social media affects the body satisfaction, body appreciation, and mood of undergraduate women. The study involved 98 female undergraduate students between the ages of 18 and 29 who were currently enrolled at Arizona State University. A parallel group randomized control trial design was employed, with assessments conducted before and after the intervention to measure body satisfaction, body appreciation, and mood. Participants were randomly assigned to view either Fitspiration, Body Positive, or appearance-neutral Instagram images. Several covariates, including trait thin-ideal internalization, trait social comparison, and body mass index (BMI), were included in the analysis. Additionally, exploratory qualitative questions were included<sup>113</sup>.

To analyse the data, a one-way analysis of covariance (ANCOVA) was utilized to assess group differences in post-test scores, followed by post-hoc analyses using the Bonferroni correction when significant differences were detected. After adjusting for baseline scores, trait thin-ideal internalization, trait social comparison, and BMI, it was observed that post-test body appreciation scores were significantly lower in the Fitspiration group compared to both the control group (MD= 9.818, SE=3.743, p=.031) and the Body Positive group (MD=9.372,

SE=3.492,  $p=0.26$ ). On the other hand, after controlling for baseline scores and the aforementioned covariates, the Body Positive group showed significantly higher post-test body satisfaction scores compared to both the control group (MD= 11.134, SE=3.093,  $p=.002$ ) and the Fitspiration group (MD=17.312, SE=3.092,  $p<.001$ )<sup>113</sup>.

Furthermore, after adjusting for baseline scores, the mean post-test positive mood scores in the Fitspiration group were significantly lower than those in the Body Positive group (MD=-0.378, SE=.135,  $p=.019$ ). There were no observed differences in post-test negative mood across the various conditions. These findings suggest that brief exposure to body-positive images may lead to improvements in body appreciation, body satisfaction, and positive mood among undergraduate females<sup>113</sup>.

Furthermore, a study aimed to explore the impact of media exposure on factors like body image and sensation seeking in adolescents. The research adopted a qualitative research design, and data regarding adolescents' perceptions of media exposure were gathered through interviews. Thematic and content analysis techniques were employed to analyse the responses, resulting in the identification of four major themes. Thematic analysis revealed that body image has become a prominent concern for the current generation of adolescents. Additionally, the study found that sensation seeking has become a preferred choice among today's youth, with adolescents often engaging in risky behaviours for the sake of enjoyment. This inclination towards risk-taking is often encouraged by media programme that feature adventurous content. Again, the research highlighted the significant influence of media on interpersonal relationships among adolescents. The study's participants acknowledged both the positive and negative effects of media exposure. Consequently, the findings suggest that media has a dual impact on adolescents, with both beneficial and detrimental outcomes<sup>114</sup>.

A systematic review was conducted to synthesize data from 43 experimental studies involving a total of 8,637 participants, with approximately 89.56% being female and an average age of 21.58 years ( $\pm 1.78$ ). The study investigated the impact of viewing idealized images, including those depicting attractiveness, thinness, and fitness, as well as body-positive content on Social Networking Sites (SNSs) on individuals' body image. Among these studies, two specifically focused on adolescents. Each study had slight variations in how the images were presented within each category, such as self-images and photos taken by others.

The diverse range of experimental stimuli and psychological moderators employed in the published research made conducting a systematic review more appropriate and meaningful than a meta-analysis. The findings from this systematic review revealed that the exposure to idealized images on SNSs resulted in increased levels of body dissatisfaction among both young women and men. Furthermore, the effect was significantly mediated by state appearance comparison, which refers to engaging in social comparison while viewing these images, while trait appearance comparison, which represents a relatively stable general tendency to engage in social comparison, was identified as a significant moderator. In contrast, the results regarding exposure to body-positive images and captions on SNSs were mixed. Overall, the review concluded that viewing images on SNSs that depict unattainable beauty standards leads young individuals to experience dissatisfaction with their bodies, with appearance comparison playing a crucial role in this process. However, further research is needed to assess the long-term effects of such exposure<sup>115</sup>

A cross-sectional study was conducted among 370 undergraduate medical students. The participants were selected using stratified random sampling to investigate body image perception, abnormal eating attitudes, and the influence of social media on undergraduate students in a medical college in Delhi, India. The students completed a self-administered

questionnaire, which included sections for demographic information, perceived body image, the Eating Attitudes Test (EAT-26) to assess eating attitudes, and the Socio-Cultural Attitude Towards Appearance Questionnaire 3 (SATAQ-3) scale to measure the role of media in body image perception. Data analysis was carried out using SPSS version 21. It involved a total of 370 students, with 57.6% being male and 42.4% female, ranging in age from 17 to 30 years, and with a mean age of 20.30 years ( $\pm 2.02$  SD).

The findings revealed that 35.4% of participants had abnormal body image perception, 21.1% exhibited abnormal eating attitudes (EAT-26 score  $\geq 20$ ), and 36.5% and 40.5% agreed to be influenced by models and athletic figures on social media, respectively. Additionally, 42.2% acknowledged that media served as their source of information regarding attractiveness standards, while 27.6% felt pressured to conform to these standards based on SATAQ-3. Furthermore, males exhibited a higher prevalence of disordered eating attitudes and a greater sense of media pressure to attain an ideal body image compared to females. The study identified several significant associations, including age with perceived body image ( $p = 0.033$ ), gender with EAT-26 score ( $p = 0.039$ ), EAT-26 score with perceived body image ( $p = 0.006$ ), general internalization of media with perceived body image ( $p = 0.003$ ), and associations between internalization (general and athlete), media as a source of information, and EAT-26 score (all  $p < 0.001$  or  $p = 0.001$ )<sup>116</sup>.

### **2.3.5 Level of Body Image Satisfaction among Students**

Attempting to achieve society's ideal body weight might reduce bodily satisfaction, especially if the goal is unreachable. It is unrealistic to expect everyone to be tall, slender, and beautiful. Body dissatisfaction arises when the perceived and desired body images are incompatible<sup>117</sup>. In a straightforward manner bodily satisfaction comprises the second part, which refers to how satisfied one is with one's current bodily qualities. The degree of one's body self-

assurance, body esteem, and body dissatisfaction are determined by one's level of body satisfaction<sup>118</sup>. Body image satisfaction happens when a person feels good about his/her body and embraces all elements of it, whereas body dissatisfaction arises when there is an observed disparity between a person's appraisal of his/her existing and desired body<sup>41</sup>. It is defined as the level to which an individual, particularly a young person, enjoys his or her body appearance based on his or her own appraisal and judgement.

Youths with body image satisfaction have a favourable body image and a clear, unaffected view of their bodies' shape<sup>24</sup>. Body satisfaction or dissatisfaction is a component of good or negative evaluations of the body, and it frequently refers to a person's general appearance<sup>119</sup>.

A study aimed to explore the perceptions and satisfaction regarding body image among female students enrolled at The Polytechnic, Ibadan. Data were collected from a sample of 289 female undergraduate students who were conveniently selected for the study. The participants were aged between 18 and 28 years, with a mean age of 22.91 years (standard deviation = 2.57). To assess their satisfaction with and perceptions of body image, a modified version of Stunkard's silhouettes rating scale was utilized. The study employed descriptive statistics to present the findings. The results revealed that among the sample, 48.1% perceived their body image as normal, 42.9% self-perceived themselves as underweight, and 9.0% considered themselves overweight or obese. Furthermore, 64.9% of the participants reported being dissatisfied with their body image.

Regarding body shape, 72.1% of the sample identified a normal body shape as the healthiest. However, a contrasting 65.7% of the participants perceived their own shape as unhealthy. Additionally, 40.4% disclosed that their favourite celebrity was underweight. A majority of the participants believed that their body shape was unattractive to both the general public (70.6%) and their boyfriends (58.3%)<sup>41</sup>.

A study aimed to investigate the impact of positive and negative self-talk on self-esteem, happiness, and body satisfaction levels, as well as the effects of viewing images of overweight and thin women on these variables. In the first part of the study, 79 female participants were randomly assigned to one of four groups. Each group was given a specific task, which involved either describing positive or negative attributes related to their own body and/or physical appearance or describing positive or negative attributes related to their own personality.

In the second part of the study, 99 female participants were randomly assigned to one of three groups. The first group was exposed to images of overweight women, the second group viewed images of thin women, and the third group viewed images of women's smiling faces, with no images of the body included. The study found significant positive and negative correlations among the variables, suggesting that society may not fully acknowledge the risk of females developing negative self-beliefs, particularly in relation to their personal body-esteem<sup>120</sup>.

A cross-sectional study was conducted among students at the College of Medicine and Health Sciences, National University of Science and Technology in Sohar, Oman. The study aimed to investigate body image perceptions and body image dissatisfaction and how they relate to body mass index (BMI). Data, including self-reported weight and height, were gathered through a questionnaire-based survey. Body image perception and satisfaction were assessed using the Stunkard Figure Rating Scale. The study included 351 medical students, with a mean age of  $21.6 \pm 2.2$  years and a mean BMI of  $22.7 \pm 4.3$  kg/m<sup>2</sup>. Most students fell within the BMI range; (63%), while 12% were underweight, and 25% were overweight or obese. Approximately 66% of the students accurately perceived their body image, with students at both BMI extremes being more accurate in their perceptions. High levels of body image

dissatisfaction were observed, with 80% of the respondent's reporting dissatisfaction, and 73.5% of those dissatisfied expressing a desire to be thinner. There was a significant association between self-reported BMI, perceived BMI, and body image dissatisfaction ( $P < 0.05$ )<sup>33</sup>.

A collected data using a self-constructed Sociodemographic Information Sheet, the Body Shape Questionnaire, and the Eating Attitude Test. The data was then analysed with SPSS version 21 to explore the relationship between sociodemographic factors, body image satisfaction, and eating attitudes in late adolescents. The study hypothesized that there would be significant associations among sociodemographic variables, body image satisfaction, and eating attitudes, with sociodemographic factors and body image satisfaction potentially predicting eating attitudes.

A study employed a non-probability convenient sampling technique to recruit a sample of 150 adolescents, consisting of 62 boys and 88 girls, aged 16 to 19 years, with a mean age of 17.59 and a standard deviation of 1.00, through an online survey conducted via Google Forms.

The findings indicated a significant negative correlation between body image satisfaction and father's education level concerning eating attitudes. Additionally, a positive relationship was observed between body mass index (BMI) and eating attitudes. Furthermore, BMI and body image satisfaction positively predicted eating attitudes, while father's education level had a negative predictive effect on eating attitudes. Lastly, the study identified significant gender differences in body image satisfaction, with obese participants displaying higher levels of both eating attitudes and body image satisfaction compared to other groups<sup>121</sup>.

A study aimed to assess the body image satisfaction of 13-14-year-old students in Lithuanian schools by having them evaluate various components of their body image. For this purpose, a

40-question questionnaire, developed by the authors, was used to measure the levels of satisfaction or dissatisfaction with specific body parts. The questionnaire underwent validation in a representative sample, which included 1,347 students aged 13-14 years.

The findings revealed that gender played a significant role in (dis)satisfaction with body image. There were notable differences in the levels of satisfaction between boys and girls ( $p = 0.000$ ). Adolescents tended to express greater dissatisfaction with body parts that were influenced by an individual's physical characteristics (particularly in the lower area, such as buttocks, hips, legs, thighs, and calves; in the middle area, including the abdomen and waist; and in the upper area, encompassing shoulders, arms, and chest). Conversely, they exhibited higher levels of satisfaction with morphological characteristics of the body that were determined by an individual's genetic makeup, including facial skin, feet, cheeks, ears, hair, chin, lips, eyes, and neck.

Notably, boys displayed higher levels of satisfaction with their body parts compared to girls among the 13-14-year-old students<sup>122</sup>

A study aimed to assess self-perception and satisfaction with body image among nursing students using the Figure Rating Scale and the Body Shape Questionnaire (BSQ). This cross-sectional study involved students from a public university and aimed to evaluate distorted self-perception and dissatisfaction with body image among the participants. Body Mass Index (BMI) was calculated based on self-reported weight and height. Data analysis was conducted using Stata 15.0, with a significance level set at 5%.

A total of 93 students took part in the study. The results indicated that 87.1% of the participants had distorted self-perception, with a higher proportion of students overestimating their body size (68.8%). Additionally, 89.2% of the students expressed dissatisfaction with their body image as assessed by the Figure Rating Scale, while 55.9% reported dissatisfaction

according to the BSQ. Dissatisfaction measured by the BSQ was found to be associated with factors such as biological sex, nutritional status, dietary habits, and experiences of bullying.

The findings underscore the importance of addressing body image issues in the education and training of nurses. Such efforts can help nursing students develop a positive body image and equip them to effectively navigate these issues in their professional practice<sup>123</sup>.

A research study focus was on exploring the connections between self-esteem, body image dissatisfaction, and the habit of making physical appearance-related comparisons among female undergraduate students at Nasarawa State University, Keffi. The study employed a correlational research approach to investigate the relationships between these variables and involved a total of 238 participants representing various departments within the university. To collect data, the researchers employed specific measurement tools, including the Body Image Dissatisfaction Scale for Women (BID-W), the Physical Appearance Related Comparison Scale-Revised (PARC-R), and the Rosenberg Self-Esteem Scale. The study tested three hypotheses, and the findings revealed significant outcomes: firstly, a substantial inverse association between body image dissatisfaction (BID) and self-esteem (SES) was observed, indicating that higher levels of BID were linked to lower levels of SES. Secondly, physical appearance-related comparisons (PARC) displayed a noteworthy negative correlation with self-esteem among female undergraduate students. Finally, both body image dissatisfaction (BID) and physical appearance-related comparisons (PARC) exhibited significant main and interaction effects on self-esteem. In summary, the study's conclusion highlighted that how female students perceive their own body image and engage in comparisons with others significantly influences their self-esteem<sup>35</sup>.

A study objective was to assess how men and women subjectively perceive their body image and their levels of satisfaction with their body shapes. The study involved a sample of 100

college students, encompassing both male and female participants. The evaluation of subjective body image perception and satisfaction was carried out through participants' self-assessment using silhouette figures on a scale. The study revealed a notable gender-based difference in how individuals subjectively perceive their body image, with women displaying a more pronounced gap between their actual and perceived body image. When it came to assessing satisfaction with body image, no significant differences were observed between genders, and both groups exhibited a high prevalence of dissatisfaction. Furthermore, the findings indicated that 46.2% of the male participants expressed a desire to reduce their body size, while 53.8% wished to increase it. Among the female participants, 76.1% expressed a desire to decrease their body dimensions, while 23.9% aimed to increase them. These outcomes underscore the significant societal pressures and the influence of media standards on body image dissatisfaction and self-assessment, irrespective of gender<sup>32</sup>.

Another descriptive cross-sectional study conducted aimed to investigate body image dissatisfaction and its association with BMI among female medical students. The study took place from December 2020 to January 2021 and employed simple random sampling. A two-sectioned questionnaire was utilized, with the first part collecting socio-demographic data and the second part containing inquiries about body image. In total, 277 female medical students participated in the study. The BMI analysis revealed that the majority (53%) of participants fell within the normal weight category, 7% were classified as obese, and 18% were categorized as underweight<sup>34</sup>. A significant proportion of participants (62%) believed that their current weight did not align with their ideal weight for their height. Additionally, a notable percentage (21–17%) of participants reported feeling constant pressure from society or people to attain a specific weight. In terms of their attitude toward weight, (29%) of participants regularly chose clothing that concealed their body shape, and (35%) consistently opted for attire that concealed any excess weight. The study's findings indicated that

individuals who were overweight, obese, or underweight faced a significantly higher risk of perceiving their body image negatively, with odds ratios of 39, 11, and 59, respectively. Therefore, the study underscores the importance of early and appropriate interventions to mitigate the impact and potential consequences of distorted body image perceptions<sup>34</sup>.

In another cross-sectional study was conducted to assess body image satisfaction, including verbal descriptions, and its association with various factors such as body mass index (BMI), socio-demographic characteristics, overall life satisfaction, particularly in the academic/professional context, and current health status measured using a 5-item Likert scale. Standard protocols were followed for measuring height, weight, hip circumference, and waist circumference. Data was collected through personal interviews conducted by female investigators using a pre-designed, pre-tested semi-structured interview schedule. The analysis involved computing percentages and applying the Chi-square test<sup>124</sup>.

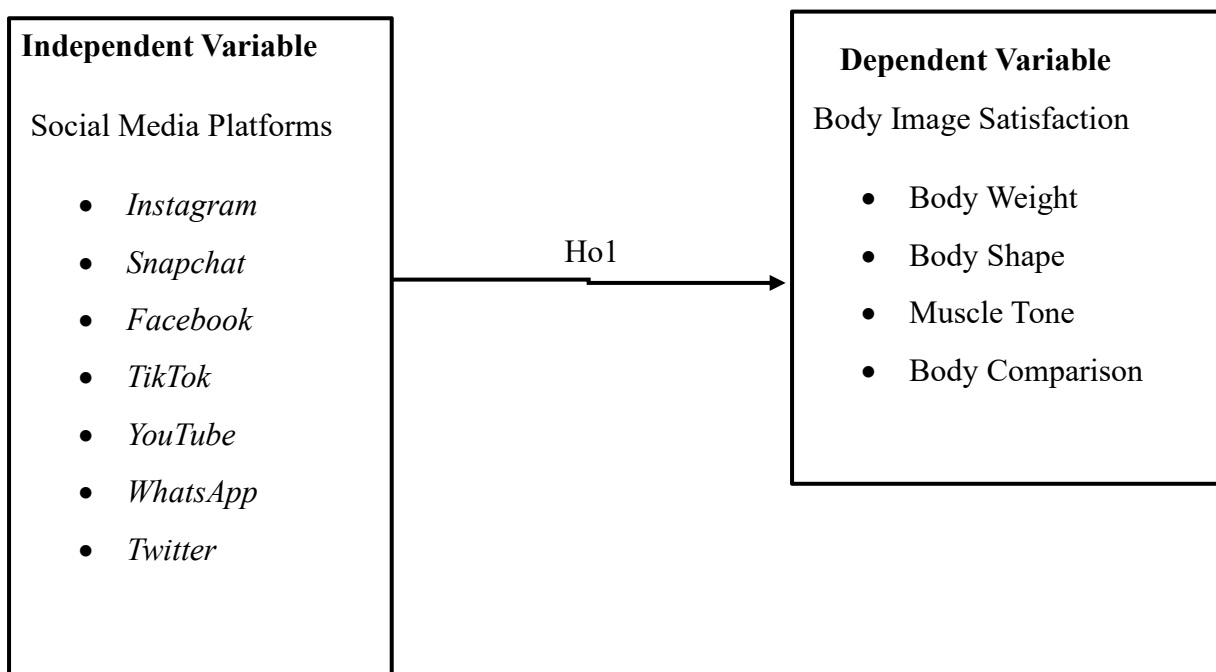
Among the 96 participants in the study, 16.66% perceived their body image as fair, 51.04% as good, and 32.29% as excellent, while an overall 13.54% expressed dissatisfaction with their body image. Body image satisfaction was significantly associated with how individuals perceived their own image ( $P<0.001$ ), their current general health status ( $P<0.001$ ), and their self-assessment of weight ( $P<0.001$ ). There was a statistically significant negative relationship between mothers' education level and the outcome variable ( $P=0.004$ ). Furthermore, students with low weight ( $BMI<18.5 \text{ kg/m}^2$ ) exhibited a significantly higher prevalence of body image satisfaction, with 85.71% reporting satisfaction, whereas overweight students ( $BMI\geq 23 \text{ kg/m}^2$ ) had a significantly higher prevalence of dissatisfaction at 54.54% ( $P<0.001$ )<sup>124</sup>. The study reported a high level of body image satisfaction, which is promising and should be maintained to support the overall mental and physical well-being of students. Proactive preventive measures, including personality development, self-acceptance,

appreciation of individual differences, and the promotion of an optimal weight and active lifestyle, can be implemented to achieve this goal<sup>124</sup>.

Another investigated the impact of identity dimensions, social media usage, and social media-based social comparison on various aspects of body image satisfaction, including appearance, weight, and attribution was conducted. The research involved an online survey conducted with 354 young individuals in Croatia, with an average age of 18.49 (standard deviation = 1.44), of whom 78.9% were women or girls. The study's findings demonstrated distinct associations between identity dimensions and social media social comparison with each aspect of body image satisfaction. Specifically, identity dimensions played a more significant role in influencing how individuals perceived others' evaluations of their body appearance. In contrast, social media use and social comparison on these platforms had a greater impact on individuals' thoughts and emotions related to appearance and weight satisfaction<sup>125</sup>.

Moreover, individuals with higher levels of identity commitment and exploration tended to have more positive thoughts regarding how others assessed their appearance, irrespective of engaging in social comparison on social media. Conversely, increased social media use and involvement in social media-based social comparison were linked to lower levels of satisfaction with appearance and weight<sup>125</sup>.

## 2.4 Conceptual Model



## **Figure 1: Conceptual Model of interconnectedness and interdependence of Social Media Platforms and Body Image Satisfaction**

**Source:** The Researcher, 2023

The research model for this study is based on the research topic with the independent variable; social media and the dependent variable; as body image satisfaction. The reviewed literature provided for the insight in understanding the subject matter “Influence of social media contents on body image satisfaction among students of Lead City University Ibadan. The indices of social media are Instagram, *Facebook*, *TikTok*, *Twitter*, *Snapchat*, *YouTube*, *WhatsApp*. The dependent variable for this study is body image satisfaction, the following indices will be used to measure it; Bodyweight, Body shape, Muscle tone and Body comparison. Body image refers to an individual's idea of physical and aesthetic beauty that they build for themselves. When people are exposed to celebrity pictures, particularly those emphasised by mass media and the Internet, they become content or dissatisfied with their own body image by comparing it to those of celebrities or those defined as ideal in the culture to which they belong<sup>125</sup>. Body image satisfaction pertains to an individual's degree of contentment, acceptance, and positive emotions regarding their physical appearance and body. It has been noted that the prevalence of lookism in contemporary society often leads young individuals to develop distorted perceptions of their own bodies, primarily due to their heightened susceptibility to peer and societal pressures. When they experience dissatisfaction with their body image or hold negative views about their physical appearance, it can result in low self-esteem, anxiety, and potentially even depression. Hence, the cultivation of a positive body image and attaining satisfaction with it is of utmost importance<sup>126</sup>. Self-esteem is a reflection of an individual's personal, emotional assessment of their own value. It involves

their self-assessment and their outlook on themselves, encompassing convictions like "I am capable" and "I am deserving," as well as feelings like achievement, hopelessness, satisfaction, and embarrassment<sup>7</sup>.

## **2.5 Summary of Gaps in Literatures Reviewed**

This section presented a review of literatures related and relevant to the research topic under investigation. The section started with the conceptual review of variables which were relevant concepts to social media contents on body image satisfaction among students of lead city university. This was followed by the theoretical review in which social comparison, social cognitive theory and uses and gratification theory were adopted to support the study.

The Social Comparison Theory postulated that humans have innate tendencies to compare themselves with one another to discern and claim their social standings with regards to human attributes, which can include physical appearance related comparison. Festinger thought that people best serve this need for self-evaluation by measuring their attributes against direct, physical standard. Uses and gratification theory suggests media users are active in choosing which platform they prefer to satisfy their needs, as opposed to an audience which is passively affected by the media and lastly social cognitive theory suggests that individuals develop perceptions and attitudes about their bodies through observational learning, wherein they model their own body image after those around them, particularly influential figures or media. Empirical findings on social media platforms and body image satisfaction, exposure to social media content on body image satisfaction and level of body image satisfaction among students were well discussed, revealed and presented. This was followed by a presentation of the conceptual model and its discussion.

In accordance with studies, the impact to identity characteristics was more essential for evaluations ascribed to others about one's bodily physical appearance, but the impact of social media use and social comparison were more important for feelings and thoughts about

weight and physical satisfaction<sup>125</sup>. Another study found that seeing idealised photos on social media sites increases discontent with their bodies in young women and men. The effect was significantly mediated by state appearance comparison (i.e., engaging in body comparison while seeing photographs), although trait aspect comparison (i.e., the relatively stable overall tendency to engage in social comparison) was a major moderator<sup>115</sup>.

Despite the fact that age was only an important moderator for one variable (self-objectification) and condition (slim ideal), exposure to physical-positive social media content may boost levels of body appreciation and happiness in adult women of any age<sup>110</sup>. Social networking has become an accepted part of everyday life. Because the incorporation of social media into everyday life is new, there hasn't been a lot of research into how it can affect people in the long run<sup>4</sup>. Increased social media use has been linked to lower self-esteem, poor sleep quality, depression, body dissatisfaction, and body image concerns<sup>75</sup>. Similarly, a study looked into how different interactions between users and exposure to specific content across social media platforms may alter an individual's mental and emotional state, specifically in relation to their perceptions of body image, and it was discovered that there is a positive and statistically significant correlation between social media use and the presence of body image insecurities.

This study therefore intends to investigate if exposure to social media content, specifically those related to body image influences the body image satisfaction of students. The question that arises: has exposure to social media contents on body image contributed to shaping students' feelings about their own body image satisfaction?

### Endnotes

1. B. Jiotsa , B. Naccache, M. Duval, B. Rocher & M. Grall-Bronnec, *Social Media Use and Body Image Disorders: Association between Frequency of Comparing One's Own Physical Appearance to That of People Being Followed on social media and Body Dissatisfaction and Drive for Thinness*, **International Journal of Environmental Research and Public Health**, **18** (6), 2021, 1-14
2. Sharme & M. Arya, *A Study on the Relationship among Positive Body Image, Big Five Personality Factors and Self-esteem*, 2023, Available Online: <https://www.researchgate.net/publication/368786975>
3. T. Aragonés & S. Marrón, *Body Image Body Dysmorphic Concerns*, Review Article, Available Online: <https://doi.org/10.2340/000155555-2368/2016>
4. Thomas, A., *Relationship Between Body Image And Self-Esteem Among Adolescents In Mysuru*, **Journal of Emerging Technologies and Innovative Research**, 10 (7), 2023, 219-225E.
5. S. Sultan, *Effect of Social Media Use on Body Image Among Adolescent*. College of Nursing Thesis, University of Baghdad.
6. M. Rashid Sulaimi, F. Dameaty Hutaglung, & S.Kamaruzaman Bin Syed Ali, *The mediating effect of physical activity in the relationship between body image and life satisfaction*, **International Journal of Instruction**, 15(2), 349-372.

7. F. Alebachew, &M. Ashagrie, *Body image concept analysis of youth and adolescent*, **American Journal of Biomedical and Life Sciences** 5(6), 2017, 130-134
8. P. Meena A. Sahai, *Body Image and Satisfaction with Life among College Students*, Available Online: <https://www.researchgate.net/publication/369009961>
9. Y. Shang H. Dong & S. Young, *The Relationship between Physical Exercise and Objective Well Being in College Students: The Mediating Effect of Body Image and Self-esteem*, **Frontier Psychology**, Available Online, <https://doi.org/10.3389/fpsyg.2021.658935>
10. U. Singh, & M. Manju, *Correlates of body image and self-esteem among adolescents*, **International Journal of Health Sciences**, 6(6), 2022, 4147–4154.
11. H. Shoraka , A. Amirkafi, B. Garrusi , *Review of Body Image and some of Contributing Factors in Iranian Population*. Available Online <https://www.ijpvmjournal.net/text.asp?2019/10/1/19/252143>
12. Q. Javaid, & A. Ajmal, (2019). *The impact of body language on self-esteem in adolescents*, **Clinical and Counselling Psychology Review**, 1(1), 44–54.
13. E. Bergagna & S. Tartaglia, *Self-esteem Social Comparison and Facebook use*, **Europe’s Journal of Psychology**. 14(4), 2018, 831-845.
14. S. Torres, & P. Brito, *Fit and fun: Content analysis investigating positive body image dimensions of adolescents’ Facebook images*. **Cyberpsychology: Journal of Psychosocial Research on Cyberspace**, 16(5), 20 Article 7.
15. R. Rodgers, E. Wertheim, S. Paxton, T. Tylka, &J. Harriger, *#Bopo: Enhancing body image through body positive social media—evidence to date and research directions*. *Body Image*, 41, 367–374. Available Online <https://doi.org/10.1016/j.bodyim.2022.03.008>
16. S. Sharma & M. Arya, *A Study on The Relationship Among Positive Body Image, Big Five Personality, Factors and Self Esteem*, Available Online: <https://www.researchgate.net/publication/368786975>
17. J. Alleva, K. Holmqvist Gattario, C. Martijn, & C. ‘*What can my body do vs. how does it look? A qualitative analysis of young women and men’s descriptions of their body functionality or physical appearance*’, *Body Image*, 2019, Available Online, <https://doi.org/10.1016/j.bodyim.2019.08.008>

18. A. Stevens, & S. Griffiths, *Body positivity (#BoPo) in everyday life: An ecological momentary assessment study showing potential benefits to individuals' body image and emotional wellbeing*. *Body Image*, 2020 35, 181–191. <https://doi.org/10.1016/j.bodyim.2020.09.003/>
19. P. von Spreckelsen, I. Wessel, K. Glashouwer & P. de Jong, *Negative body image and avoidant retrieval of body-related autobiographical memories*, 2022, Available Online <https://doi.org/10.1080/09658211.2022.2135734/>
20. P. von Spreckelsen, I. Wessel, K. Glashouwer & P. de Jong, *Averting repulsion? The role of body-directed self-disgust in autobiographical memory*, **Journal of Experimental Psychopathology**, 13(1), 1-15, 2022
21. P. von Spreckelsen, I. Wessel, K. Glashouwer & P. de Jong). *Escaping from revulsion – disgust and escape in response to body-relevant autobiographical memories*. *Memory*, 30(2), 2021, 104– 116
22. M. Phan, & A. Dinh, *Body Image: A Study Concerning Teenage Social Media Involvement and Body Satisfaction*. **Journal of Student Research**, 11(1), 2022, 1-22
23. M. Rakesh, S. Kumar D, M. Mythily, A. Ravali, H. Prakash, *Body image perception and body image satisfaction among female medical students of Mysuru*, **International Journal of Community Medicine and Public Health**, 10(5), 2023,1877-1881.
24. E. Ifeoma, C. Nelson, A. Eluemuno, & M. Nneka, *Body Image and Self-Esteem as Predictors of Indecent Dressing among Female Undergraduate in Universities in Anambra State, Nigeria*. **European Journal of Humanities and Social Sciences**, 1(4), 2021,1-6
25. M. Keshk, H. Fahim, A. Hassan, & D. Boulas, *Body Image Perception and self-esteem among University Students*, **The Egyptian Journal of Community Medicine**, 37 (1), 2019, 82-96
26. P. Kaur & B. Singh, *Body Image Satisfaction, Self-Esteem, and Sense of Belongingness amongst the People Belonging to the LGBTQ+ Community*, **International Journal of Creative Research**, 10 (1), 2022, 1-11s
27. T. Holsen & D. Jones, *Body Image Satisfaction Among Norwegian Adolescent and Young Adults: A Longitudinal Study of the Influence of Inte Body Image*, **Journal of Books**, ss9(2), 2012, 201-208.
28. G. André Borges, P. Abdalla, D. de Souza, A. Pelegrini, D. Machado & J. Christofoletti, *Body image dissatisfaction in adolescent girls in puberty*, **Research, Society and Development**, 10, (13), 2021, 1-10.

29. A. Ab. Latiff, J. Muhamad, A. Razlina Rahman, *Body image dissatisfaction and its determinants among young primary-school adolescents*, **Journal of Taibah University Medical Sciences**, 13(1), 2017, 34-41.
30. B. Taye, A. Wole & O. Gbemisola, *Image Promotion on Instagram by Female Students in some Nigerian Universities*, **Advances in Social Sciences Research Journal**, 7 (11), 2020, 494-502
31. T. Fayose, L. Asebara & F.Bolarinwa, *On the image promotion on social media by polytechnic students in Nigeria*, **World Journal of Advanced Research and Reviews**, 9 (1), 2021, 188-197.
32. I. Lob, J. Olivia, M. Cruz, A. Silvia, R. Guerreiro, & M. Mello, *Body Image Perception and Satisfaction in University Students, 2019*, Available Online, <https://www.researchgate.net/publication/342902859>
33. Divecha, C., Simon, M., Asaad, A., & Tayyab, H., *Body Image Perception and Body Image dissatisfaction among Medical Students in Oman*, *Clinical & Basic Research*, 22 (2), 2021, 218-224
34. B. Mohamed, & M. Idrees, *Body Image Dissatisfaction and its Relation to Body mass index among Female Medical Students in Sudan: A Cross sectional Study 2020-2021*, Available Online <https://doi.org/10.21203/rs.3.rs-2880055/v1/2023>
35. E. Okoro, O. Ajayi & O. Okoro, *Body Image Dissatisfaction and Physical Appearance Related Comparison as Correlates of Self-Esteem Among Female Undergraduate Students, Nasarawa State FUniversity, Nigeria, Sapientia Foundation*, **Journal of Education, Sciences and Gender Studies**, 3(3), 2021, 69-79
36. S. Tenkorang & C. Okyere, *Factors Influencing Body Image Perception of University Students in Ghana*, **Technium Social Science Journal**, 27, 2022, 492-501.
37. Rounsefell, K., Gibbson, S., Mclean, S., Blair, M., Molenaar, A., Brennan, L., Trubly, H. & MacCaffrey, T., *Social media, Body Image and Food Choices in Healthy Young Adult: A Mixed Method Systematic Review, 2019*, *Journal of Dietitians Australia*, 77(1), 2019, 19-40.
38. R. Alwafa, & M. Badrasawi, *Factors Associated with Boddy Image Satisfaction Among Palestinian University Female Students, Cross Sectional Study, 2021*, Available Online: <https://doi.org/10.21203/rs.3.rs-550748/v1>
39. S. Hosseini & R. Padhy, *Body Image Distortion, 2023*, Available Online: <https://www.ncbi.nlm.nih.gov/books/NBK546582>

40. R. Yahaya, D. Apaak & T. Hormenu, *Body Image, Self-Esteem and Health Behaviour Among Senior High School Students in Offinso Municipality of Ashanti Region, Ghana*, **Journal of Physical Education and Sport Management**, 2(1),2021, 11-18.
41. O. Ayandu & O. Popoola, *Perception of Body Image Satisfaction Among Female Students in Ibadan, Nigeria*, **International Journal of Research in Arts and Social Science**, 13, 2020, 139-149
42. J. Dostse, M. Asumeng, *Relationship Between Body Image Satisfaction and Psychological Well-Being: The Impact of Africentric Values*, **Journal of Social Science Studies**, 2 (1), 2015, 320-342.
43. C. Paap & R. Gardner, *Body Image Disturbance and Relationship Satisfaction Among College Students*, 51(6), 2011, 715-719,
44. P. Kasmaei, R. Hassankiade, M. Karimy, S. Kazemi, F. Morsali & S. Nasollahzade, *Role of Attitude, Body Image, Satisfaction and SocioDemographic Variables in Cosmetic Surgeries of Iranian Students*, Available Online World J Plast Surg 2020;9(2):186-193. doi: 10.29252/wjps.9.2.186.
45. S. Kemp, *Digital 2021: Global overview report*, DataReportal – Global Digital Insights, 2021, Available Online, <https://datareportal.com/reports/digital-2021-global-overview-report>
46. A. Petrosyan, *Statistic of Number of Internet and Social Media Users Worldwide as of January 2023(in billions)*, Available Online: <https://www.statista.com/statistics/617136/digital-populatio-worldwide/> ,
47. A. Mohammed, *Regulating social media in Nigeria: A quantitative perception study*, Nile **Journal of Political Science**, 2 (1), 2021, 52-77.
48. S. Tayo, S. Adebola & D. Yahya, *Social media: Usage and Influence on Undergraduate Studies in Nigerian Universities*, **International Journal of Education and Development using Information and Communication Technology**
49. A Alanazi , Y. Alotaibi , J. Alojjan , U. Zaidid , H. Rao, *Effects of Social Media Contents on the Perception of Body Image*, **International Journal of Innovation, Creativity and Change**, 9 (7) 2019, 179-196 (IJEDICT), 2019, Vol. 15, Issue 3, 53-62.
50. T. Wild, '19 &J. Blanchar, *"Social Media Responses To Self-Concept Threats"*. *The Undergraduate Journal of Psychology at Berkeley*, 13, 2020, 44-55.

51. S. Mahmood & F. Malik, *Impact of Instagram Usage on Young Women's Body Esteem: Mediating Role of Beauty Perception*, **Pakistan Journal of Psychological Research**, 37, (03), 2022, 351-364
52. S. Roberts, A. Maheux, B. Ladd & S. Bradley, *The Role of Digital Media in Adolescents' Body Image and Disordered Eating*, 2022, 242-263, Available Online, <https://doi.org/10.1017/9781108976237.014>
53. J. Davis, *social media*, Available Online: <https://www.researchgate.net/publication/314581845/2016>
54. M. Kanuwal, *Social Media Platforms*, Available Online: 2022, <https://www.webopedia.com/definitions/social-media-platform/>
55. H. Worms, *Self-Esteem and Its Association with Social Media Use in University Students: An Experience Sampling Study*, Available Online: [http://essay.utwente.nl/90792/1/Worm\\_MA\\_BMS.pdf/](http://essay.utwente.nl/90792/1/Worm_MA_BMS.pdf/)
56. T. Aichner, M. Grunfelder, O. Maurer, & D. Jegeni, *Twenty-Five Years of social media: A Review of Social Media Applications and Definitions from 1994 to 2019*, 24 (4), 2021, 215-222.
57. D. Sasu, *Statistic of Total Number of Active Social media users in Nigeria from 2017-2022* Available Online: <https://www.statista.com/statistics/1176096/number-of-social-media-users-nigeria/>
58. R. Feyter, M. Couck, T. Stough, C. Vigna & C. Bois, *Facebook: A Literature, New Media and Society*, 15 (6), 2013, 982- 1002, Available Online: <https://www.researchgate.net/publication/258173969>
59. P. Krishnatray, J. Hopkins, *Gratifications of Facebook: A Literature Review*, **Online Journal of Communication** 7 (1), 2017, 87-103
60. D. Green, R. Martinez, A. Kadja, L. Evenson, L. MacManus & S. Dirlbeck, *In a World of Social Media: A Case Study Analysis of Instagram*, **American Research Journal of Business and Management**, 4 (1), 2018, 1-8.
61. K. Chang, *They See Me Scrolling, and I'm Hating: Instagram Usage and its Effect on Self-Esteem and Body Image*, 2019, Available Online: [https://digitalcommons.bard.edu/senproj\\_s2019/54](https://digitalcommons.bard.edu/senproj_s2019/54)
62. S. Alhabash & M. Ma, *A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat Among College Students*, Available Online, <https://doi.org/10.1177/2056305117691544/2017>.

63. B. Dhiman, *Snapchat, happiest and personal Social Media Platform for Research Scholars, A Critical study*, 2022, Available, Online: <https://www.researchgate.net/publication/363660086/>
64. H. Abbas, *Life Satisfaction as Defined by Snapchat Usage and Addiction Case Study In Kuwait*, **International Journal of Management**, 11 (12), 2020, 2326-2351.
65. Y. Yang, *Understanding Young Adult's TikTok Usage*, 2020, Available Online: [https://communication.ucsd.edu/\\_files/undergrad/yang-yuxin-understanding-young-adults-tiktok-usage.pdf](https://communication.ucsd.edu/_files/undergrad/yang-yuxin-understanding-young-adults-tiktok-usage.pdf) /.
66. D. Aeni, *Use of TikTok Application on Students Behavior*, Available Online: <https://osf.io/cya46/download/?format=pdf>
67. A. Miltsov, *Researching TikTok: Themes, Methods and Future Directions*, **SAGE Handbook of Social Media Research Methods**, 664-676, Available Online: <https://www.researchgate.net/publication/364383716>
68. X. Fan, J. Luo, & X. Wang, *Understanding TikTok Usage: Communication Strategy of ByteDance Based on the Background of New Media*, 2023, Available Online: [https://doi.org/10.2991/978-2-494069-97-8\\_29/](https://doi.org/10.2991/978-2-494069-97-8_29/).
69. H. Kwak, C. Lee, H. Park & S. Moon, *What is Twitter, a Social Network or a News Media*, Available Online: <http://snap.stanford.edu/class/cs224w-readings/kwak10twitter.pdf>
70. P. Kholi, R. Kaur, A. Baburaj & R. Bhatia, *Twitter*, Article, Available Online at: <https://www.researchgate.net/publication/351088598>
71. G. Kartel, *What's up with WhatsApp? A Critical Analysis of Mobile Instant Messaging Research in Language Learning*, **International Journal of Contemporary Educational Research**, 6(2), 2019, 352-365.
72. N. Purkayastha & A. Chanda, *WhatsApp as a Means of Sharing Information Among Lis Professionals of North-East India: A Study*, **International Journal of Research in Applied, Natural and Social Sciences**, 6 (9), 2018, 69-82.
73. T. Sharma & S. Sharma, *A study of YouTube as an effective educational tool*, **Journal of Contemporary Issues in Business and Government**, 27(1), 2021, 2686-2690.
74. G. Nweke, Y. Jarrar, *The Impact of Social Media Use on Body Image in Northern Cyprus*, **Global Media Journal–Pakistan Edition**, 7(1), 2019.

75. L. Redondo, *Social Media Content and its Effect on Women's Self-Esteem and Body Satisfaction*, **Department of Psychology, Brandon University, Undergraduate Honours Thesis**, 2022.
76. D. Puglia, *Social Media Use and its Impact on Body Image: The Effects of Body Comparison Tendency, Motivation for Social Media Use, and Social Media Platform on Body Esteem in Young Women*, **School of Media and Journalism, University of North Carolina, (Unpublished)**, 2022.
77. I. Onunkor, O. Onovughakpo & C. Nwabueze, *Language, Literature and Communication Journal*, 4 (1), 2022, 1-17.
78. T. Myers & J. Crowther, *Social comparison as a predictor of body dissatisfaction: A meta-analytic review*. *Journal of Abnormal Psychology*, 118(4), 683–698.
79. I. O'Reilly, *social media and its associations with body satisfaction, exercise and eating habits on undergraduate students*, **Psychology at Dublin Business School, School of Arts, Dublin, BA Hons, (Unpublished)**, 2018
80. J. Caddel, *The Effects of social media on Body Image Constructs Among Active Women*, **School of Behavioural, Sciences California Southern University, Thesis, (Unpublished)**, 2018.
81. D. Lindner, *Social Comparison, Self-objectification, And Objectification of Others Investigating The Vicious Cycle That Leads To Body Dissatisfaction And Disordered Eating*, **Department of Psychology in the College of Sciences, University of Central Florida, Thesis, (Unpublished)**, 2010.
82. A. Kearney, *Uses and Gratification of Posting Selfies on Social Media*, **Rochester Institute of Technology, Thesis, (Unpublished)**, 2018.
83. M. Sukanya, *Unit-3 Uses and Gratification Theory*, *Indira Gandhi National Open University, New Delhi*, Available Online: <http://egyankosh.ac.in/handle/123456789/72106>.
84. A. Musa, M. Azmi, & N. Ismail, *Exploring the Uses and Gratifications Theory in the Use of social media among the Students of Mass Communication in Nigeria*, **Malaysian Journal of Distance Education**, 17(2), 2015, 83–95.
85. W. Safitri & M. Hasanah, *Instagram as a Reference for Student Body Image, 1st Rethinking Education during Covid-19 Era: Challenge and Innovation*, 1(2), 2021, 452-463.
86. H. Glaser, *InstaGRAM – Which GRAM Weighs the Most on Your Body Image*, *Faculty of Behavioural, Management and Social Science, University of Twente, Thesis, (Unpublished)*, 2022.

87. J. Pouwels , P. Valkenburg, I. Beyens , I. van Driel , & L. Keijsers, *Social Media Use and Friendship Closeness in Adolescents' Daily Lives: An Experience Sampling Study*, **Developmental Psychology**, 57 (2), 2021, 390-323.
88. I. Nyambura , *social media influence on body image among female university students: a case study of Instagram*, **school of journalism and mass communication of Nairobi, thesis, (Unpublished)**, 2019.
89. A. Oguchi, I. Chizurumoke J. Omolayo & O. Oluwafisayo, *Instagram Use And Female Undergraduates' Perception Of Body Image*, **International Journal of Humanities & Social Sciences**, 22(4), 2021, 99-116.
90. N. Baker, *Focusing on College Students' Instagram Use and Body Image*, **University of Rhode Island, Thesis, (Unpublished)**, 2018.
91. M. Yapri & F. Dewi, *Intensity of Instagram Use and Body Dissatisfaction: The Role of Appearance Comparison as a Mediator*, **Advances in Social Science, Education and Humanities Research**, volume 655, 2021.
92. O. Benjamin, O. Fiona & E. Kaosi, *Influence of Instagram Body Image Posts on Health Behaviour among Female Undergraduates in Enugu State*, **IMSU Journal of Communication Studies**, 6(1), 2022, 228-239.
93. I. Foltynski, *How Social Comparison on social media affects Body Image: a qualitative study by means of the Love or Break-up Letter Method Thesis (Unpublished)*, 2021.
94. M. Kim *Instagram selfie-posting and young women's body dissatisfaction: Investigating the role of self-esteem and need for popularity*. **Cyberpsychology: Journal of Psychosocial Research on Cyberspace**, 14(4), 2020, 1-15.
95. L. Paulson, *#gotmuscles? Instagram and Body Image in College Men*, **Journal of Social Media in Society Spring**, 9, (1), 2020, 63-84.
96. M. Patil, D. Bansal, & B. Saran, *Relationship between body dissatisfaction and social media*, **Journal of Health Sciences**, 5(2), 2019, 125-126.
97. C. Modica, *Facebook, Body esteem, and Body Surveillance in Adult Women: The Moderating Role of Self-Compassion and Appearance-Contingent Self-Worth*, 29, 2019, 17-30, Available Online: <https://doi.org/10.1016/j.bodyim.2019.02.002>

98. J. Fardouly, P. Diedrichs, L. Vartanian & E. Halliwell, *The Effect of Facebook on Body Image and Mood*, **School of Psychology, University of the West of England, (Unpublished)**, 2015.
99. A. James, J. Neill & M. Murray, *The effect of basic psychological needs and exposure to idealised Facebook images on university students' body satisfaction*, **Cyberpsychology: Journal of Psychosocial Research on Cyberspace**, 12(3), 2018.
100. A. Korbani & J. LaBrie, *Toxic TikTok Trends*, **Journal of Student Research**, Available Online, 10, (21), 2021,1-17 .
101. H. Wood, *The Influence of Tik Tok on Body Image*, *Department of Textiles, Merchandising, and Design*, **University of Rhode Island, Thesis**, 2022.
102. J. Liu, *The Influence of the Body Image Presented Through TikTok Trend-Videos and Its Possible Reasons*, **Advances in Social Science, Education and Humanities Research**, 2, 2021, 359-363.
103. R. Kumalasari, *Subjectivity of Women's Body on Tiktok*, *Retorik*, 9(2), 2021, 179-187.
104. G. Hulsing, *A qualitative study on the influences of TikTok consumption on the Body Image of adolescents*, **Faculty of Behavioural, Management and Social Science, University of Twente, Thesis, (Unpublished)**, 2021.
105. Y. Xu, H. Conroy, A. Reynolds, G. Bathini & M. Lee, *The Relationship between Body Image and Usage of TikTok Beauty Filters*, *Psychology*, 2023, 14, 667-675.
106. W. Congqiao, *TikTok and Body Image of Young Adults*, *University of Macau*, **International Conference on Educational Innovation and Philosophical Inquiries**, 1, 2021, 388-3393.
107. V. Seekis, R. Kennedy, *The impact of #beauty and #self-compassion tiktok videos on young women's appearance shame and anxiety, self-compassion, mood, and comparison processes*, 45, 2023, 117-125, Available Online: <https://www.researchgate.net/publication/369020133>
108. A. Amoda, N. Domingo, L. Gagonia & O. Rellve, *Self-Esteem and Social Appearance Anxiety of TikTok Users: Appraising Social Support as Probable Moderator*, **International Journal of Scientific Research in Multidisciplinary Studies**, 8 (4), 2022, 47-51.
109. A. Arrington, *Exploring the Relationship among Social Media Use, Body Image, and Gender*, *Citations Journal of Undergraduate Research*, 18, 2021, 151-156.

110. S. Nelson, J. Harriger, C. Perrin, S. Rouse, *The effects of body-positive Instagram posts on body image in adult women*, 42, 2022, 338-346.
111. M. Marques, S. Paxton, S. McLean, H. Jarman & C. Sibley, *A prospective examination of relationships between social media use and body dissatisfaction in a representative sample of adults*, **School of Psychology and Public Health, La Trobe University, Melbourne, (Unpublished)**, 2021.
112. A. Carman, *The Effects of Social Media On Body Image*, **California State University, Long Beach, Thesis, (Unpublished)**, 2023.
113. D. Serlin, *The Effects of Exposure to Body Positive and Fitspiration Instagram Content on Undergraduate Women's State Body Satisfaction, State Body Appreciation, and Mood*, **Arizona State University, Thesis, Unpublished**, 2020.
114. K. Mamatha, N. Ayappa, *Media Exposure on Body Image and Sensation Seeking among Adolescents*, **Saudi Journal of Humanities and Social Sciences**, 6 (9), 2021, 313-318.
115. G. Fioravanti, S. Benucci, G. Ceragioli & S. Casale, *How the Exposure to Beauty Ideals on Social Networking Sites Influences Body Image: A Systematic Review of Experimental Studies*, **Adolescent Research Review** (2022) 7:419–458, Available Online, <https://doi.org/10.1007/s40894-022-001794>
116. M. Sharma, S. Singh, P. Tiwari & N. Chauhan, *Body image perception, eating attitude and influence of media among undergraduate students of medical college in Delhi: a cross sectional study*, **International Journal of Research in Medical Sciences**, 7 (12), 2019, 4627-4635.
117. J. Quadri, Z. Mosunmola, B. Edun & A. Olusanya, *The Influence of Desired Body Image on The Pattern of Food Consumption Among Female Students in Selected Tertiary Institutions In Ogun State, Nigeria*, **International Journal of creative thoughts (IJCRT)**, 10 (8), 2022, 1-11.
118. G.K. Tiwari & S. Kumar, *Psychology and Body Image: A Review*, 5(1), 2015, 1-9.
119. R. Paton , M. Calvo, S. Villa, V. Anaya, M. Gonza'lez & J. Ballesteros, *Perceptions of the Body and Body Dissatisfaction in Primary Education Children According to Gender and Age. A Cross-Sectional Study*, **International Journal of environmental research and public health**, 2021, 18, 12460.
120. C. Pearce, J. Daniel, S. Tackett & K. Nelson, *Examining the Effects of Women's Body Image and Body Satisfaction on Self-Esteem, Happiness,*

*and Body Satisfaction*, **International Journal of Humanities and Social Science**, 10 (12), 2020, 1-12.

121. F. Younas, V. Solomon & Z. Mubeen, *Body Image Satisfaction and Eating Attitudes: Role of Sociodemographic Characteristics*, **Palarch's Journal Of Archaeology Of Egypt/Egyptology**, 18(18), 2021, 273-288.
122. S. Derkintiene, A. Budreikaite & V. Kontautiene, *(Dis)Satisfaction with the Body Image Among 13-14-Year-Old Students of Lithuanian Schools*, **European Journal of Contemporary Education**, 11 (2), 2022, 338-349.
123. L. Duarte, M. Chinen & E. Fujimari, *Distorted self-perception and dissatisfaction with body image among nursing students*, **Journal of School of Nursing**, Available Online, doi: <https://doi.org/10.1590/S1980-220X2019042903665>
124. S. Goswami, S. Sachdev & R. Sachdeva, *Body Image Satisfaction Among Female College*, **Industrial Psychiatry Journal**, 21(2), 2012, 168-172.
125. T. Dorcic, S. Azic, I. Bozic & T. Malkoc, *Effects of Social Media Social Comparisons and Identity Processes on Body Image Satisfaction in Late Adolescence*, **Europe's Journal of Psychology**, 19 (2), 2023, 220-231.
126. B. Seok & H. Park, *The Relationships between body image, self-esteem, and future consumption behaviours* *Ilkogretim Online - Elementary Education Online*, 20 (3), 2021, 681-686.

## **Chapter Three**

### **Methodology**

This chapter presents the procedure adopted by the researcher to gather information. Hence, the chapter is discussed under the following sub-headings: research design, population of the study, sample and sampling techniques, description of research instrument, reliability and validity of research instrument, the data collection instrument that was employed in the

investigation, as well as method of data analysis. Finally, the chapter examined the technique used to test the hypotheses outlined in chapter one.

### **3.1 Research Design**

This research adopted descriptive survey research design; case study type to investigate the influence of social media contents on students' body image satisfaction. The selection of the design is based on its suitability for systematically collecting data and structuring investigations. Additionally, the adoption of this design is driven by the assumption that the study's variables have naturally occurred and, therefore, cannot be manipulated.

### **3.2 Population of the Study**

For the purpose of this study, the population considered students of Lead city university, which numbered a total of 15,770.

### **3.3 Sample and Sampling Techniques**

In order to answer the research questions, there is a need for the study to collect data from all cases. Thus, there is a need to select a sample since the researcher cannot cover the entire population because the researcher neither has time nor the resources to analyse the entire population, the study used sampling technique to reduce the number of cases. The study adopted a multi-stage sampling procedure, which means; the study used more than one sampling technique because of the nature of the population. Stratified and convenience sampling techniques was used in selecting the respondents for the study namely; Faculty of Applied Sciences, Faculty of Arts and Education, Faculty of Engineering, Faculty of Basic Medical Sciences, Faculty of Law, Faculty of Social and Management Sciences, Faculty of Clinical Sciences, Faculty of Public Health, Faculty of Communication and Information Sciences and Faculty of Environmental Design and Management.

The sample size for this study was established with the use of the Taro Yamane (1967) statistical formula. This formula relates the population size to the level of significance as illustrated below:

$$n = \frac{N}{1 + N(e^2)}$$

Where

n = Sample Size Desired

N = Overall Population

e = Tolerated/assumed error limit 0.05 on the basis of 95% confidence level

1 = Constant

Therefore,

$$\begin{aligned}
 n &= \frac{15,770}{1 + 15,770 (0.05^2)} \\
 S &= \frac{15,770}{1 + 15,770 (0.0025)} \\
 &= \frac{15,770 \times 0.0025}{=39.425+1} \\
 &= \frac{=40.425}{\frac{15,770}{40.425}} \\
 &= 390.105133 \\
 &= 390.
 \end{aligned}$$

### 3.4 Description of the Research Instrument

The instrument used in the collection of data of the study was questionnaire. The questionnaire is a structured one that was designed by the researcher. It is called influence of social media contents on body image satisfaction (ISMCBIS). This instrument used was close-ended. This is because the questionnaire is an important instrument for gathering accurate data concerning people's opinions, behavior, acceptance and perceptions. The questionnaire included Demographics and research questions is divided into four sections (A, B, C, and D) as it relates to the area under discussion.

**Section A:** It gathered data on the demographic information of respondents looking at their gender, age, level, marital status, and faculty.

**Section B:** This section gathered data by identifying the social media platforms students are exposed to in Lead City University, Ibadan. This helped the researcher understand where most students like to spend their time online.

**Section C:** This section gathered data to ascertain the body image-related content that students are exposed to on social media. This section helped the researcher to know how much or to what degree students come into contact with content that relates to body image.

**Section D:** this section gathered data to ascertain level of body image satisfaction among students of Lead City University in Ibadan. This section helped the researcher to know how satisfied students are with their own body image. The data helped determine whether students have positive or negative feelings about their bodies and how comfortable they are with their physical appearance.

### **3.5 Validation of the Research Instrument**

The rationale for the study's validity is that it is an important way of verifying that the researcher uses the correct instrument(s) and measurements, and that the research output is consistent. In

ensuring validity of the instrument for this study, face validity was used. To ensure face validity, the researcher, the supervisor and other senior lecturers in the Department of Mass Communication and Media Technology ensured that the instrument has a logical link with the research objectives

### **3.6 Reliability of the Research Instrument**

The instrument's reliability refers to the instrument's capacity to produce consistent results when administered repeatedly. It ensures that the research instrument measures what it is intended to measure and that the study's findings can be believed. The questionnaire was subjected to a test using Cronbach Alpha 0.70 co-efficient. The instrument is said to be reliable if the Cronbach's Alpha reliability coefficient is greater or equal to 0.70 (Reliability  $\geq$  0.70).

A Cronbach's Alpha result of 0.962 was obtained from the entire questionnaire. It served as the reliability coefficient level of all constructs used in this study to measure the independent and dependent variables. Fifty-five (55) items were subjected to reliability test. All the items were jointly reliable (0.962). Also, ten (10) items of social media platforms exposure were subjected to reliability test, all the items were reliable (0.865). Twenty (20) items of level of exposure to body image contents on social media platform were subjected to reliability test; all the items were jointly reliable (0.881).

Finally, twenty-five (25) items of level of body satisfaction were subjected to reliability test, all the items were jointly reliable at 0.859. The result suggested that the items that makeup of each indicator used in measuring the variables in the study was highly reliable.

**Table 3.1 Reliability Value of the Instrument**

<b>Section</b>	<b>No of Items</b>	<b>Cronbach's Alpha Coefficient</b>
Social Media Platforms	10	.865

Exposure		
Level of Exposure to Body Image Contents on Social Media Platform	20	.881
Level of Body Satisfaction Overall Reliability	25	.859
Coefficient Value	55	.962

**Source:** Research’s Fieldwork, 2024

### 3.7 Method of Data Collection

The researcher obtained permission from the university authorities before administering questionnaires to the students. Copies of the questionnaire was self-administered with the aid of a research assistant within the university premises.

**Table 3.2: Response Rate to Questionnaire Distribution**

S/N	Research Instruments	Amount administered	Amount retrieved	Amount Validated	Rate of Response
1	Influence of Social Media Contents on Body Image Satisfaction Questionnaire (ISMCBIS)	390	350	350	89.7%

**Source:** Field Survey, 2024

Table 3.2 presents the amount of research instruments that were administered, collected (retrieved) and validated including the rate of responses. An instrument named Influence of Social Media Contents on Body Image Satisfaction Questionnaire (ISMCBIS) were administered in order to collect data for the study. According to the data, three hundred and ninety (390) questionnaires were administered, of which three fifty (350) were retrieved and validated and useful for analysis. The analysis was also based on returned valid copies and this gave response rate of 89.7%, indicating a high level of participation and reliability in the data collected through this instrument.

### 3.8 Method of Data Analysis

The collected data through the questionnaire was coded, tabulated and analyzed using Statistical Package for Social Sciences (SPSS), descriptive statistical method of data analysis such as tables was used to present the data. The data collected was used to analyze research questions and hypotheses for better comprehension.

### **Endnotes**

1. Students Registration Unit Office, Population, Lead City University Ibadan,

## **Chapter Four**

### **Results and Discussion of Findings**

This chapter presents the results and discussion of findings which was based on the data collection and analysis with respect to the objectives (research questions and hypotheses) of the study. This chapter first shows the instruments' response rate followed by the presentation

and interpretation of data (demographic characteristics of respondents, research questions and hypotheses) and then the discussion of findings.

#### 4.1 Demographic Data Analysis

**Table 4.2: Frequency Distribution of Students (N =350)**

Demographic Variable		Frequency (n)	Percentage (%)
<b>Gender</b>	Male	64	18.3
	Female	286	81.7
<b>Age</b>	14-19 years	256	73.1
	20-25 years	70	20
	26-31 years	16	4.6
	32 years and Above	8	2.3
<b>Degree in View</b>	B.Sc	247	70.6
	M.Sc.	89	25.4
	Ph.D Degree	14	4.0

**Source:** Field Survey, 2024

Table 4.1 shows the demographic distribution of the respondents (Lead City University students). From the table, females represented a significant majority of the respondents, accounting for 81.7% (286). The males constituted 18.3% of the respondents, totaling 64 participants. This skew towards female participants could indicate a particularly strong interest or concern among women regarding the impact of social media on body image satisfaction. The majority of respondents (73.1%) were in the 14-19 years age bracket, totaling 256 respondents. Those aged 20-25 years represented 20% of the respondents, amounting to 70 individuals. Participants aged 26-31 years were 4.6% (16), only 2.3% (8) were 32 years and above. This suggests that younger individuals, particularly teenagers and young adults, are more engaged or affected by social media's influence on body image.

Further, 70.6% of respondents (247) were pursuing a B.Sc degree, 25.4% (89) were M.Sc students. A small fraction, 4.0% (14), were pursuing a Ph.D. degree. The predominance of undergraduate students (B.Sc) in the survey highlights a significant interest in the topic among this educational level, possibly reflecting the age group's vulnerability or exposure to social media influences. Overall, the data indicates a high level of engagement among female students, particularly those in their late teens and early twenties, in discussions about the influence of social media on body image satisfaction. The skew towards younger participants and those in undergraduate programs may suggest a heightened sensitivity or exposure to social media influences within these demographics.

#### 4.2.1 Analysis of Research Questions

**Research Question One:** What are the social media platforms exposed to students of Lead City University, Ibadan, Oyo State?

**Table 4.2: Social Media Platforms Exposed to Students of Lead City University, Ibadan, Oyo State**

S/N	Items	HE (%)	ME (%)	NE (%)	NA (%)	M	SD	Remark
1	<i>Instagram</i>	344 (98.3)	6 (1.7)	0 (0)	0 (0)	3.98	0.13	Highly Exposed
2	<i>Facebook</i>	348 (99.4)	2 (0.6)	0 (0)	0 (0)	3.99	0.08	Highly Exposed
3	<i>Snap</i>	213 (60.9)	137 (39.1)	0 (0)	0 (0)	3.61	0.49	Highly Exposed
4	<i>You tube</i>	330 (94.3)	20 (5.7)	0 (0)	0 (0)	3.94	0.23	Highly Exposed
5	<i>Twitter</i>	262 (79.4)	88 (25.1)	0 (0)	0 (0)	3.75	0.43	Highly Exposed
6	<i>WhatsApp</i>	347 (99.1)	3 (0.9)	0 (0)	0 (0)	3.99	0.09	Highly Exposed
7	<i>Tinder</i>	0 (0)	22 (6.3)	328 (93.7)	0 (0)	2.06	0.24	Not So Exposed
8	<i>Telegram</i>	231 (66)	119 (34)	0 (0)	0 (0)	3.66	0.47	Highly Exposed
9	<i>Pinterest</i>	0 (0)	20 (5.7)	330 (94.3)	0 (0)	2.06	0.23	Not So Exposed
10	<i>Tiktok</i>	300 (85.7)	50 (14.3)	0 (0)	0 (0)	3.86	0.35	Highly Exposed

**Weighted Mean = 3.50 ; S.D = 0.27; Overall Decision = Highly Exposed**

**Source:** Field Survey, 2024

**KEY:** Highly Exposed (HE)=4, Minimally Exposed (ME)= 3, Not so Exposed (NE)= 2, Not at All (NA) = 1, SD = Standard Deviation, M= Mean

**Threshold:** mean value of 0.000-1.499 = Not at All (NA); 1.500-2.499 = Not so Exposed (NE); 2.500-3.499 =Minimally Exposed (ME); 3.500 to 4.500= Highly Exposed (HE)=4

Table 4.3 presents data on the exposure of students at Lead City University Ibadan, Oyo State, to various social media platforms. The rating scale of Not at All (1) to 'Highly Exposed (4) was used. Ten (10) items were used to measure the social media platforms exposed to students of Lead City University, Ibadan, Oyo State. From the table, Facebook has a high exposure 99.4% (348) by the students, with 0.6% (2) are minimally exposed. This implies that Facebook shows the highest uniformity in usage, serving as a primary network for social interaction, entertainment, and information dissemination with a high mean of 3.99 and standard deviation 0.08. WhatsApp exposure by the student is high 99.1% (347) and minimal exposure of 0.9% (3). Also having a high mean score of 3.99 and standard deviation of 0.09. As a messaging platform, WhatsApp is essential for communication among students, showing almost universal and consistent use.

Also, majority 94.3% (344) of the students are exposed to Instagram, 1.7% (6) are minimally exposed. Mean score is 3.98 and Standard Deviation is 0.13. This implied that Instagram is almost universally used among the students, indicating its significant role in daily social interactions and media consumption. Its low standard deviation suggests uniform high usage across the student body. Majority 94.3% (330) of the students are highly exposed to YouTube, while 5.7% (2) are minimally exposed. With a high mean score of 3.94, and standard deviation of 0.23, YouTube is widely used for its diverse content offerings, including entertainment and educational videos, showing moderately consistent usage among students.

Further, TikTok exposure by majority 85.7% (300) of the students is also high, while 14.3% (50) are minimally exposed. TikTok is highly popular for its engaging and creative short video content, especially appealing to the youth having a high mean of 3.86 and standard

deviation of 0.35. Majority 79.4% (262) are highly exposed to Twitter, while 25.1% (88) are minimally exposed. Twitter is notably used for news and social commentary. The higher standard deviation (0.43) and mean (3.75) indicates varying degrees of engagement among users. Telegram exposure among the majority of the respondent is high 66% (231) High, the higher percentage 34% (119) are minimally exposed. Telegram's usage suggests it is a preferred alternative for secure communications, though with varied levels of engagement among students with a mean score 3.66 and standard deviation 0.47

Similarly, Snapchat exposure among the majority of the students is high about 60.9% while a higher percentage 39.1% (137) respondents are minimally exposed having mean of 3.61 and standard deviation of 0.49

However, majority of the respondents 93.7% (328) are not so exposed to Tinder, while only 6.3 % (22) are minimally exposed. With a low mean of 2.06 and standard deviation of 0.24, Tinder's low exposure indicates limited acceptance or use, potentially due to cultural or personal preference factors against dating apps. Similarly, majority 94.3% (330) are also not so exposed to Pinterest. 5.7% (20) respondents are minimally exposed. This shows that Pinterest has minimal engagement, possibly due to less relevance of its content format or appeal among the student demographic having a mean score of 2.06 and standard deviation of 0.23.

Overall, the weighted mean of 3.50 and standard deviation of 0.27 across all platforms suggest a high level of overall exposure to social media among the students, with major platforms like *Instagram, Facebook, WhatsApp, and YouTube* playing critical roles in daily digital interactions. The variation in usage patterns reflects the diverse preferences and needs of the student body. The table therefore generally revealed that the social media platforms exposed to students of Lead City University, Ibadan, Oyo State is high (weighted mean= 3.50,

SD= 0.27), having Facebook, WhatsApp, Instagram and YouTube as social media platforms with high rates of exposure to the students.

**Research Question Two:** What is the level of exposure to body image contents on social media platforms?

**Table 4.3 (a): Students Level of Exposure to Body Image Contents on Social Media Platforms**

S/N	Items	HE (%)	ME (%)	NE (%)	NA (%)	M	SD	Remark
1	Influencer posts; before-and-after transformation photos	67 (19.1)	275 (78.6)	8 (2.3)	0 (0)	3.17	0.43	Minimally Exposed
2	Celebrities promoting beauty standards, fashion trends, and fitness products.	8 (2.3)	324 (92.6)	18 (5.1)	0 (0)	2.97	0.27	Minimally Exposed
3	Weight loss and diet product promotions	7 (2.0)	306 (87.4)	37 (10.6)	0 (0)	2.91	0.34	Minimally Exposed
4	Fitness and Workout Content	8 (2.3)	218 (62.3)	121 (34.6)	3 (0.9)	2.66	0.54	Minimally Exposed
5	Body Positivity Advocacy	0 (0)	283 (80.9)	67 (19.1)	0 (0)	2.81	0.39	Minimally Exposed
6	Images of models wearing clothing items that emphasize certain body types	0 (0)	322 (92)	25 (7.1)	3 (0.9)	2.91	0.31	Minimally Exposed
7	Body shaming memes.	8 (2.3)	91 (26)	223 (63.7)	28 (8.0)	2.23	0.62	Not So Exposed
8	Tattoos or body art on specific body parts.	57 (16.3)	274 (78.3)	19 (5.4)	0 (0)	3.11	0.45	Minimally Exposed
9	Meal Prep and Dietary Advice	230 (56.7)	113 (32.3)	7 (2.0)	0 (0)	3.64	0.52	Highly Exposed
10	Body Positivity Quotes and Affirmations	0 (0)	297 (84.9)	53 (15.1)	0 (0)	2.85	0.36	Minimally Exposed
11	Posts discussing and showcasing cosmetic procedures, surgeries, and enhancements	0 (0)	37 (10.6)	313 (89.4)	0 (0)	2.11	0.31	Not so Exposed
12	Fitness challenge	15 (4.3)	294 (84)	41 (11.7)	0 (0)	2.93	0.39	Minimally Exposed

**Table 4.4 (b): Students Level of Exposure to Body Image Contents on Social Media Platforms**

S/N	Items	HE (%)	ME (%)	NE (%)	NA (%)	M	SD	Remark
13	Weight gain and muscle building	225 (64.3)	115 (32.9)	10 (2.9)	0 (0)	3.61	0.64	Highly Exposed
14	Waist training challenge	0 (0)	193 (55.1)	151 (43)	6 (1.7)	2.53	0.53	Minimally Exposed
15	Weight loss product and supplements	247 (70.6)	96 (27.4)	7 (2.0)	0 (0)	3.61	0.51	Highly Exposed
16	Contents on social media that triggered feelings of body dissatisfaction	0 (0)	150 (42.9)	194 (55.4)	6 (1.7)	2.41	0.53	Not so Exposed
17	Filters and photo-editing apps on social media to enhance appearance	12 (3.4)	305 (87.1)	33 (9.4)	0 (0)	2.94	0.35	Minimally Exposed
18	Cosmetic enhancement	0 (0)	259 (74)	91 (26)	0 (0)	2.74	0.44	Minimally Exposed
19	Trends encouraging users to share their body image stories	0 (0)	28 (8)	288 (82.3)	34 (9.7)	1.98	0.42	Not so Exposed
20	Weight loss advertisement	0 (0)	325 (92.9)	25 (7.1)	0 (0)	2.93	0.26	Minimally Exposed
<b>Weighted Mean = 2.85 ; S.D = 0.43; Overall Decision = Minimally Exposed</b>								

**Source:** Field Survey, 2024

**KEY:** Highly Exposed (HE)=4, Minimally Exposed (ME)= 3, Not so Exposed (NE)= 2, Not at All (NA) = 1, SD = Standard Deviation, M= Mean

**\*\*\*Threshold:** mean value of 0.000-1.499 = Not at All (NA); 1.500-2.499 = Not so Exposed (NE); 2.500-3.499 =Minimally Exposed (ME); 3.500 to 4.500= Highly Exposed (HE)=4

Table 4.3 and table 4.3(b) shows students' level of exposure to body image contents on social media platform. The rating scale of Not at All (1)' to 'Highly Exposed (4) was used. Twenty (20) items were used to measure the level of exposure to body image contents on social media platform. The data shows that students are frequently exposed to influencer posts and before-and-after transformation photos, with a high rate of moderate exposure, suggesting these narratives significantly influence their body image perceptions. A notable presence of celebrities promoting beauty standards, fashion trends, and fitness products is seen, with a moderate exposure rate of 92.6%, indicating a strong influence on students' perceptions of beauty and fitness ideals. Similarly, weight loss and diet product promotions are moderately

exposed to 87.4% of students, reflecting the prevalence of diet culture in their social media feeds, which could impact their body image and eating behaviors. Fitness and workout content show a balanced engagement, with a moderate exposure rate of 62.3% and a non-exposure rate of 34.6%, indicating a potential for both positive and negative impacts on body image. Also there is a high rate of moderate exposure to body positivity advocacy (80.9%), suggesting a significant presence of content that promotes a positive body image.

Further, Images of models wearing clothing items that emphasize certain body types have a high moderate exposure rate of 92%, pointing to the strong influence of fashion-related content in reinforcing certain body ideals. On the other hand, body shaming memes have a lower prevalence, with 63.7% of students not exposed to such harmful content. The moderate exposure to tattoos or body art (78.3%) might reflect an interest in body art as a form of self-expression. Meal prep and dietary advice are highly exposed to 56.7% of students, indicating a focus on nutrition and healthy eating habits. Body positivity quotes and affirmations have a strong presence, with a moderate exposure rate of 84.9%, which can help counteract negative content.

While posts discussing cosmetic procedures, surgeries, and enhancements have a high non-exposure rate (89.4%), suggesting these topics are less influential among students, fitness challenges are popular, with an 84% moderate exposure rate. There is a high exposure to weight gain and muscle building content (64.3%), reflecting a growing interest in this area, especially among male students. The split in engagement with waist training challenges and the high exposure to weight loss products and supplements (70.6%) point to the significant presence of weight loss narratives.

Most students are not frequently encountering content that triggers feelings of body dissatisfaction, with a high non-exposure rate of 55.4%. Filters and photo-editing apps are

commonly used, with a moderate exposure rate of 87.1%, potentially distorting body image perceptions. Cosmetic enhancement content has a notable presence (74% moderate exposure), possibly influencing attitudes towards cosmetic procedures. However, there is a reluctance to engage in personal body image discussions on social media, as indicated by the high non-exposure rate (82.3%) to trends encouraging users to share their body image stories.

Finally, weight loss advertisements are prevalent, with a 92.9% moderate exposure rate, possibly reinforcing slim body ideals. Hence, the table generally revealed that the level of exposure to body image contents on social media platform by the students is minimal (weighted mean= 3.32, SD= 0.53). The “Minimally Exposed” suggests that students at Lead City University have a moderate level of exposure to body image content on social media. The students are not heavily influenced by the extreme ends of body image content, such as severe body shaming or unrealistic beauty standards. This level of exposure indicates a balanced interaction with such content, potentially reflecting a level of critical engagement and selectivity in what students choose to view and internalize from social media platforms.

**Research Question Three:** What is the students’ perception on their body image satisfaction of Lead City University, Ibadan?

**Table 4.4 (a): Body Image Satisfaction of Lead City University Students**

S/N	Items	HS (%)	S (%)	D (%)	HD (%)	M	SD	Remark
1	Breast	0 (0)	345 (98.6)	5 (1.5)	0 (0)	2.99	0.12	Satisfied
2	Buttock	0	243	107	0	2.69	0.46	Satisfied

3	Stomach	(0) 0	(69.4) 293	(30.6) 57	(0) 0	2.84	0.37	Satisfied
4	Hips	(0) 0	(83.7) 312	(16.3) 38	(0) 0	2.89	0.31	Satisfied
5	Waist	(0) 0	(89.1) 307	(10.9) 43	(0) 0	2.88	0.33	Satisfied
6	Legs	(0) 23	(87.7) 287	(12.3) 40	(0) 0	2.95	0.42	Satisfied
7	Thighs	(6.6) 7	(82) 320	(11.4) 23	(0) 0	2.95	0.29	Satisfied
8	Comfortability with my physical appearance.	(2.0) 26	(91.4) 317	(6.6) 7	(0) 0	3.10	0.30	Satisfied
9	I am pleased with my overall body weight	(7.4) 40	(90.6) 310	(2.0) 0	(0) 0	3.11	0.32	Satisfied
10	Societal expectations impact my body image satisfaction	(11.4) 0	(88.6) 13	(0) 329	(0) 8	2.01	0.24	Dissatisfied
11	Positive comments or compliments about my physical appearance	(0) 9	(3.7) 302	(94) 39	(2.3) 0	2.91	0.36	Satisfied
12	I am comfortable with showing my body in public (e.g., at the beach or swimming pool)	(0) 54	(73.4) 257	(11.1) 39	(0) 0	3.04	0.51	Satisfied
13	Pleased with the way my clothes fit me.	(15.4) 138	(73.4) 207	(11.1) 5	(0) 0	3.38	0.51	Satisfied
14	Participating in physical activities.	(39.4) 34	(59.1) 298	(1.4) 18	(0) 0	3.05	0.38	Satisfied
15	Appearance with my skin	(9.7) 14	(85.1) 328	(5.1) 8	(0) 0	3.01	0.25	Satisfied
16	Muscular tone	(4.0) 0	(93.7) 33	(2.3) 312	(0) 0	2.09	0.29	Dissatisfied
17	Validation regarding your body image?	(0) 11	(9.4) 330	(90.6) 9	(0) 0	3.00	0.24	Satisfied

**Table 4.4 (b): Body Image Satisfaction of Lead City University Students**

S/N	Items	HS (%)	S (%)	D (%)	HD (%)	M	SD	Remark
18	Conforming to certain beauty standards	58 (16.6)	147 (42)	145 (41.4)	0 (0)	2.75	0.72	Satisfied
19	V shaped torso	0 (0)	34 (9.7)	187 (53.4)	129 (36.9)	1.73	0.63	Dissatisfied
20	Self-esteem and overall, well being	42 (12)	306 (87.4)	2 (0.6)	0 (0)	3.11	0.34	Satisfied

21	Compliments about my overall appearance	81 (23.1)	266 (76)	0 (0.9)	0 (0)	3.22	0.44	Satisfied
22	Applying of cosmetics to enhance beauty	0 (0)	250 (71.4)	100 (28.6)	0 (0)	2.71	0.45	Satisfied
23	Cosmetic surgery	0 (0)	89 (25.4)	94 (26.9)	167 (47.7)	1.78	0.83	Dissatisfied
24	Body comparison with influencers	0 (0)	57 (16.3)	245 (70)	48 (13.7)	2.03	0.55	Dissatisfied
25	Comments from peers about my body	0 (0)	240 (86.8)	110 (31.4)	0 (0)	2.69	0.46	Satisfied

**Weighted Mean = 2.76 ; S.D = 0.40; Overall Decision = Satisfied**

**Source:** Field Survey, 2024

**KEY:** Highly Satisfied (HS)=4, Satisfied (S)= 3, Dissatisfied (D)= 2, Highly Dissatisfied (HD) = 1, SD = Standard Deviation, M= Mean

**\*\*\*Threshold:** mean value of 0.000-1.499 = Highly Dissatisfied (HD); 1.500-2.499 = Dissatisfied (D); 2.500-3.499 =Satisfied (S); 3.500 to 4.500= Highly Satisfied (HS)=4

Table 4.5 (a&b) presents data on level of body image satisfaction of Lead City University students. The table includes twenty-five (25) items and a rating scale of Highly Dissatisfied (1) to 'Highly Satisfied (4) was used. Each item in the table presents a different aspect of body image, with the students' responses indicating varying levels of satisfaction. Starting with the satisfaction with specific body parts like breasts, buttocks, stomach, hips, waist, legs, and thighs, the majority of students expressed satisfaction, as indicated by high percentages in the 'Satisfied' category (98.6%, 69.4%, 83.7%, 89.1%, 87.7%, 82%, 91.4%) respectively. For example, breast satisfaction had a remarkably high satisfaction rate, with 98.6% of students satisfied, reflected in a mean of 2.99 and a standard deviation of 0.12. This pattern is consistent across most body parts, suggesting a general trend of body positivity among students.

The table also explores broader perceptions beyond specific body parts. On the impact of societal expectations on body image there is a contrast with a significant majority (94%) expressing dissatisfaction, indicating a negative impact of societal standards on body image satisfaction. Most students (86.3%) receive positive comments or compliments about their

physical appearance, enhancing their body image satisfaction. Also, a majority (73.4%) are comfortable showing their body in public, like at the beach or swimming pool, suggesting a good level of body confidence. A significant portion (59.1%) is pleased with the way their clothes fit them, indicating a positive body image in this aspect, while a large majority (85.1%) participate in physical activities, which can positively impact body image satisfaction.

Further, a high percentage of students (93.7%) are satisfied with their skin appearance, reflecting a positive perception of this aspect of their body image. A majority (90.6%) are dissatisfied with their muscular tone, suggesting a desire for improved fitness or muscle definition. Most students (94.3%) feel validated about their body image, contributing to their overall satisfaction. In conforming to beauty standards, a mixed response is seen here with a balanced distribution among satisfaction and dissatisfaction, reflecting the varied impact of beauty standards. Moreover, a majority (53.4%) are dissatisfied with not having a V-shaped torso, indicating a specific body shape preference influenced possibly by societal standards.

Also, a large portion (87.4%) indicate that their self-esteem and overall well-being are positively influenced, suggesting a strong correlation between body image satisfaction and overall mental health. A majority (76%) receive compliments about their overall appearance, positively influencing their body image satisfaction. Similarly, a majority (71.4%) use cosmetics to enhance their beauty, indicating a reliance on external means for body image satisfaction. In consideration for cosmetic surgery, majority (47.7%) are highly dissatisfied about cosmetic surgery. A large majority (70%) often compare their body with influencers, which can negatively impact body image satisfaction. Most students (86.8%) receive comments from peers about their body, which can have a varying impact on body image satisfaction.

Overall, the weighted mean of 2.76 and a standard deviation of 0.40 ( $\bar{x}=2.76$ ,  $SD=0.40$ ) combined with the overall decision of 'Satisfied,' reflects a predominantly positive body image among the students of Lead City University.

#### 4.2.2 Presentation of Hypothesis

**H<sub>01</sub>:** There is no significant influence of social media contents exposure on body image satisfaction among students of Lead City University Ibadan.

**Table 4.5: Model Summary of Social Media Contents Exposure on Body Image Satisfaction Among Students of Lead City University Ibadan**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.046 <sup>a</sup>	.002	-.001	1.17209
a. Predictors: (Constant), Exposure to Body Image Contents				

**Source: Fieldwork, 2024**

Table 4.5 shows the model summary of exposure to social media body image contents on body image satisfaction among students of Lead City University Ibadan. The Correlation Coefficient (R) value is .046, which suggests a very weak positive correlation between exposure to social media body image content and body image satisfaction. It indicates that as exposure increases, there is a slight increase in body image satisfaction, but the effect is minimal. The R Square value is .002. This indicates that only 0.2% of the variance in body image satisfaction among the students is explained by their exposure to body image content on social media. The Adjusted R square value is -.001, which is even lower than the R Square. The negative value indicates that the model does not explain the variation in body image satisfaction effectively and that it might perform worse than a simple mean model. The data suggests that exposure to body image content on social media has a very minimal impact on body image satisfaction among these students. This could indicate that students' satisfaction with their body image is influenced more by other factors not included in this model.

**Table 4.6: ANOVA for Social Media Contents Exposure on Body Image Satisfaction Among Students of Lead City University Ibadan**

ANOVA <sup>a</sup>	
--------------------	--

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.012	1	1.012	.737	.391 <sup>b</sup>
	Residual	478.077	348	1.374		
	Total	479.089	349			

a. Dependent Variable: Body Image Satisfaction

b. Predictors: (Constant), Exposure to Body Image Contents

Source: Fieldwork, 2024

Table 4.6 focuses on exposure to social media body image contents on body image satisfaction among students of Lead City University Ibadan. The independent variables in the model is exposure to body image contents. From the table, the F-statistic is 0.737 with a significance level of 0.391 ( $F= 0.737, P>0.05$ ). This indicates the model not significant. This suggests that there is not enough evidence from the mode to conclude that exposure to body image content on social media significantly impacts body image satisfaction among the students. The relatively large sum of squares for the residual (478.077) compared to the regression (1.012) further indicates that the predictor does not explain a significant portion of the variation in body image satisfaction. Based on this ANOVA analysis, exposure to social media body image content does not appear to have a significant effect on the body image satisfaction of students at Lead City University Ibadan.

**Table 4.7: Coefficients of Multiple Regression Analysis for Social Media Contents Exposure on Body Image Satisfaction Among Students of Lead City University Ibadan**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	69.918	1.195		58.527	.000
	Exposure to Body Image Contents	-.018	.021	-.046	-.858	.391

a. Dependent Variable: Body Image Satisfaction

Source: Fieldwork ,2024

Table 4.7 presents the coefficients from a multiple regression analysis. This analysis examines the impact of exposure to social media body image content on body image satisfaction among students of Lead City University Ibadan. The coefficient (B) for exposure to body image content is -0.018, but it is not statistically significant ( $p = .391$ ). This suggests

that exposure to body image content on social media does not have a statistically significant impact on body image satisfaction among the students. The negative sign of the coefficient (-0.018) would imply a negative relationship, meaning that higher exposure could potentially decrease body image satisfaction. The standardized coefficient (Beta) is -0.046, indicating a small effect size, which further supports the minimal impact of exposure to body image content on body image satisfaction.

Finally, the computed empirical value of F-test is 0.737 which is not significant at  $p=0.391$ . It is therefore concluded that the F-test is not statistically significant. The independent variables exposure to social media body image contents does not statistically and significantly predict the dependent variable body image satisfaction among the students at Lead City University Ibadan. We therefore accept the null hypothesis "There is no significant influence of exposure to social media body image contents on body image satisfaction among students of Lead City University Ibadan."

#### **4.3 Discussion of Findings**

This research investigated the influence of social media contents on body image satisfaction among students of Lead City University Ibadan, Oyo State Nigeria. In the discussion of the findings, the results of the research are shown and compared to the results of other studies to see if there are any differences or similarities. In this study, demographic information of the respondents was analysed, three research questions were answered and one hypothesis was tested.

Results of the demographic data analysis of the students revealed a significant skew towards female participants, with females constituting 81.7% of the respondents. This underscores a potentially heightened concern or interest among women regarding the impact of social media on body image. This is corroborated in a study that found that women, especially

young women, are more prone to internalize body image ideals perpetuated by social media<sup>1</sup>. The age distribution of the respondents reveals that the majority (73.1%) were within the 14-19 years age bracket, with a considerable number (20%) aged between 20-25 years. It suggests that these age groups are more engaged with social media. This is consistent with a study that shows that younger individuals are more influenced by social media due to their developmental stage and higher engagement with these platforms<sup>2</sup>. Also, there is the predominance of undergraduate students (70.6% pursuing a B.Sc degree), this demographic is highly engaged in social media and, as a result, may be more vulnerable to its effects. Undergraduate students are typically within the age range where social media use is high, and its impact on self-perception and body image can be profound. The smaller representation of postgraduate students (M.Sc and Ph.D.) may reflect a shift in priorities or a change in the impact of social media as individuals progress in their academic and personal lives. This finding is in line with a study that highlighted that university students are at a critical stage of self-development, making them more susceptible to external influences, including those from social media<sup>3</sup>.

Findings from research question one shows that major platforms like Facebook, WhatsApp, Instagram and YouTube plays critical roles in daily digital interactions among the students. Also, the level of exposure to social media platforms by students of Lead City University, Ibadan, Oyo State is high (weighted mean= 3.50, SD= 0.27), having Facebook, WhatsApp, Instagram and YouTube as social media platforms with high rates of exposure to the students. This is supported by the work from different authors which reported facebook and whatsapp are the most popular social media network among undergraduate students<sup>4,5,6</sup>.

Another study reported that the most frequently used applications were WhatsApp (91.1% of students in Malaysia and 96.1% in Finland used it very frequently) and Instagram (74.3% of students in Malaysia and 70.0% in Finland used it very frequently)<sup>7</sup>.

Instagram and YouTube, with penetration rates of 98.3% and 94.3%, are also extremely popular, reflecting a strong inclination towards visually oriented platforms. The popularity of visual content platforms like Instagram, YouTube, and TikTok (85.7% usage) among students is particularly notable. This trend aligns with the broader shift in social media consumption towards visual and video content, which has been observed globally. In contrast, the more moderate usage of platforms like Snapchat (60.9%), Twitter (79.4%), and Telegram (66%) may indicate preferences for certain types of social media interactions over others. The limited penetration of Tinder (6.3%) and Pinterest (5.7%) could be attributed to the niche nature of these platforms or their lesser relevance to the student demographic.

Further, findings from research question two showed that the level of exposure to body image contents on social media platform by the students is minimal (weighted mean= 3.32, SD= 0.53). This "Minimally Exposed" suggests that these students have a moderate, rather than an excessive, level of exposure to body image content on social media platforms. Such a level of exposure implies that students are not extensively influenced by extreme body image content, which can include severe body shaming or unrealistic beauty standards. This finding is in line with a study which concluded that not all social media exposure is detrimental to body image, supporting the idea that a moderate level of exposure might not necessarily lead to negative body image outcomes<sup>8</sup>. Also, this finding is corroborated by study that reported that argued that media literacy could mitigate the negative effects of social media on body image, which might be a factor in the moderate exposure levels seen in this study<sup>9</sup>.

Findings from research question three reported that students generally feel satisfied with their body image which is consistent a study that found that body image satisfaction can be influenced by a variety of factors including social media use, peer influence, and personal well-being<sup>10</sup>. The respondents showed high satisfaction with specific body parts such as breast, legs, thighs, buttocks. They also show dissatisfaction with muscular tone and the desire for a V-shaped torso among students in term of impact of societal expectations and social media influences, the noted dissatisfaction with aspects related to societal expectations and social media comparisons aligns with the findings that indicated that exposure to idealized body images on social media can exacerbate body dissatisfaction, particularly in the context of constant comparisons with influencers and peers<sup>11</sup>. The positive scores in overall body image satisfaction, comfort with physical appearance, and self-esteem corroborate the findings that noted that a positive body image is closely linked to overall well-being and mental health in university students<sup>12</sup>.

Hence the level of body image satisfaction of Lead City University students is “satisfied”, (Weighted mean ( $\bar{x}$ )=2.76, SD=0.40).This reflects a predominantly positive body image among the students of Lead City University. This finding opposes the result of a study that reported that 64.9% of the participants reported being dissatisfied with their body image and a majority of the participants believed that their body shape was unattractive to both the general public (70.6%) and their boyfriends (58.3%)<sup>13</sup>. The finding also opposes another study result that highlighted that High levels of body image dissatisfaction were observed among the respondents, with 80% of the respondent’s reporting dissatisfaction, and 73.5% of those dissatisfied expressing a desire to be thinner<sup>14</sup>.

The research hypothesis revealed that there exists no significant relationship between exposure to body image contents on social media platforms and body image satisfaction by

students of Lead City University, Ibadan ( $F= 0.737, P>0.05$ ). Hence, we accept the null hypothesis. This could imply that other factors, possibly including personal, psychological, or environmental factors, play a more crucial role in determining body image satisfaction. The results may reflect specific cultural or societal attitudes prevalent among the student population at Lead City University, Ibadan. These students might have different perceptions or resilience levels towards social media influence compared to other groups. The findings of this study corroborate the findings in a study that found that exposure to thin-ideal images on Instagram led to greater body and facial dissatisfaction compared to average images, highlighting the negative impact of idealized media on body image satisfaction<sup>15</sup>.

Another study opposes this result showing that exposure to Instagram images in the context of hegemonic beauty ideals significantly increased body dissatisfaction, indicating a direct negative relationship between social media exposure and body image satisfaction<sup>16</sup>. Another study also reported that in young adult women, commercial-social media literacy moderated the negative effect of exposure to appearance ideal social media images on body satisfaction, suggesting that exposure to such content can negatively affect body satisfaction, but the impact varies based on media literacy<sup>17</sup>.

## Endnotes

1. V Seekis, GL Bradley, AL Duffy. *Appearance-related social networking sites and body image in young women: Testing an objectification-social comparison model*. *Psychology of Women Quarterly*. 2020 Sep;44(3):377-92.
2. M Tiggemann, I Anderberg. *Social media is not real: The effect of 'Instagram vs reality' images on women's social comparison and body image*. *New media & society*. 2020 Dec;22(12):2183-99.
3. C Longobardi, MA Fabris, LE Prino, M Settanni. *The role of body image concerns in online sexual victimization among female adolescents: The mediating effect of risky online behaviors*. *Journal of Child & Adolescent Trauma*. 2021 Mar;14:51-60..
4. P Kan, TX Lee, JR Ong, SY Tee, KY Yam. *Impact of social media use on academic performance among university students in Malaysia* (Doctoral dissertation, UTAR).2022
5. S Manca. *Snapping, pinning, liking or texting: Investigating social media in higher education beyond Facebook*. *The Internet and Higher Education*. 2020 Jan 1;44:100707.
6. C Mese, GS Aydin. *The use of social networks among university students*. *Educational Research and Reviews*. 2019 Mar 23;14(6):190-9.
7. E Uma, P Nieminen, SA Mani, J John, E Haapanen, ML Laitala, OP Lappalainen, E Varghase, A Arora, K Kaur. *Social media usage among dental undergraduate students—A comparative study*. In *Healthcare* 2021 Oct 20 (Vol. 9, No. 11, p. 1408). MDPI.
8. L Vandebosch, J Fardouly, M Tiggemann. *Social media and body image: Recent trends and future directions*. *Current opinion in psychology*. 2022 Jun 1;45:101289.
9. R Cohen, T Newton-John, A Slater. *'Selfie'-objectification: The role of selfies in self-objectification and disordered eating in young women*. *Computers in Human Behavior*. 2018 Feb 1;79:68-74.
10. J Todd, D Barron, JE Aspell, EK Toh, HS Zahari, NA Khatib, V Swami. *Examining relationships between interoceptive sensibility and body image in a non-western context*. *International Perspectives in Psychology*. 2021 Sep 23.
11. J Fardouly, PC Diedrichs, LR Vartanian, E Halliwell. *Social comparisons on social media: The impact of facebook on young women's body image concerns and mood*. *Body image*. 2015 Mar 1;13:38-45.
12. JB Webb, NL Wood-Barcalow, TL Tylka. *Assessing positive body image: Contemporary approaches and future directions*. *Body image*. 2015 Jun 1;14:130-45.

13. O. Ayandu & O. Popoola, *perception of body image satisfaction among female students in Ibadan, Nigeria*, **International Journal of Research in Arts and Social Science**, 13, 2020, 139-149
14. C. Divecha, M. Simon, A. Asaad, & H. Tayyab, *body image perception and body image*, 2021, Available Online: <https://doi.org/10.18295/squmj.8.2021.121>
15. M Tiggemann, S Hayden, Z Brown, J Veldhuis. *The effect of Instagram “likes” on women’s social comparison and body dissatisfaction*. *Body image*. 2018 Sep 1;26:90-7. <https://doi.org/10.1016/j.bodyim.2018.07.002>.
16. SR Castellanos, G Steins. *Social media and body dissatisfaction in young adults: An experimental investigation of the effects of different image content and influencing constructs*. *Frontiers in Psychology*. 2023 Mar 8;14:1037932.. <https://doi.org/10.3389/fpsyg.2023.1037932>.
17. NC Tamplin, SA McLean, SJ Paxton. *Social media literacy protects against the negative impact of exposure to appearance ideal social media images in young adult women but not men*. *Body image*. 2018 Sep 1;26:29-37. <https://doi.org/10.1016/j.bodyim.2018.05.003>.

## Chapter Five

### Conclusion

This chapter presents the summary of findings, conclusions drawn from the findings, contribution to knowledge, recommendations, as well as suggestions for further studies.

#### 5.1 Summary of Findings

This chapter presents the summary of findings, conclusions drawn from the findings, contribution to knowledge, recommendations, as well as suggestions for further studies. The research explored the influence of social media contents on body image satisfaction among students of Lead City University Ibadan. This quantitative research approach, adopted a descriptive survey research design, administered 390 questionnaires to students of Lead City University Ibadan, 350 were found valid and were analysed using the Statistical Package for Social Sciences (SPSS) and presented in tables, frequency count and mean scores. Based on the result obtained after the data analysis, the summary of the findings are as follows; Most of the respondents are exposed to *Facebook*, *WhatsApp*, *Instagram*, and *YouTube* extensively, with penetration rates surpassing 94%, signaling their prevalence in student involvement. Although *Snapchat*, *X*, and *TikTok* also have a significant presence, platforms such as *Tinder* and *Pinterest* display limited adoption, potentially attributed to their specialized focus or perceived lack of relevance. The prevalence of visual and short-video platforms indicates a shift towards visual media consumption among students.

The findings emphasise the crucial significance of *Facebook*, *WhatsApp*, *Instagram*, and *YouTube* in effectively connecting with the respondent demographic. Most respondents frequently encounter influencer posts, before-and-after transformation photos, and celebrity promotions on social media, influencing their perceptions of body image. Key trends include substantial exposure to fashion content emphasising specific body types, moderate exposure

to weight loss and diet promotions, and a balanced engagement with fitness and workout content. Noteworthy is the strong presence of body positivity advocacy, while body shaming memes are less common.

The overall decision of the findings is minimally exposed which is moderate on the exposed to political education contents. With weighted Mean score of 2.85; S.D = 0.43; and Overall Decision = Minimally Exposed. Cosmetic procedures and enhancements have minimal impact, but weight loss advertisements are prevalent. In general, respondents demonstrate a moderate level of exposure to body image content, indicating a balanced and discerning approach to engaging with social media content related to body image.

Most respondents reported contentment with specific body parts, including breasts, buttocks, stomach, hips, waist, legs, and thighs. This positive sentiment is consistently observed across various body parts, as indicated in the 'Satisfied' category. A significant majority expressing dissatisfaction with the societal expectations' impact on body image. Despite this, most respondents receive positive comments or compliments about their physical appearance, and a majority feel comfortable displaying their bodies in public, showcasing a notable level of body confidence. Furthermore, a substantial portion is satisfied with the fit of their clothes, and a large majority engages in physical activities, positively influencing their body image satisfaction. Additional factors, such as skin appearance and feeling validated about body image, contribute to their overall satisfaction. There are mixed responses to conforming to beauty standards, with a majority expressing dissatisfaction about not having a V-shaped torso. Respondents also report positive influences on self-esteem and overall well-being, receive compliments about their overall appearance, and frequently use cosmetics to enhance their beauty.

However, a majority expresses dissatisfaction about cosmetic surgery and often engages in body comparisons with influencers, potentially leading to negative impacts on body image satisfaction. Overall Weighted Mean = 2.76; S.D = 0.40; Overall Decision = Satisfied.

Correlation Coefficient (R) value is .046, which suggests a very weak positive correlation between exposure to social media body image content and body image satisfaction. The R Square value is .002. This indicates that only 0.2% of the variance in body image satisfaction among the students is explained by their exposure to body image content on social media. The Adjusted R square value is -.001, which is even lower than the R Square.

The F-statistic is 0.737 with a significance level of 0.391 ( $F = 0.737, P > 0.05$ ). This indicates the model not significant. The relatively large sum of squares for the residual (478.077) compared to the regression (1.012) further indicates that the predictor does not explain a significant portion of the variation in body image satisfaction.

The coefficient (B) for exposure to body image content is -0.018, but it is not statistically significant ( $p = .391$ ). Higher social media exposure (-0.018) relates to lower body image satisfaction; the small effect size (-0.046) reinforces this minimal impact. Ultimately, the calculated F-test value is 0.737, showing no significance at  $p = 0.391$ . Consequently, it is concluded that the F-test lacks statistical significance. This implies that the coefficient (B) of -0.018 for exposure to body image content suggests a negative relationship, indicating that higher social media exposure is associated with lower body image satisfaction. However, this relationship is not statistically significant ( $p = 0.391$ ). The small effect size (-0.046) reinforces the idea that the impact of exposure to body image content on satisfaction is minimal. The calculated F-test value of 0.737 is also not statistically significant at  $p = 0.391$ , leading to the conclusion that the F-test lacks significance, further supporting the notion that social media exposure does not significantly influence body image satisfaction in this context.

## 5.2 Conclusion

The primary aim of this study was to investigate the influence of social media content on body image satisfaction among Lead City University students. The four objectives were successfully accomplished, providing clear and reliable answers to the research questions and hypothesis. Conclusions have been drawn from the study's findings.

Students widely use *Facebook* and *WhatsApp*, suggesting near-universal presence. *Instagram* and *YouTube*, known for visual content, also have high penetration. *Snapchat*, *Twitter*, *Telegram*, and *TikTok* are significantly used, while *Tinder* and *Pinterest* show limited presence, indicating a preference for visual media and specific platforms among students.

Moreover, the data indicates that students frequently come across influencer posts and transformation photos, shaping their perceptions of body image. Celebrities endorsing beauty, fashion, and fitness products wield significant influence over students' ideals. Weight loss and diet promotions, along with fitness content, exhibit a moderate level of exposure, hinting at potential effects on body image. Body positivity advocacy enjoys a high moderate exposure, whereas body shaming memes are less prevalent. While fashion-related content strongly shapes body ideals, the impact of cosmetic procedures and enhancements is comparatively lower. Although weight loss advertisements are widespread, the overall exposure to body image content remains moderate, suggesting a balanced interaction and selectivity among students at Lead City University.

Once again, various aspects of body image, demonstrating that students generally express contentment with specific body parts like breasts, buttocks, stomach, hips, waist, legs, and thighs. This optimistic pattern is consistently observed across most body parts, suggesting an overarching sense of body positivity. Nevertheless, societal expectations have a detrimental impact on body image satisfaction for a substantial majority. Contributing to positive body

image are factors such as receiving compliments about physical appearance, feeling comfortable showing their body in public, being satisfied with clothing fit, engaging in physical activities, and contentment with skin appearance. Dissatisfaction with muscular tone and varied responses to beauty standards reveal nuanced perspectives. Positive influences on self-esteem and overall well-being, compliments about overall appearance, the use of cosmetics, discontent with cosmetic surgery, comparison with influencers, and comments from peers collectively shape a predominantly positive body image among Lead City University students.

Conclusively, there is a very weak positive link between exposure to social media body image content and body image satisfaction among Lead City University students, with minimal explanatory ability (R Square = 0.2%). The ANOVA results suggest that the observed relationship is not statistically significant ( $p = 0.391$ ), and the coefficients in the multiple regression analysis reveal a negligible impact of social media exposure on body image satisfaction (Beta = -0.046), meaning that other things, not just social media exposure, likely play a bigger role in influencing how students feel about their bodies.

### **5.3 Recommendations**

Drawing from the results of this investigation, the following suggestions are proposed:

1. Recognizing a heavy engagement with major social media platforms like *Facebook*, *WhatsApp*, *Instagram*, and *YouTube* among students at Lead City University, encourage responsible social media use among Lead City University students by setting boundaries on screen time, prioritizing offline activities for holistic development, and developing critical thinking skills to assess content quality and impact. Focus on engaging with content that supports learning, professional growth,

and positive social interactions, while limiting exposure to platforms that do not align with academic or personal goals.

2. As a result of a moderate level of exposure to body image content on social media platforms among students, it is recommended to encourage students to maintain a balanced approach to social media consumption by selectively engaging with content that promotes positive body image and self-acceptance. Support this by providing access to reliable resources and positive content creators who advocate for healthy lifestyles and body positivity.
3. Given the findings indicating that students at Lead City University generally express satisfaction with their body image but display dissatisfaction with certain aspects influenced by societal expectations and social media comparisons, it is recommended to develop support programs at Lead City University to promote body positivity and self-acceptance, counteract the negative impact of societal beauty standards, and discourage harmful comparisons with social media influencers. Encourage positive peer interactions regarding body image and provide accurate information about cosmetic surgery to help students make informed decisions, fostering a healthier and more positive body image.
4. In light of the research hypothesis indicating no significant relationship between social media exposure and body image satisfaction among Lead City University students, it is recommended to focus on exploring and addressing other potential factors such as personal, psychological, and environmental influences, while also considering the unique cultural and societal attitudes prevalent within the student population to develop tailored interventions promoting positive body image and resilience against idealized media representations.

#### **5.4 Contribution to knowledge**

The study examined the influence of social media platforms on body image satisfaction among students using respondents from 10 faculties; Faculty of Applied Sciences, Faculty of Arts and Education, Faculty of Engineering, Faculty of Basic Medical Sciences, Faculty of Law, Faculty of Social and Management Sciences, Faculty of Clinical Sciences, Faculty of Public Health, Faculty of Communication and Information Sciences and Faculty of Environmental Design and Management. Self-designed questionnaire, named 'influence of social media contents on body image satisfaction. (ISMCBIS)' was used to generate data for the respondents. From this study, there are significant contributions to literature, theory, research, practice and policy.

This study has enriched the existing literature in the realm of social media and its influence on students' exposure to body image content across various platforms, contributing valuable insights to the current body of knowledge. It would also serve as a reference point for future researchers who might wish to investigate more on any social media contents on body image.

The findings of this study also contributed to social comparison theory, uses and gratification and social cognitive theory. The findings reinforced the assumptions of these theories. The findings showed that students are exposed to different of platforms for different purposes. Just as the uses and gratification theory represents a shift in attention from the creators of media messages to the recipients, the audience. People utilise social media to meet cognitive needs, emotional requirements, personal integrative needs, social integral needs, stress release needs, and medium appeal needs: The hypothesis arose in response to the need to explain why people utilise specific media and the benefits gained. It operates under the belief that there exists a range of responses to media messages and students have the ability to form their own opinions, accepting certain messages while rejecting others. Students utilise media for

various reasons and engage with it in different ways at different times, reflecting the dynamic nature of their media usage patterns.

This study has provided valuable insights into the impact of social media on body image satisfaction. It not only clarifies the nature of social media and its contents but also establishes a connection between these factors. Notably, the findings contribute to a positive trend by revealing that a significant number of students at Lead City University embrace a positive body image. This discovery promotes a supportive environment where students may experience reduced pressure to conform to unrealistic ideals. Instead, it fosters an inclusive atmosphere that appreciates diverse body types and celebrates individuality.

This study has offered a chance to alleviate concerns regarding the impact of social media. The absence of a substantial connection between exposure to body image content on social media and body satisfaction implies that social media may not be a prominent cause of dissatisfaction. This finding has the potential to ease worries among students who are anxious about the adverse effects of social media on their self-perception.

### **5.5 Suggestion for Further Studies**

The following are the suggestions for further research:

Comparative analysis among universities: Conducting similar studies in other universities or educational institutions would contribute to a broader understanding of the relationship between social media and body image satisfaction. Comparing results across diverse settings may reveal variations influenced by cultural, regional, or demographic factors.

Longitudinal studies on body image trends: Longitudinal studies tracking changes in body image satisfaction over an extended period would offer a dynamic perspective. Understanding how perceptions evolve as students' progress through their academic journey and navigate various life stages could provide valuable insights.

## Bibliography

### Chapter in a Book

Roberts, S., Maheux, A., Ladd, B., & Bradley S., *The Role of Digital Media in Adolescents' Body Image and Disordered Eating*. In Nesi, P. Telzer, E. H. & Prinstein, M. J. (Eds), *Handbook of Adolescent Digital Media Use and Mental Health*. Cambridge University Press: 2022, 242-263.

### Conference Proceeding

Congqiao, W., "TikTok and Body Image of Young Adult's", In Proceedings of the 2<sup>nd</sup> International Conference on Educational Innovation and Philosophical Inquiries, University of Macau , 2021.

### Journal

Abbas, H., *Life Satisfaction as Defined by Snapchat Usage and Addiction Case Study in Kuwait*, **International Journal of Management**, 11 (12), 2020, 2326-2351.

Alanazi, A., Alotaibi, Y., Alojani, J., Zaidid U. & Rao H. *Effects of Social Media Contents on the Perception of Body Image*, **International Journal of Innovation, Creativity and Change**, 9 (7) 2019, 179-196

Alebachew, F. & Ashagrie, B., *Body image concept analysis of youth and adolescent*, **American Journal of Biomedical and Life Sciences** 5(6), 2017, 130-134

Amoda, A., Domingo, N., Gagonia, L. & Rellve, O., *Self-Esteem and Social Appearance Anxiety of TikTok Users: Appraising Social Support as Probable Moderator*, **International Journal of Scientific Research in Multidisciplinary Studies**, 8 (4), 2022, 47-51.

André Borges, G., Abdalla, P., de Souza, D., Pelegrini, A., Machado, D. & Christofoletti, J., *Body image dissatisfaction in adolescent girls in puberty*, **Research, Society and Development**, 10, (13), 2021, 1-10.

Anierobi, E. Etodike, C. Eluemuno, A. & Nwikpo, M. *Body Image and Self-Esteem as Predictors of Indecent Dressing among Female Undergraduates in Universities in Anambra State, Nigeria*, **European Journal of Humanities and Social Sciences**, 1(4), 2021, 1-6

Arrington, A. *Exploring the Relationship among Social Media Use, Body Image, and Gender*, **Citations Journal of Undergraduate Research**, 18, 2021, 151-156.

Ayandu, O & Popoola, O. *Perception of Body Image Satisfaction Among Female Students in Ibadan, Nigeria*, **International Journal of Research in Arts and Social Science**, 13, 2020, 139-149

- Benjamin, O., Fiona, O. & Kaosi, E., *Influence of Instagram Body Image Posts on Health Behaviour among Female Undergraduates in Enugu State*, **IMSU Journal of Communication Studies**, 6(1), 2022, 228-239.
- Bergagna, E. & Tartaglia, S., *Self-esteem Social Comparison and Facebook use*, **Europe's Journal of Psychology**, 14(4), 2018, 831-845.
- Derkintiene, S., Budreikaite, A. & Kontautiene, V., *(Dis)Satisfaction with the Body Image Among 13-14-Year-Old Students of Lithuanian Schools*, **European Journal of Contemporary Education**, 11 (2), 2022, 338-349.
- Divecha, C., Simon, M., Asaad, A., & Tayyab, H., *Body Image Perception and Body Image dissatisfaction among Medical Students in Oman*, **Clinical & Basic Research**, 22 (2), 2021, 218-224.
- Dorcic, T., Azic, S., Bozic, I. & Malkoc, T., *Effects of Social Media Social Comparisons and Identity Processes on Body Image Satisfaction in Late Adolescence*, **Europe's Journal of Psychology**, 19 (2), 2023, 220-231.
- Dotse, J. & Asunmeng, M., *Relationship Between Body Image Satisfaction and Psychological Well-Being: The Impact of Africentric Values*, **Journal of Social Science Studies**, 2 (1), 2015, 330-342.
- Fayose, T., Asebara, T. & Bolarinwa, F., *On the image promotion on social media by polytechnic students in Nigeria*, **World Journal of Advanced Research and Reviews**, 9 (1), 2021, 188-197.
- Feyter, R., Couck, M., Stough, T., Vigna, C. & Bois, C., *Facebook: A Literature*, **New Media and Society**, 15 (6), 2013, 982- 1002
- Goswami, S., Sachdeve, S. & Sachdeva, R., *Body Image Satisfaction Among Female College*, **Industrial Psychiatry Journal**, 21(2), 2012, 168-172.
- Green, D., Martinez, R., Kadja, A., Evenson, L., MacManus, L. & Dirlbeck, S., *In a World of Social Media: A Case Study Analysis of Instagram*, **American Research Journal of Business and Management**, 4 (1), 2018, 1-8.
- Holsen, T. & Jones, D., *Body Image Satisfaction Among Norwegian Adolescent and Young Adults: A Longitudinal Study of the Influence of Inte Body Image*, **Journal of Books**, ss9(2), 2012, 201-208.
- James, A., Neill, J. & Murray, M., *The effect of basic psychological needs and exposure to idealised Facebook images on university students' body satisfaction*, **Cyberpsychology: Journal of Psychosocial Research on Cyberspace**, 12(3), 2018.
- Javaid, O. & Ajmal A., *The Impact of Body Language on Self-Esteem in Adolescents*, **Clinical and Counselling Psychology Review**, 1(1), 2019, 44–54.

- Jiotsa, B., Naccache B., Duval M., Rocher, B. & Grall-Bronnec, M., *Social Media Use and Body Image Disorders: Association between Frequency of Comparing One's Own Physical Appearance to That of People Being Followed on social media and Body Dissatisfaction and Drive for Thinness*, **International Journal of Environmental Research and Public Health**, **18** (6), 2021, 1-14
- Kartel, G., *What's up with WhatsApp? A Critical Analysis of Mobile Instant Messaging Research in Language Learning*, **International Journal of Contemporary Educational Research**, **6**(2), 2019, 352-365.
- Kartheeyan, C & Bhaumik., A. *A Correlational Study on Body Image and Psychological Well-being among Emerging Male Adults in India*, **Turkish Online Journal of Qualitative Inquiry (TOJQI)**, **12** (10), 2021, 2136-2144.
- Kaur, P. & Singh, B., *Body Image Satisfaction, Self-Esteem, and Sense of Belongingness amongst the People Belonging to the LGBTQ+ Community*, **International Journal of Creative Research**, **10** (1), 2022, 1-11s
- Keshk, M., Fahim, M., Hassan, A. & Boulas, D., *Body Image Perception and self-esteem among University Students*, **The Egyptian Journal of Community Medicine**, **37** (1), 2019, 82-96
- Kim, M., *Instagram selfie-posting and young women's body dissatisfaction: Investigating the role of self-esteem and need for popularity*. **Cyberpsychology: Journal of Psychosocial Research on Cyberspace**, **14**(4), 2020, 1-15.
- Korbani, A. & LaBrie, J., *Toxic TikTok Trends*, **Journal of Student Research**, **10**(2), 2021, 1-17.
- Krishnatray, P., Hopkins, J., *Gratifications of Facebook: A Literature Review*, **Online Journal of Communication** **7** (1), 2017, 87-103
- Latiff, A., Muhamad, J., & Rahman, A., *Body image dissatisfaction and its determinants among young primary-school adolescents*, **Journal of Taibah University Medical Sciences**, **13**(1), 2017, 34-41.
- Liu, J., *The Influence of the Body Image Presented Through TikTok Trend-Videos and Its Possible Reasons*, **Advances in Social Science, Education and Humanities Research**, **2**, 2021, 359-363.
- Longobardi, C., Fabris, MA., Prino, LE & Settanni, M., *The Role Of Body Image Concerns In Online Sexual Victimization Among Female Adolescents: The Mediating Effect Of Risky Online Behaviours*. **Journal of Child & Adolescent Trauma**, **14**, 2021,51-60.
- Lorenzo, A Lattke, L & Rabaglietti, E. *Changes in Weight, Body Image Perception and Self-Efficacy: A Study on Italian Adolescents During the Pandemic Period*, **European Journal of Humanities and Social Sciences**, **1** (6), 2021, 44-54.

- Madison, R. Imani, T & Gregory. *Social Comparison and State–Trait Dynamics: Viewing Image Conscious Instagram Accounts Affects College Students’ Mood and Anxiety*. **Psychology of Popular Media**, 10 (3), 2020, 340-349.
- Mahmood, S. & Malik, F., *Impact of Instagram Usage on Young Women’s Body Esteem: Mediating Role of Beauty Perception*, **Pakistan Journal of Psychological Research**, 37, (03), 2022, 351-364
- Mamatha, K.& Ayappa, N., *Media Exposure on Body Image and Sensation Seeking among Adolescents*, **Saudi Journal of Humanities and Social Sciences**, 6 (9), 2021, 313-318.
- Musa, A., Azmi, M. & Ismail, N., *Exploring the Uses and Gratifications Theory in the Use of social media among the Students of Mass Communication in Nigeria*, **Malaysian Journal of Distance Education**, 17(2), 2015, 83–95.
- Myers, T. & Crowther, J., *Social comparison as a predictor of body dissatisfaction: A meta-analytic review*. **Journal of Abnormal Psychology**, 118(4), 2009, 683–698.
- Nweke, G.& Jarrar, Y., *The Impact of Social Media Use on Body Image in Northern Cyprus*, **Global Media Journal–Pakistan Edition**, 7(1), 2019.
- O’Reilly, I. *Social Media and its Associations with Body Satisfaction, Exercise and Eating Habits on Undergraduate Students*, Psychology at Dublin Business School, School of Arts, Dublin, BA Hons, (Unpublished), 2018.
- Oguchi, A., Chizurumoke, I., Omolayo, J. & Oluwafisayo, O., *Instagram Use and Female Undergraduates’ Perception Of Body Image*, **International Journal of Humanities & Social Sciences**, 22(4), 2021, 99-116.
- Okoro, E. Ajayi, O & Okoro, O., *Body Image Dissatisfaction and Physical Appearance Related Comparison as Correlates of Self-Esteem Among Female Undergraduate Students, Nasarawa State University, Nigeria*, **Sapientia Foundation Journal of Education, Sciences and Gender Studies**, 3(3), 2021, 69-79
- Onunkor, I., Onovughakpo, O. & Nwabueze, C., *Exposure to Facebook and its Influence on Body Comparison Among Female Civil Servants in Selected South East States* **Language, Literature and Communication Journal**, 4 (1), 2022, 1-17.
- Patil, M. Bansal, D. & Saran, B., *Relationship between body dissatisfaction and social media*, **Journal of Health Sciences**, 5(2), 2019, 125-126.
- Paton, R., Calvo, M., Villa, S., Anaya, V., Gonza’lez, M. & Ballesteros, J., *Perceptions of the Body and Body Dissatisfaction in Primary Education Children According to Gender and Age. A Cross-Sectional Study*, **International Journal of environmental research and public health**, 2021, 18, 12460.
- Paulson, L., *#gotmuscles? Instagram and Body Image in College Men*, **Journal of Social Media in Society Spring**, 9, (1), 2020, 63-84.

- Pearce, C., Daniel, J., Tackett, S. & Nelson, K., *Examining the Effects of Women's Body Image and Body Satisfaction on Self-Esteem, Happiness, and Body Satisfaction*, **International Journal of Humanities and Social Science**, 10 (12), 2020, 1-12.
- Phan, M. & Dinh A, *Body Image, A Study Concerning Teenage Social Media Involvement and Body Satisfaction*. **Journal of Student Research**, 11(1), 2022, 1-22.
- Purkayastha, N. & Chanda, A., *WhatsApp as a Means of Sharing Information Among LIS Professionals of North-East India: A Study*, **International Journal of Research in Applied, Natural and Social Sciences**, 6 (9), 2018, 69-82.
- Quadri, J., Mosunmola, Z., Edun, B. & Olusanya, A., *The Influence of Desired Body Image on The Pattern of Food Consumption Among Female Students in Selected Tertiary Institutions In Ogun State, Nigeria*, **International Journal of creative thoughts (IJCRT)**, 10 (8), 2022, 1-11.
- Rakesh, M., Kumar. S., Mythily, M., Ravali, A. & Prakash, *Body image perception and body image satisfaction among female medical students of Mysuru*, **International Journal of Community Medicine and Public Health**, 10(5), 2023, 1877-1881.
- Rounsefell, K., Gibbson, S., Mclean, S., Blair, M., Molenaar, A., Brennan, L., Trubly, H. & MacCaffrey, T., *Social media, Body Image and Food Choices in Healthy Young Adult: A Mixed Method Systematic Review*, **Journal of Dietitians Australia**, 77(1), 2019, 19-40.
- Sharma M., Singh, S., Tiwari, P. & Chauhan, N., *Body image perception, eating attitude and influence of media among undergraduate students of medical college in Delhi: a cross sectional study*, **International Journal of Research in Medical Sciences**, 7 (12), 2019, 4627-4635.
- Sharma, T. & Sharma, S., *A study of YouTube as an effective educational tool*, **Journal of Contemporary Issues in Business and Government**, 27(1), 2021, 2686-2690.
- Shoraka, H. Amirakafi, A. & Garrusi, B., *Review of Body Image and some of Contributing Factors in Iranian Population*, **International Journal of Preventive Medicine**, 10 (19), 2019, 1-14
- Singh, U., & Manju, M., *Correlates of body image and self-esteem among adolescents*, **International Journal of Health Sciences**, 6(6), 2022, 4147-4154
- Spreckelsen, P., Wessel, I., Glashouwer, K. & de Jong, P., *Averting repulsion? The role of body-directed self-disgust in autobiographical memory*, **Journal of Experimental Psychopathology**, 13(1), 2022, 1-15,
- Spreckelsen, P., Wessel, I., Glashouwer, K. de Jong, P., *Escaping from revulsion – disgust and escape in response to body-relevant autobiographical memories*. *Memory*, 30(2), 2021, 104– 116

- Sulaimi, M., Hutaglung, F. & Ali, S., *The mediating effect of physical activity in the relationship between body image and life satisfaction*, **International Journal of Instruction**, 15(2), 349-372.
- Taye, B., Wole, A & Gbemisola, O., *Image Promotion on Instagram by Female Students in some Nigerian Universities*, **Advances in Social Sciences Research Journal**, 7 (11), 2020, 494-502
- Tayo, S., Adebola, S. & Yahya, D., *Social media: Usage and Influence on Undergraduate Studies in Nigerian Universities*, **International Journal of Education and Development using Information and Communication Technology**, 15(3), 2019, 53-62.
- Tenkorang, S. & Okyere, C., *Factors Influencing Body Image Perception of University Students in Ghana*, **Technium Social Science Journal**, 27, 2022, 492-501.
- Mohammed, A., *Regulating social media in Nigeria: A quantitative perception study*, **Nile Journal of Political Science**, 2 (1), 2021, 52-77.
- Thomas, A., *Relationship between Body Image and Self-Esteem Among Adolescents in Mysuru*, **Journal of Emerging Technologies and Innovative Research**, 10 (7), 2023, 219-225.
- Tiwari, G.K. & Kumar, S., *Psychology and Body Image: A Review*, 5(1), 2015, 1-9.
- Todd, J., Barron, D., Aspell, J. E., Lin Toh, E. K., Zahari, H. S., Mohd. Khatib, N. A., & Swami, V, *Examining relationships between interoceptive sensibility and body image in a non-western context: A study with Malaysian adults*. *International Perspectives in Psychology: Research, Practice, Consultation*, 11(1), 2022, 53–63.
- Torres, S., & Brito, P., *Fit and fun: Content analysis investigating positive body image dimensions of adolescents' Facebook images*. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 16(5), 2022, 1-22.
- Wang, Y., Xie, X. & Lei, L., *The longitudinal and reciprocal relationships between selfie-related behaviors and self-objectification and appearance concerns among adolescents*, **New Media and Society**, 23 (1), 2019, 56-77.
- Wild, T., & Blanchard, C., *"Social Media Responses to Self-Concept Threats". The Undergraduate Journal of Psychology at Berkeley*, 13, 2020, 44-55,
- Yahaya, R. Apaak, D. & Hormenu, T. *Body Image, Self-Esteem and Health Behavior Among Senior High School Students in Offinso Municipality of Ashanti Region, Ghana*, **Journal of Physical Education and Sport Management**, 12(1), 2021, 11-18.
- Younas, F., Solomon V. & Mubeen, Z., *Body Image Satisfaction and Eating Attitudes: Role of Sociodemographic Characteristics*, **Palarch's Journal of Archaeology of Egypt/Egyptology**, 18(18), 2021, 273-288.

Pouwels, J., Valkenburg, P., Beyens, I., van Driel, I. & Keijsers, L., *Social Media Use and Friendship Closeness in Adolescents' Daily Lives: An Experience Sampling Study*, *Developmental Psychology*, 57 (2), 2021, 390-323.

### **Thesis/ Dissertation**

Baker, N., *Focusing on College Students' Instagram Use and Body Image*, Thesis, University of Rhode Island, 2018.

Caddel, J., *The Effects of social media on Body Image Constructs Among Active Women*, Thesis School of Behavioural, Sciences California Southern University, , 2018.

Carman, A., *The Effects of Social Media On Body Image*. Thesis, California State University, Long Beach, 2023.

Fardouly, J., Diedrichs, P., Vartanian, L. & Halliwell, E., *The Effect of Facebook on Body Image and Mood*, School of Psychology, Thesis, University of the West of England, 2015.

Foltynski, I., *How Social Comparison on social media affects Body Image: Thesis, A Qualitative Study by Means of The Love or Break-Up Letter Method*, 2021

Hulsing, G., *A qualitative study on the influences of TikTok consumption on the Body Image of adolescents*, Thesis, Faculty of Behavioural, Management and Social Science, University of Twente, 2021.

Kan, P., Lee, TX., Ong, JR., Tee, SY. & Yam, KY., *Impact of social media use on academic performance among university students in Malaysia* Thesis, Tunkun Abdul Rahman, 2022

Kearney A., *Uses and Gratification of Posting Selfies on Social Media*, Thesis, Rochester Institute of Technology, , 2018.

Lindner, D., *Social Comparison, Self-objectification, And Objectification of Others Investigating the Vicious Cycle That Leads To Body Dissatisfaction And Disordered Eating*, Thesis Department of Psychology in the College of Sciences, University of Central Florida, , 2010.

Marques, M., Paxton, S., McLean, S., Jarman, H. & Sibley, C., *A prospective examination of relationships between social media use and body dissatisfaction in a representative sample of adults*, *School of Psychology and Public Health*, La Trobe University, Melbourne, 2021.

Nyambura, I., *social media influence on body image among female university students: a case study of Instagram*, Thesis, School of Journalism and Mass Communication of Nairobi, 2019.

Puglia, D., *Social Media Use and its Impact on Body Image: The Effects of Body Comparison Tendency, Motivation for Social Media Use, and Social Media Platform on Body*

*Esteem in Young Women*, School of Media and Journalism, University of North Carolina, 2022.

Redondo, L., *Social Media Content and its Effect on Women's Self-Esteem and Body Satisfaction*, Thesis Department of Psychology, Brandon University, Undergraduate Honours, 2022.

Serlin, D., *The Effects of Exposure to Body Positive and Fitspiration Instagram Content on Undergraduate Women's State Body Satisfaction, State Body Appreciation, and Mood*. Thesis, Arizona State University, 2020.

Sultan S., *Effect of Social Media Use on Body Image Among Adolescent*. College of Nursing Thesis, University of Baghdad.

Wood, H., *The Influence of Tik Tok on Body Image*, Department of Textiles, Merchandising, and Design, Thesis, University of Rhode Island, 2022.

#### Site

Aeni, D., *Use of TikTok Application on Students Behavior*, Available Online: <https://osf.io/cya46/download/?format=pdf>

Akpa, C., *Cosmetic Surgeries Account For Great Percentage of Medical Tourism*, 2022, Available Online: <https://guardian.ng/appointments/cosmetic-surgeries-account-for-great-percentage-of-medical-tourism>

Alwafa, R., & Badrasawi, M., *Factors Associated with Boddy Image Satisfaction Among Palestinian University Female Students, Cross Sectional Study*, 2021, Available Online: <https://doi.org/10.21203/rs.3.rs-550748/v1>

Alhabash, S. & Ma M., *A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat Among College Students*, Available Online, [https://doi.org/10.1177/2056305117691544\\_/2017](https://doi.org/10.1177/2056305117691544_/2017).

Alleva, J., Gattario, K., Martijn, C., & Lunde, C., 'What can my body do vs. how does it look? A qualitative analysis of young women and men's descriptions of their body functionality or physical appearance', *Body Image*, 2019, Available Online, <https://doi.org/10.1016/j.bodyim.2019.08.008>

Aragones, T. & Marron S., *Body Image Body Dymopic Concerns, Review Article*, Available Online: <https://doi.org/10.2340/000155555-2368/2016>

Castellanos, SR. & Steins, G., *Social media and body dissatisfaction in young adults: An experimental investigation of the effects of different image content and influencing constructs*. *Frontiers in Psychology*. 2023, Available Online, <https://www.researchgate.net/publication/369084847>

Chang K., *They See Me Scrolling, and I'm Hating: Instagram Usage and its Effect on Self-Esteem and Body Image*, 2019, Available Online: [https://digitalcommons.bard.edu/senproj\\_s2019/54](https://digitalcommons.bard.edu/senproj_s2019/54)

- Davis, J. *social media*, Available Online, <https://www.researchgate.net/publication/314581845>
- Dhiman, B., *Snapchat, happiest and personal Social Media Platform for Research Scholars, A Critical study*, 2022, Available, Online: <https://www.researchgate.net/publication/363660086/>
- Duarte, L., Chinen, M. & Fujimari, E., *Distorted self-perception and dissatisfaction with body image among nursing students*, **Journal of School of Nursing**, Available Online, doi: <https://doi.org/10.1590/S1980-220X2019042903665>
- Fan, X., Luo, J, & Wang, X., *Understanding TikTok Usage: Communication Strategy of ByteDance Based on the Background of New Media*, 2023, Available Online: [https://doi.org/10.2991/978-2-494069-97-8\\_29/](https://doi.org/10.2991/978-2-494069-97-8_29/).
- Fioravanti, G., Benucci, S., Ceragioli, G. & Casale, S., *How the Exposure to Beauty Ideals on Social Networking Sites Influences Body Image: A Systematic Review of Experimental Studies*, **Adolescent Research Review** (2022) 7:419–458, Available Online, <https://doi.org/10.1007/s40894-022-001794>
- Hogue, J. & Mills, J., *The Effects of Active Social Media Engagement with Peers on Body Image in Young Women*, 2018 Available Online: <https://doi.org/10.1016/j.bodyim.2018.11.002>
- Hosseini, S. & Padhy, R., *Body Image Distortion*, 2023, Available Online: <https://www.ncbi.nlm.nih.gov/books/NBK546582>
- Kanuwal, M., *Social Media Platforms*, Available Online: 2022, <https://www.webopedia.com/definitions/social-media-platform/>
- Kasmaei, P., Hassankiade, R., Karimy, M., Kazemi, S., Morsali, F. & Nasollahzade, S., *Role of Attitude, Body Image, Satisfaction and SocioDemographic Variables in Cosmetic Surgeries of Iranian Students*, 9(2),202,186-193.
- Kemp, S., *Digital 2021: Global overview report*, *DataReportal – Global Digital Insights*, 2021, Available Online, <https://datareportal.com/reports/digital-2021-global-overview-report>
- Kholi, P., Kaur, R., Baburaj, A. & Bhatia, R., *Twitter*, Article, Available Online at: <https://www.researchgate.net/publication/351088598>
- Kwak, H., Lee, C. Park, H. & Moon S., *What is Twitter, a Social Network or a News Media*, Available Online: <http://snap.stanford.edu/class/cs224w-readings/kwak10twitter.pdf>
- Lob, I., Olivia, J., Cruz, M., Silvia, A., Guerreiro, R., & Mello, M., *Body Image Perception and Satisfaction in University Students*, 2020, Available Online, <https://www.researchgate.net/publication/342902859>
- Manca, S., *Snapping, pinning, liking or texting: Investigating social media in higher education beyond Facebook*. *The Internet and Higher Education*, 44, 2020, Available Online, <https://doi.org/10.1016/j.iheduc.2019.100707>
- Meena, P. & Sahai, A., *Body Image and Satisfaction with Life among College Students*, Available Online: <https://www.researchgate.net/publication/369009961>

- Michas, F. *Cosmetic surgery - Statistics & Fact*, 2022, Available Online: <https://www.statista.com/topics/3734/cosmetic-surgery/>
- Miltsov, A., *Researching TikTok: Themes, Methods and Future Directions*, **SAGE Handbook of Social Media Research Methods**, 664-676, Available Online: <https://www.researchgate.net/publication/364383716>
- Modica, C., *Facebook, body esteem, and body surveillance in adult women: The moderating role of self-compassion and appearance-contingent self-worth*, 29, 2019, 17-30, Available Online: <https://doi.org/10.1016/j.bodyim.2019.02.002>
- Mohamed, B., & Idrees, M., *Body Image Dissatisfaction and its Relation to Body mass index among Female Medical Students in Sudan: A Cross sectional Study 2020-2021*, Available Online <https://doi.org/10.21203/rs.3.rs-2880055/v1/2023>
- Paap, C. & Gardner, R., *Body Image Disturbance and Relationship Satisfaction Among College Students*, 51(6), 2011, 715-719, Available Online: <https://doi.org/10.1016/j.paid.2011.06.019>
- Petrosyan, A., *Statistic of Number of Internet and Social Media Users Worldwide as of January 2023 (in billions)*, Available Online: <https://www.statista.com/statistics/617136/digital-population-worldwide/>,
- Rodgers, R., Wertheim, E., Paxton, S., Tylka, T., & Harriger, J., *#Bopo: Enhancing body image through body positive social media—evidence to date and research directions*. *Body Image*, 41, 367–374. Available Online <https://doi.org/10.1016/j.bodyim.2022.03.008>
- Sasu, D., *Statistic of Total Number of Active Social media users in Nigeria from 2017-2022* Available Online: <https://www.statista.com/statistics/1176096/number-of-social-media-users-nigeria/>
- Seekis, V. & Kennedy, R., *The impact of #beauty and #self-compassion tiktok videos on young women's appearance shame and anxiety, self-compassion, mood, and comparison processes*, 45, 2023, 117-125, Available Online: <https://www.researchgate.net/publication/369020133>
- Shang, Y., Dong, H. & Young, S., *The Relationship between Physical Exercise and Objective Well Being in College Students: The Mediating Effect of Body Image and Self-esteem*, **Frontier Psychology**, Available Online, <https://doi.org/10.3389/fpsyg.2021.658935>
- Sharma, S. & Arya, M., *A Study on The Relationship Among Positive Body Image, Big Five Personality, Factors and Self Esteem*, Available Online: <https://www.researchgate.net/publication/368786975>
- Spreckelsen, P., Wessel, I., Glashouwer, K. & de Jong, P., *Negative body image and avoidant retrieval of body-related autobiographical memories*, 2022, Available Online <https://doi.org/10.1080/09658211.2022.2135734/>
- Stevens, A. & Griffiths, S., *Body positivity (#BoPo) in everyday life: An ecological momentary assessment study showing potential benefits to individuals' body image and emotional wellbeing*. *Body Image*, 2020 35, 181–191. <https://doi.org/10.1016/j.bodyim.2020.09.003/>

- Sukanya, M., *Unit-3 Uses and Gratification Theory, Indira Gandhi National Open University, New Delhi, Available Online:* <http://egyankosh.ac.in/handle/123456789/72106>.
- Tamplin, NC., McLean, SA. & Paxton, SJ., *Social media literacy protects against the negative impact of exposure to appearance ideal social media images in young adult women but not men.* *Body image.* 26, 2018, 29-37. Available Online, <https://doi.org/10.1016/j.bodyim.2018.05.003>
- Tiggemann, M., Hayden, S., Brown, Z., & Veldhuis, J., *The effect of Instagram “likes” on women’s social comparison and body dissatisfaction.* *Body image.*, 26, 2018, 90-97. Available Online, <https://doi.org/10.1016/j.bodyim.2018.07.002>.
- Vandenbosch, L., Fardouly, J. & Tiggemann, M., *Social media and body image: Recent trends and future directions.* *Current opinion in psychology*, 45, 2022, Available Online, <https://doi.org/10.1016/j.copsyc.2021.12.002>
- Walker, C., Krumhuber, E., Dayan, S. & Furnham, A. *Effects of Social Media Use on Desire for Cosmetic Surgery Among Young Women, 2021,* Available Online: <https://doi.org/10.1007/s12144-019-00282-1>.
- Worms, H., *Self-Esteem and Its Association with Social Media Use in University Students: An Experience Sampling Study,* Available Online: [http://essay.utwente.nl/90792/1/Worm\\_MA\\_BMS.pdf/](http://essay.utwente.nl/90792/1/Worm_MA_BMS.pdf/)
- Yang, Y., *Understanding Young Adult’s TikTok Usage,* 2020, Available Online: [https://communication.ucsd.edu/\\_files/undergrad/yang-yuxin-understanding-young-adults-tiktok-usage.pdf/](https://communication.ucsd.edu/_files/undergrad/yang-yuxin-understanding-young-adults-tiktok-usage.pdf/).

Appendix I  
**Questionnaire**

Department of Mass Communication and Media Technology,  
Faculty of Communication & Information Science,  
Lead City University Ibadan, Oyo state.

Dear Respondent,

I am an M.Sc. student of the Department of Mass Communication and Media Technology, Lead City University, Ibadan. I am carrying out a study which aims at fulfilling my MSc requirements. You have met certain selection criteria to participate in this study. Your cooperation in completing this questionnaire is central to the success of this research work. The questionnaire has been designed for you to be able to circle your response. This should enable you to complete it in the shortest possible time. Every information you provide will be treated with confidentiality. I will appreciate if you return this questionnaire filled completely. Thank you for your cooperation and anticipated quick response  
Okoji Doris Nkwachi.

Please answer every question by ticking the box.

**Section A: Demographic Data Contents**

**Instruction**

1. Sex: (a) Female [ ] (b) Male [ ]
- 2 Age: \_\_\_\_\_
- 3 Degree in View: (a) B.Sc [ ] (b) M.Sc [ ] (c) PhD [ ]
- 4 Faculty: \_\_\_\_\_

**Section B: Social media students are exposed to**

Kindly identify, as appropriate, which of the social media platforms you are exposed to, with the following options; Highly Exposed (HE), Minimally Exposed (MH), Not so Exposed (NE), Not at All (NA)

No	Items	Highly Exposed	Minimally Exposed	Not Exposed	Not at All
1	Instagram				
2	Facebook				

3	Snap				
4	You tube				
5	Twitter				
6	WhatsApp				
7	Tinder				
8	Telegram				
9	Pinterest				
10	Tiktok				

**Section C: Level of Exposure to Body Image Contents on Social Media Platforms Among Students**

Kindly tick as appropriate your level of exposure to body image contents on social media platform through the following options; Highly Exposed (HE), Minimally Exposed (MH), Not so Exposed (NE), Not at All (NA)

No	Items	HE	ME	NE	NA
1	Influencer posts; before-and-after transformation photos				
2	Celebrities promoting beauty standards, fashion trends, and fitness products.				
3	Weight loss and diet product promotions				
4	Fitness and Workout Content				
5	Body Positivity Advocacy				
6	Images of models wearing clothing items that emphasize certain body types				
7	Body shaming memes.				
8	Tattoos or body art on specific body parts.				
9	Meal Prep and Dietary Advice:				
10	Body Positivity Quotes and Affirmations				
11	Posts discussing and showcasing cosmetic procedures, surgeries, and enhancements				
12	Fitness challenge				
13	Weight gain and muscle building				
14	Waist training challenge				
15	Weight loss product and supplements				
16	Contents on social media that triggered feelings of body dissatisfaction				

17	Filters and photo-editing apps on social media to enhance appearance				
18	Cosmetic enhancement				
19	Trends encouraging users to share their body image stories				
20	Weight loss advertisement				

**Section D: Level of Body Image Satisfaction among Students of Leady City University Ibadan, Oyo State.** Tick as appropriate your level of body image satisfaction with the following options; Highly Satisfied (HS) Satisfied (S) Highly Dissatisfied (HD) Dissatisfied (D)

No	Items	HS	S	HD	D
1	Breast				
2	I feel good with the shape of my Buttock				
3	Stomach				
4	Hips				
5	Waist				
6	Legs				
7	Thighs				
8	Comfortability with my physical appearance.				
9	I am pleased with my overall body weight				
10	Societal expectations impact my body image satisfaction				
11	Positive comments or compliments about my physical appearance				
12	I am comfortable with showing my body in public (e.g., at the beach or swimming pool)				
13	Pleased with the way my clothes fit me.				
14	Participating in physical activities.				
15	Appearance with my skin				
16	Muscular tone				
17	Validation regarding your body image				
18	Conforming to certain beauty standards				
19	V shaped torso				

20	Self-esteem and overall, well being				
21	Compliments about my overall appearance				
22	Applying of cosmetics to enhance beauty				
23	Cosmetic surgery				
24	Body comparison with influencers				
25	Comments from peers about my body				
26	wearing contact lenses rather than the color of my eyes				
27	I prefer to use slimming drugs instead of sports to lose weight				
28	Using organic products to soften the texture of hair				
29	Lover of tight clothes				
30	Carving of eyebrows with razor blades				
31	I oppose plastic surgery				
32	I am reluctant to use injection materials such as Botox in the body				
33	I admire facial routine				
34	I love the taste of slimming tea				

## **A Personal Data**

## **Bio-data**

Name: Doris Nkwachi OKOJI

Address: Police Affairs Quarters, Kubwa Abuja.

E-mail: [okojidoris1@gmail.com](mailto:okojidoris1@gmail.com)

Phone Number: 08060527685

Date of Birth: 9<sup>th</sup> August, 1996

Place of Birth: Kubwa Genera Hospital, Abuja

Nationality: Nigerian

Next o Kin: Okoji Prisca Isioma

Police Affairs Quarters Kubwa, Abuja

09059355059

## **B. Educational Background**

### **1. Educational Institutions Attended with Date**

A) Novena University Ogume, Delta State 2015-2019

B.Sc in Mass Communication

B) Visionary Golden Academy, Dutse, Abuja 2014

National Business and Technical Examination Board

C) Model Primary School, Kuwa Abuja 2007

First School Leaving Certificate

### **C. Work Experience with Dates**

Gloral Secondary School, Madalla, Niger State 2019-2020

Prepared a weekly lesson note in line with teaching scheme

Organized a weekly presentation to assess their level of assimilation

Conducted a midterm assessment test

Recording and compiling of examination scores

Phildeth LTD 2016-2017

Established a long-term quality relationship between client and workers and conducted seminars in building relationship

Handled documentation and analysis

Spearhead the development and implementation of innovative strategy and technique for customer retention and scheme

Implementing operational improvement and developing challenging plans

Monitored and supervised day to day activities by implementing administrative personal policies aligned with organisational needs and goals.

Federal Radio Corporation of Nigeria (Industrial Training) 2018

Worked with the reportorial unit

D) Award

NYSC Discharge Certificate 2020

Well Behaved Female Student 2019

**E) Membership of Academic Professional Bodies**

Nil

**Reference**

Lambert Ihebuzor

Professor,

Department of Mass Communication & Media Technology,

Lead City University, Ibadan.

08033419512

Dr W.B. Busari

PG Coordinator,

Department of Mass Communication & Media Technology,

Lead City University, Ibadan,

08062226832.

---

Signature

---

Date

## **The University Compliance Certification**

This is to certify that this thesis by Doris Nkwachi OKOJI in the Department of Mass Communication and Media Technology, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State is in full compliance with the approved University format and style.

---

Signature

---

Date