

Influence of Social Media Contents on Body Image Satisfaction among Students of Lead City University Ibadan, Oyo State Nigeria

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Certification

This is to certify that the study was conducted under my supervision by **Okoji Doris Nkwachi (LCU/PG/002916)** in Mass Communication and Media Technology, Faculty of Communication and Information Science, Lead City University, Ibadan, Nigeria for the award of Master of Science Degree (M.Sc.) and that this work has not been previously submitted.

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Dedication

This thesis is dedicated to the Almighty God, my parents: Mr and Mrs Patrick Okoji, my sibling; Okoji Emmanuel, Okoji Isioma, Okoji Chiwendu, Joseph Awolow Perekeme and to those who suffer from poor Body Image Dissatisfaction.

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Even though this institution and persons have assisted in the process of this research work, I alone stand responsible for the errors if any found in this work.

Abstract

Body image is influenced by various factors such as peers, family, social environment, and media. The ideal body has evolved, with curvy and voluptuous being considered attractive. This has led to struggles for individuals to conform, leading to procedures like Brazilian Butt Lift, liposuction, breast augmentation, and cosmetic surgery. This study investigates the influence of social media contents on body image satisfaction among students of Lead City University. Descriptive survey research design was adopted and a questionnaire named Influence of Social Media Contents on Body Image Satisfaction (ISMCBIS) for data collection. A sample of 390 respondents was selected through a multistage sampling procedure. The study adopted Social Comparison, Uses and Gratification, Psychodynamic Theory, and Social Cognitive Theory. There was use of SPSS and descriptive statistics; percentages, standard deviation, and mean. This was meant for the presentation of quantitative data in the form of tables. One hypothesis was evaluated at a significance level of 0.391 ($F = 0.737$, $P > 0.05$). This indicates the model insignificant. This means that there is not enough evidence from the model to conclude that exposure to body image contents on social media significantly impacts body image satisfaction among the students. Findings showed that students' exposure to body image contents on social media is moderate, value indicating they are less influenced by extreme contents like body shaming or unrealistic beauty standards, and respondents showed high satisfaction with specific body parts such as breasts, legs, thighs, and buttocks. The study therefore recommends encouraging 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.

Keywords: Social media content, Body image satisfaction and Undergraduate Student of Lead City University

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