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Social Media, Body Image And Self-Esteem In Adolescents



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ABSTRACT

People are sociable animals. To succeed in life, we require the company of others, and the quality of our relationships has a profound effect on our happiness and mental health. Maintaining social connections with others can reduce stress, anxiety, and depression; increase self-esteem; bring comfort and joy; avoid loneliness; and even lengthen one's life. Conversely, having few close social ties can be extremely harmful to your mental and emotional well-being.

According to data from 2021, people spend an average of 142 minutes a day on social media platforms worldwide. That is more than two hours a day spent absorbing information that may influence our opinions, mental health, and general mood in a favourable or unfavourable way. Therefore, it is critical that we figure out how to make sure that there is a tonne of optimism in our news feeds.

In essence, the amount of time we spend on social media greatly influences how we are affected by it. Being social beings, humans may spend more time interacting with one another in the modern world over a brief Facebook post or in response to a "story."

Even while digital communication offers advantages, it is crucial that we develop relationships through face-to-face conversation. Overusing our phones to experience life can have a seriously negative impact on our mental health. In light of this, it's imperative that we reevaluate our online behaviours in order to move towards a more positive mindset and way of life.

Social pressures and developmental obstacles can be present throughout childhood and adolescence. Social media can exacerbate mental health conditions such as anxiety, sadness, bullying, and low self-esteem in certain children. It may be tempting to just take away your child's phone or other gadget if you're concerned about how they're using social media. However, that can lead to more issues by cutting off your youngster from their peers and the advantages of social media. Alternatively, there exist alternative methods to assist your child in utilising Facebook, Instagram, and additional sites responsibly.

Keywords- *mental health and happiness, prevent loneliness, global average time, digital communication, developmental challenges.*

Chapter 1: Introduction

It's difficult to overstate social media's pervasive impact on youngsters' impressionable brains in the current digital era. These platforms have a big impact on how kids perceive themselves because they keep showing off supposedly ideal lifestyles. Users of social media are often exposed to images of themselves that are highly edited. This might be a danger to young people's self-esteem in their looks, albeit the exact nature of the harm may vary depending on the social media activity. While youths who primarily view and respond to other people's posts (i.e., other-oriented social media use) are exposed to these idealised presentations while not receiving positive feedback on their own appearance, which may result in reduced self-esteem, youths who actively post updates (i.e., self-oriented social media use) may position themselves to receive positive feedback and appearance confirmation and show enhanced self-esteem.

The term "social media" refers to "online communities created by users to exchange ideas, information, private messages, and other content." An example of this would be Facebook. Facebook, Twitter, Instagram, and so on (sourced from merriam-webster.com).

A framework made up of several technology activities used for social interaction and content generation is called social media. The person presents themselves to other people in this framework, either as they are or as another identity they want to have and can engage with. Social media makes gathering and disseminating information convenient. Yet, if taken excessively or on a regular basis, it may quickly become addictive. According to studies, teenagers are the demographic that uses social media the most often. Numerous research has shown the detrimental effects of excessive social media usage on teenage self-esteem, academic performance, social interactions, mental health, and life happiness. The majority of studies have shown a link between social media usage and low self-esteem. Teenagers who struggle with self-worth tend to utilise social media extensively. A further significant aspect influencing teenagers' self-esteem is their body image.

The explanation of how the media may affect people's impressions of their bodies and self-esteem depends heavily on social comparison. "Media influence has also been explained by the social comparison theory, which holds that people form an opinion of themselves based on how they perceive themselves in relation to others" (Benowitz-Fredericks, Garcia, Massey, Vasagar, Borzekowski, 2012, pp. 693). Most people feel forced to assess themselves by contrasting their skills and perception of their bodies with those of others (Durkin, Paxton, & Sorbello, 2007, pp. 1093). "Slim, attractive models are frequently used by commercials targeting women to promote their products" (Anschutz, Strien, Engles, 2008, p. 401). People's self-esteem and body image are badly impacted even if they may be aware that many models and celebrities in the media are sick, underweight, and photo-shopped to perfection.

According to Kim and Lennon (2007), pp. 3, "significant positive relationships were found between exposure to fashion or beauty magazines and a) overall appearance dissatisfaction and b) eating disorder tendencies." "The body size of women in the media is often more than 20% underweight," claim Clay, Vignoles, and Dittmar (2005) (pp. 452). Still, Gibbs (2010) said that "women experience body dissatisfaction due to thin magazine images" (pp. 14). After showing teenage girls' pictures of average-sized and ultra-thin models, Clay, Vignoles, and Dittmar (2005) investigated how the girls felt and found that looking at these photographs had a negative correlation with body satisfaction and self-esteem (pg. 460).

Negative Body Image: A Developmental Perspective

Surveys were used to gauge the girls' levels of body satisfaction and self-esteem after they had seen the photos. The survey featured questions such as "Most people would consider me good looking," "In our society, fat people are regarded as unattractive," "Clothes look better on thin models," and "Attractiveness is very important if you want to get ahead in our culture" (Clay, Vignoles, Dittmar, 2005, pp. 460-61). Self-esteem and body satisfaction were negatively correlated with the models' photographs, whether they were ultra-thin or ordinary (Clay, Vignoles, Dittmar, 2005; Dittmar, Halliwell, Stirling; 2009; Brown & Dittmar, 2005; Stice, Schupak-Neuberg, Shaw, & Stein, 1994). Using a strategy similar to Clay, Vignoles, and Dittmar, Durkin, Paxton, and Sorbello (2007) investigated the relationship between body satisfaction and self-esteem and found that looking at idealised models reduced body satisfaction and body image (pp. 1092).

However, the teenage females in Clay, Vignoles, and Dittmar's research showed no changes in body dissatisfaction between seeing the average-size models and the ultra-thin ones. According to earlier studies, there was "a relief effect after seeing average-size models" when adult women compared the ultra-thin to the average-sized model (Clay, Vignoles, Dittmar, 2005, pp. 468). A route connecting a number of variables, including self-esteem, psychological functioning, selfconcept clarity, idealisation of the ideal, body comparison propensity, and change in body satisfaction after picture exposure, was investigated in Durkin, Paxton, and Sorbello's 2007 research (pp. 1103). "Most paths in the proposed model were strong and significant," they discovered (pp. 1104). In addition, Granantino & Haytko (2013) found that although adult women experience anxiety related to their bodies, "very young children, who are less equipped to deal with the pressures put on them by the media, their peers, and society in general, also do so."

A person's sentiments and ideas about their own body in relation to how other people perceive their physical appearance are referred to as their body image. Studies have shown that teenagers' body image and self-esteem are positively correlated, and that adolescents who have a very good body image also have high levels of self-esteem.

In addition to research demonstrating the detrimental impact of excessive social media usage on self-esteem, some studies also demonstrate the advantages of social media use for teenagers. The varying findings of research on the subject point to the possibility that a few mediator factors may be involved in the connection between teenage social media usage and self-esteem.

Teens start using the chase for likes, comments, and shares as a gauge of their value on the internet. Even though everyone seems flawless, this causes individuals to compare themselves to others and feel inadequate. Instead of looking in the mirror, what kids see online shapes their perception of how they should seem. They seem to live in a society where social media establishes norms and regulations. It is difficult for them to fully embrace themselves when they are scrolling through endlessly retouched photos, which also makes them desire acceptance. In this digital age, discovering and embracing their true selves get entangled with everything they view and do on the internet, transforming their self-perception in significant and sometimes unfavourable ways. Consequently, it is evident that social media has a detrimental effect on youngsters' perceptions of their bodies and sense of self.

According to previous research, girls internalise media-promoted body ideals (such as thinideals) to a larger degree than boys do (Knauss, Paxton, & Alsaker, 2007). Additionally, appearance self-esteem seems to be more essential to teenage girls' global self-esteem than it is to boys' (Wichstrom & von Soest, 2016). Therefore, it's possible that females' beauty self-esteem will be more significantly impacted by social media usage than that of guys. The majority of research to date has focused on how social media use affects female samples' appearance satisfaction (Tiggemann & Slater, 2017). Research that has included both genders has produced inconsistent results regarding potential gender differences (de Vries, Peter, de Graaf, & Nikken, 2016; Myers & Crowther, 2009; Rousseau et al., 2017). As a result, we look at gender differences without making any particular predictions about how these impacts would manifest themselves.

As previously said, using social media will probably have an impact on one's self-esteem about beauty, but the reverse effect is also possible. Depending on their pre-existing appearance-related self-esteem, certain teenagers may be more prone to participate in other- or self-oriented social media activities.

Young people who have strong self-esteem, for instance, are less likely to be adversely impacted by social media criticism (Martinez-Pecino & Garcia-Gavilan, 2019), and as a result, they may use social media more often to participate in self-centered activities. Conversely, those with low self-esteem may be afraid that posting and receiving few "likes" may validate their negative opinions about themselves. According to Valkenburg and colleagues (2017), social self-esteem is a predictor of increased youth usage of social media, supporting the hypothesis that appearance self-esteem leads to social media use. To our knowledge, no prospective study has been done on the possible impact of appearance self-esteem or associated dimensions on social media usage.

The kids of today are heavy users of social media—it's pervasive! They study a tonne of other things, communicate with pals, and express who they are. Although it's fantastic in many respects, it may also make them feel inferior to others and less confident in themselves.

This essay will examine the ways in which social media influences young people's self-perceptions and physical appearance, as well as the factors that contribute to these effects. When looking for answers to developmental concerns like who they are and how they feel about themselves, adolescents utilise their self-perception as a tool.

Teenagers' self-image has a significant impact on how they see themselves and, therefore, how their self-esteem develops. Numerous research studies have looked at teenage people's self-esteem and the elements that influence it. Numerous characteristics, including family structure, peer interactions, parental attitudes, perceived social support levels, academic accomplishment, and physical or mental disease, have been linked in studies to teenagers' self-esteem. It is believed that teenage self-esteem is impacted by social media.

Changes in an individual's own social media usage at a particular time point are supposed to predict changes in that same person's self-esteem. These effects of social media use on appearance self-esteem are hypothesised to occur at the within-person level. This calls for separating within-person impacts from between-person effects. For example, for a number of reasons, such as shared genes, personality, stable parenting, or neighbourhood impacts, other-oriented social media users may be more likely than other teenagers to have poor appearance self-esteem (i.e., between-person effects). Traditional covariate method estimates do not distinguish between within- and between-person effects.

Crucially, these prospective effects—which include information from both within and across people—may significantly diverge from only within-person effects. (Berry & Willoughby, 2017). A random intercept cross-lagged panel model (RI-CLPM) (Hamaker, Kuiper, & Grasman, 2015; Orth, Clark, Donnellan, & Robins, 2020) is thus used to test these propositions. RI-CLPM allows for the separation of confounding group-level

associations from withinperson associations, including all stable, between-person unmeasured covariates (i.e., individual differences).

In order to extend the auto-regressive cross-lagged model, RI-CLPM splits the variance into two parts: a within-person component, which is captured by a latent factor at each wave, and a stable between-person component, which is represented by two latent random intercepts loading on appearance self-esteem and social media use, respectively, across all time-points. This within-person component shows changes from one's own mean level during the observational period, such as appearance self-esteem, as a function of changes in one's own levels of the other variable, such as social media use, and the autoregressive effect, such as appearance self-esteem, from the previous assessment point.

Your ability to recognise and respect yourself, or your self-esteem, is a critical component of your mental health. Recent research indicates that social media usage may affect a person's self-esteem in both good and negative ways, particularly for teens who are most susceptible. Young people are using social media sites like Facebook and Instagram more and more to share parts of their life and get validation in the form of likes and comments on the photos and stories they share. On social media, compliments and good remarks may greatly increase someone's sense of self-worth, while unpleasant remarks or less attention might have the opposite impact. In 2014, Vogel et al. did research which revealed a clear correlation between decreased self-esteem and Facebook comparison. Additionally, it was shown that children who used the app more often also tended to report lower levels of life satisfaction.

Furthermore, there was a decrease in self-esteem among individuals who continuously judged themselves against others they thought were in a better situation than they were.

Social media influencers, often known as celebrities, flaunt their appearance and physical health on applications like Instagram and TikTok. They have a large following and are regarded as role models by today's youth. However, on occasion, these so-called "role models" present their appearance in ways that aren't realistic, which makes people self-conscious about their appearance. So how can we protect these young people from the poisonous overload of social media? The secret to your mental health and happiness is a social media detox.

Finding a balance between screen time and real life is important, according to a recent Times of India story. Teens should consider the purpose of their social media usage and the context in which it fits into their lives. Teens are members of Generation Z, therefore using social media is normal and acceptable. However, it's wise for them to stop if it begins to bother them. Having a positive, healthy relationship with social media and adolescent lifestyles is the major objective. Let them know that it's OK to be authentic and proud of who they are. Social networking might sometimes make people feel inadequate.

According to an American Psychological Association research, teenagers and young adults felt better about their appearance, particularly their weight, after using social media less for a few weeks—roughly halving their use. Compared to those who consistently used social media at the same level, this was different. As a result, teens' brains may benefit greatly from social media getaways. It allows them to take a moment to

distance themselves from all the comparing and fretting. They can concentrate more on the people and activities they like when they aren't addicted to their devices. It's similar to giving their minds a little getaway!

Morris Rosenberg created the Rosenberg Self-Esteem Scale (RSES) in 1965. Cuhadaroglu conducted the validity and reliability assessment of the scale in Turkey. The scale has 63 items and 12 subtests. Only the self-esteem subtest was used in this investigation. The exam was set up using the Guttman measuring approach, with items with positive and negative wording placed in sequential sequence. According to the scale's self-assessment method, the respondent receives a score between 0 and 6. When self-esteem is compared using numerical measures, it is rated as high (0–1), moderate (2–4), or poor (5–6). On the scale, low self-esteem is indicated by a high total score, while good self-esteem is indicated by a low total score. In its Turkish adaption studies, the scale's reliability coefficient was determined to be 0.75 and its validity coefficient to be 0.71.

Social Media Use Disorder Scale (SMD-9): Van den Eijnden, Lemmens, and Valkenburg

(2016) created the scale to assess teenagers' degrees of social media addiction. Saricam carried **Physical Development**

A further issue that results from low self-worth and an unfavourable body image is aberrant eating patterns, overindulgent exercise routines, and eating disorders. Several research studies have shown how having an eating issue may be brought on by body dissatisfaction. There is one significant disparity between the physique of regular women and unrealistic, unachievable models' bodies, which shame women for who they are and make them feel pressured to increase physical activity and reduce body weight (Dunkley, Wertheim, & Paxton, 2001; Stice & Shaw, 2002; Herman & Polivy, 2004). According to Bennett, Kelly, and Hetherington (2011), the body

"A robust predictor of dieting, binge eating, and eating disorders" is unhappiness. It's furthermore connected to smoking, laxative use, strenuous exercise, and diet pills result in needless cosmetic procedures" (pg. 71). Girls in high school are severely impacted the way that "images in magazines encourage body dissatisfaction and a desire for change" according to Ahern, Bennett, Kelly, and Hetherington (2011), pp. 76, "to lose weight." Even sportsmen who

People who fit in and exercise often feel under pressure to follow social and athletic expectations in relation to body weight" and "expressed higher levels of body dissatisfaction and more symptomatology of disordered eating (Kong & Harris, 2015, pp. 141). "After the widely held notion that calorie restriction is a successful strategy for controlling weight, physique.

It is also believed that heightened dietary behaviours are a consequence of unhappiness (Stice & Bearman, 2001, page 598). Moreover, Polivy & Herman (2004) assert that the greater the degree of discontent at the more at ease a woman is with her physique, the more probable it is that she will attempt to drop weight.

According to the author (pp. 4), "dieting has been identified as another contributor to disordered eating. "Overexposure to media, such as reading weight-loss-focused magazine articles, demeaning underweight

actresses, extremely muscular people, and overweight TV characters. Teenagers shouldn't be around actors because of their high impressionability. "One-third of In sitcoms, female characters are often underweight. These females are given more favourable remarks on their beauty and participate in more romantic connections as opposed to more serious personalities (Benowitz-Fredericks, Garcia, Massey, Vasagar, Pages 694–695, Borzekowski, 2012). There are recurring themes, particularly in the media, asserting that "you are not considered attractive if you don't look like this." might result in self-defeating thoughts and develop into a habit. Considering continually thinking negatively about oneself will ultimately result in poor self-worth sentiments.

It has been shown to be associated with aberrant eating behaviours (Verplanken Tangelder & Company, 2011, p. 687. In 1994, Stice, Schupak-Neuberg, Shaw, and Stein established "major direct impact of media exposure on the symptomatology of eating disorders and support of gender roles" (pp. 838). Mäkinen, Lindberg, Siimes, Aalberg, Puukko-Viertomies, and (2012) carried out a study in which pupils' weights and heights were recorded by school nurses; those students would next complete a self-esteem, body dissatisfaction subscale, and self-appraisal scale.

Scale and an assessment of eating disorders (pp. 2-3). Boys expressed more contentment with them.

Compared to females, they reported feeling more confident about their bodies. "Most girls stated- while they were underweighted, they felt more content with their physique, but when people were often unhappy when they were overweight even if they were of normal weight. (Mäkinen, Siimes, Lindberg, Aalberg, Puukko-Viertomies, pp. 1). Boys possessed a comparable reaction in terms of contentment and discontentment with their bodies, but the females'. The replies were deeper. Additionally, there was a peculiar feeding habit that was happening among the teenagers who were less content with their physical appearance (Mäkinen, Lindberg, Siimes, Aalberg, and Puukko-Viertomies (2012), pp. 1 & 5. Munoz, Ferguson, Additionally, according to Contreras and Velasquez (2011), "Body Mass Index (BMI) plays an the "best predictors of body dissatisfaction" and "an important role in body dissatisfaction" were BMI and mood symptoms including anxiety and despair (pp. 469 & 476).

Studies have shown a series of events connected to negative body image, depression, and disordered eating. Body image is not the primary factor linked to depression, nevertheless, more so with "stressful life events, emotional reactivity, and deficiencies in social support." (Pages 597–598, Stice & Bearman, 2001). However, those who suffer from depression and have an eating problem is more likely to develop in those who have a negative body image. "Dieting is not healthy. believed to have a role in depression, since emotional anguish may arise from the nutritional endeavour fails" (Stice & Bearman, 2001, pp. 598).

Looks are a major component of Western society, and sadness might arise if someone doesn't similar to what they see in the mirror. Stice & Bearman (2001) state that the typical standard size for a fashion model is "115 pounds and 5 feet 10 inches tall," which is not achievable for a lot of ladies. However, women feel inferior to models when they compare themselves to them.

Albeit they should increase their activity and dietary restrictions. Bearman & Stice (2001) established that "perceived pressure levels, internalisation of the slender ideal, body dissatisfaction, dieting and symptoms of bulimia demonstrated the anticipated associations with rises in signs of depression" (pp. 601). Suicidal thoughts are seen in cases of severe depression.

This is common throughout adolescence. Regretfully, "many who struggle with eating problems have a significant lifetime rate of attempted suicide (Brausch & Gutierrez, 2009, pp. 60). High school pupils were tested by Brausch & Gutierrez (2009) to ascertain what is contributing to the suicide thoughts and found that "unhealthy eating patterns and suicide ideation is substantially correlated with rigorous weight control strategies (pp. 67).

Cognitive Development

Numerous studies have contributed to our understanding of the fact that media has an impact on eating habits, body satisfaction, body image, and self-esteem. However, since social media is still relatively new, there isn't as much knowledge on how it could affect one's mental health, body image, and self-esteem. Social comparison on social media may highlight a lot of problems.

As stated by Kalnes (2013), teenage females may be caught in an endless loop as a result of the excessive amount of time on social media; if the females are always social media users' comparisons to others will become second nature, therefore lowering their sense of self and self-worth. According to Schufreider (2015), individuals could on Facebook, you may compare a lot of things, such "looks, dress style, love life, or social calendar," and people spend more time on Facebook the longer they utilise it. They must measure up to others, which made people start to feel bad about their own sense of self-worth and self-image (pp. 17). In 2015, Blease claims that - People are exposed to a great deal of social rivalry on Facebook. to a range of other individuals who seem prosperous on social media, "as shown by the content of galleries, status updates, and profile pictures (pp. 9).

Social media may also have an impact on one's feeling of belonging. The usage of social media may either boost or weaken one's feeling of belonging.

For example, if someone has a large number of friends or followers on social media, they may have an increased feeling of inclusion. However, some could experience a "disconnection" from society by using more time on Facebook browsing the profiles of others (Schufreider, 2015, page 15). It is crucial to have a stronger feeling of belonging because people are social creatures. The degree of belonging and support that a person receives in life could act as a buffer against stressful or unfavourable life experiences. According to Schufreider (2015). High connectedness levels aid in "individuals managing their emotions...facilitate maintaining the person's really unpleasant emotions at bay" and "may help lower one's low degree of selfworth" (pg. 14).

Each of these elements helps someone have more life quality. A low feeling of self-worth may be exacerbated by a diminished sense of belonging. Individuals also get social recognition when they obtain "likes" or "comments" on their images or status updates; "if individuals get 'likes' or 'comments' from high profile 'friends,' this might lead to improvements in sentiments of wellbeing and self-worth" (Blease, 2015, page 9). Individuals also attach a lot of significance and value to the quantity of "likes" and "comments" they get on social media; hence, if they don't get as many "likes" and "comments" as they anticipated, it might have an impact on their sense of value and self-esteem, as well as cause moderate depression symptoms. Facebook usage affects not only one's sense of worth and self-esteem but also "the level of life satisfaction" among Facebook addicts, was the lowest (Blachnio, Prezepiorka, Pantic, 2015, 703 pages).

People "revealed that their use of social networks like," according to Albooshi (2015) - Their lives have become worse because of Facebook and Twitter (pg. 9).

Facebook users who are not addicts had higher levels of life satisfaction (Blachnio, Prezepiorka, Pantic, 2015, pp. 703).

Sadly, social media's detrimental effects don't end there; depending based on the connections made, the response's tone, and how often it occurs- the use of social media influences one's wellbeing and sense of self (Valkenburg, Peter, Schouten, 2006, Page 589). If someone is getting a significant quantity of unfavourable comments on his or her images or postings on social media, and permits the negativity to compromise their wellbeing and sense of worth.

Due to the fact that "peer acceptance and interpersonal self-reporting is a crucial component of social networking platforms.

Regular usage of these websites may be more detrimental than beneficial (Valkenburg, Peter, pages. 584 in Schouten, 2006). Teenagers are particularly vulnerable because of how they see themselves. Strongly influenced by peers and played a vital role throughout this development.

An "increased focus on the self" is the result of this time (Valkenburg, Peter, Schouten, 2006, pp. 585). Boys and young men may be discouraged from talking about their poor body image concerns or asking for help because of societal conventions and beliefs. This will often result in the problem of males having negative body image being underreported. Young boys are also taught that being a man involves having strength, which may cause them to want to have larger muscles.

The most common cause of bullying in schools is body weight, which may result in victims having a negative body image and low self-esteem. Adolescents with negative body images are also more likely to be taunted or bullied about their appearance, weight, or physical characteristics. Early adolescence is when body image problems in young males often arise. Guys who don't feel good about their bodies either desire to put on weight or lose it all and look skinny. While people who want to become smaller and lose weight are more prone to experience despair, those who want to get more muscle are more likely to misuse drugs, alcohol, and muscle-building supplements. The pursuit of the "ideal or perfect" figure is not exclusive to women.

Ads featuring "perfect" bodies from the diet, fitness, fashion, and beauty sectors appear on a daily basis. Many young people think they are just like these advertising. Low self-esteem and an unfavourable body image may result from this because:

Adolescent females often consult women's magazines or websites for style and cosmetics advice.

Adolescent guys often consult websites or periodicals devoted to muscle and fitness to learn about fitness, health, and style.

Images and messages on the internet, in social media, on TV, radio, and in video games have an impact on our perceptions of ourselves and other people. The way we behave, dress, appear, and consume may all be altered by these signals. Young people will use these pictures as a comparison to define who they are.

Models, actresses, and sportsmen all aspire to the contemporary "ideal" of slender, muscular men and women. Teens may adopt harmful behaviours like these in an attempt to emulate this new "norm" and achieve the super-athletic image.

⇒ Overdoing the exercise

Obsessing over "clean eating"—eating only full, raw, organic, locally produced foods—or overly restricting oneself. This might be an indication of an eating problem. Using steroids, supplements, or protein powders.

Teens may feel better about their bodies and themselves by becoming active. However, exercising only to gain muscle mass and going to great lengths to do so raise red flags. Coaches and teammates may put pressure on male teens to "bulk-up" and have a strong and lean figure, which is often unachievable. Actually, about 1% to 2% of people are naturally thin like the media's "ideal" body type. People who are targeted for cyberbullying on social media due to their appearance, size, or form may become a breeding ground for these attacks. Self-esteem and body image may suffer as a result.

According to a 2018 Pew Research Centre poll, 59% of American teenagers have directly dealt with cyberbullying. This involves, among other forms of bullying, derogatory name-calling and the propagation of false rumours. Most individuals may be made to feel inferior by social media, but those who suffer from eating disorders or body-image issues like body dysmorphic disorder (BDD) are particularly vulnerable to these negative effects. About one in fifty Americans suffer from this severe disorder, according to the International OCD Foundation (IOCDF).

Individuals who suffer from body dysmorphic disorder (BDD) are often obsessed with one or more perceived minor or non-existent flaws in their physical appearance. They engage in repeated and obsessive behaviours related to their appearance, such as checking the mirror and seeking reassurance. Social media may significantly increase these problems.

According to research, males who identify as sexual minorities are more likely to suffer from eating disorders and body dysphoria, two mental illnesses where body dissatisfaction plays a major role.

In a poll of 2,733 males who identify as sexual minorities, Trusted Source discovered a pattern of correlations between:

- Social media use and unhappiness with one's physique.
- Signs of an eating problem.
- Considering the use of anabolic steroids.
- Social media can be a tool for body positivity when it is utilised responsibly. By sharing pictures of their bodies, users may encourage acceptance and self-love.

Non-enhanced, non-sexualized photographs of individuals with various bodies are often included in body-positive material. These pictures show a range of racial backgrounds, physical characteristics, gender identities, and body types. Researchers examined if body-positive social media may result in better body image in a study published in 2021.

233 people who identified as female participated in the trial and were randomised into one of the following groups:

- **The group that supports body positivity:** Members of this group looked at many Instagram photos that reflected the trend.
- **The captioned body-positive group.** The same Instagram photos, complete with captions and hashtags, were seen by this group.
- **The gang under control.** This group looked at a collection of Instagram photos that were just of cityscapes—no people, no captions.

According to the results, participants' body satisfaction increased when they saw body-positive social media posts, whether or not there were subtitles. These benefits were somewhat greater for the captioned pictures, indicating that the favourable impacts might be amplified by words and phrases that reinforce these beliefs.

Over the last several decades, children and adolescents have used media more and more, especially screen media and, more recently, social media. This has sparked concerns because new research indicates that, although moderate to low media consumption may benefit young people, high media consumption for entertainment (i.e., non-educational content) is generally linked to lower psychological functioning in kids and teens. One of the metrics taken into consideration is body image, or young people's subjective assessment of their physical appearance. It has been believed that media consumption has a detrimental influence on this indication, yet there is some evidence that this link is reciprocal.

Research has shown that children as young as three or four years old can comprehend and articulate societal norms and stereotypes pertaining to physical appearance and weight (Damiano et al., 2015; Spiel, Paxton, and Yager, 2012). A distinct desire to be thinner has been observed to emerge in girls by the age of six (Dohnt and Tiggemann, 2006), with accumulating evidence suggesting that about half of seven-year-old girls express

a wish to be thinner (Clark and Tiggemann, 2006). Body image concerns typically arise and intensify throughout childhood (Damiano et al., 2015).

There are less statistics available for males, and the requirement to distinguish between muscularity and weight when discussing body size further complicates evaluation in very young boys. However, it has been found that between 27% and 47% of preadolescent males show a desire to lose weight, however they may not always be smaller (Ricciardelli et al., 2009). Six-year-old boys indicated dissatisfaction with both muscularity and thinness in more recent research (McLean, Wertheim, and Paxton, 2018), with a third of the boys expressing a desire to be more muscular. Adolescence, a period of significant physical changes that tend to pull females farther away from ideals based in thinness and boys closer to ideals anchored in muscle, may also contribute to an increase in body image problems. For instance, among kids and teenagers ages 9 to 14, 50% of girls and 36% of boys desired a slimmer form, whereas 21% of boys and 7% of girls preferred a bigger shape (Dion et al., 2016). Gender disparities and rates have both grown by late adolescence (McCabe and Ricciardelli, 2001).

Emotional Development

The objectification hypothesis explains how sexualization and the loss of subjectivity cause people to become objects in the mass media. According to objectification theory, those who eventually learn to regard themselves in this way—a process known as self-objectification—adopt the media's perspective, which sees people solely as bodies devoid of personality. Then, it is suggested that self-objectification is linked to a number of detrimental psychological effects, such as sadness as well as issues with body image and eating (Fredrickson and Roberts, 1997). In fact, self-objectification causes feelings of body shame when one's appearance doesn't live up to societal norms and the habit of seeing one's body from the viewpoint of an outsider, monitoring and surveillant its look.

The bulk of the bodies shown in the media are very toned and slender, with a focus on extreme thinness for women and hyper muscularity for males. These bodies only make up a very tiny percentage of the diversity in sizes, forms, and looks among people in general. From an early age, media aimed at children and teenagers presents a limited variety of body types as acceptable, contributing to the development of appearance ideals. This is shown by the prevalence of slender and muscular characters. In addition to children's toys like dolls and action figures (Boyd and Murnen, 2017), this also includes digital material (Slater et al., 2017; Tiggemann and Miller, 2010) and television programming (Hayes and Tantleff-Dunn, 2010; Herbozo et al., 2004). Moreover, almost all of those photos have been digitally altered to create even more unachievable looks. As a result, very inflated looks are portrayed in media intended for children and teenagers.

One significant factor in the way the media is believed to affect body image is the weight and form of the people that are represented in children's media. But as mentioned above in the context of objectification theory, a second significant way that media images may negatively impact body image is through the sexualization of people, including children and adolescents, and their objectification—that is, their reduction to objects and loss of their subjectivity image (Fredrickson and Roberts, 1997). High rates of sexualization

and objectification of characters in television material aimed at these age groups have been discovered via content analysis of tween and teenage media (Malacane and Martins, 2016; Ward, Moorman and Grower, 2018).

Media material creates a lot of powerful signals about the value of and expectations connected with chasing beauty standards, as well as the negative effects of failing, in addition to the imagery themselves. In this sense, media material highlights the ways in which appearance should be emphasised and helps to support the notion that it is a fundamental component of self-worth. According to a recent investigation conducted by Tzoutzou, Bathrellou, and Matalas (2020), attractiveness was solely linked to skinny characters in 10 well-known children's television programmes. Moreover, appearance-related material was found to be prevalent in children's animated films published between 2004 and 2016, while messages emphasising the value of masculinity for males were shown to be more prevalent (Harriger et al., 2018).

Furthermore, it is commonly known as the "beautiful is good" stereotype that people who closely resemble socially acceptable appearance standards are given positive attributes in digital content narratives, while people whose appearance deviates from these standards are given negative attributes (Rodgers, Campagna, and Attawala, 2019). For instance, a content study of well-known children's films showed that 84% of them linked physical beauty in women to success, friendliness, sociability, or pleasure. (Herbozo et al., 2004). The gendered aspect of appearance messaging in children's media material is also highlighted by these studies. In a similar vein, images of females were more likely to be appearance-related and sexualized, according to research from a content study of children's advertising (Kim, Ahn and Lee, 2016). As a result, beginning in infancy, the media creates gendered beauty standards that are more restrictive for girls and young women and disproportionately linked to self-worth.

Social Development

Even though kids are seeing more media than ever before, not much study has been done explicitly on how media exposure affects kids' body image. A growing corpus of research among females argues that media exposure is linked to negative body image. Girls' body dissatisfaction at age six was correlated with media exposure (Dohnt and Tiggemann, 2006). Similar to this, it has been demonstrated that girls between the ages of six and nine exhibit a preference for sexualized clothing when exposed to sexualized media content, such as television and magazines. This preference is linked to self-sexualization and body dissatisfaction (Slater and Tiggemann, 2016).

More extensive correlational empirical research has supported the idea that higher media usage is linked to a worse body image among female adolescents, both younger and older (Levine and Murnen, 2009). This research has focused on elucidating the connection between media and body image among these populations. Furthermore, a few experimental and longitudinal studies have validated these associations and reinforced the idea that media exposure is a risk factor for having a negative body image. Media usage, particularly social

media, has been linked to increases in body dissatisfaction and concerns over time among adolescent girls (Schooler, 2008; Tiggemann and Slater, 2016).

Cultural and Contextual Influences

Research on these impacts in teenage males has not kept pace with that on girls. The existence of a cross-sectional relationship between media use and exposure to body image concerns among teenage boys, including social media use (Rousseau, Eggermont, and Frison, 2017) and sexualizing behaviours (Trekels et al., 2018), has been corroborated by correlational research, however, especially with regard to media use on the part of adolescents. Furthermore, however few, several longitudinal studies have shown evidence linking media exposure and usage to a longer-term decline in teenage males' body image. Accordingly, increases in disordered eating, unhealthy body-changing behaviours, and dysfunctional exercise behaviours were predicted by perceived media pressure, especially when it came to muscularity (McCabe and Ricciardelli, 2005). Self-reported tween media consumption was linked to increases in internalising the thinideal, attributing benefits to attractiveness, and developing dysfunctional beliefs about appearance in a large sample of adolescents of mixed genders (Trekels and Eggermont, 2016). Additionally, it was discovered that same correlations existed for males and girls independently.

While screen media makes up the majority of the media that today's kids and teenagers consume, there may be distinctions between the various types of screen media depending on factors like interactivity and how relatable and close the characters are perceived to be. Social media is an extremely participatory media platform that combines user- and commercially generated content. Because children and adolescents may be more engaged with social media and find it more difficult to critically evaluate the content presented as carefully chosen and created with intent, even when posted by their peers, it has been suggested that social media may be more potent in some ways when it comes to its effects on body image (Rodgers, 2015). In fact, unlike influencers and superstars, most kids and teenagers don't directly profit from others seeing or "liking" the stuff they upload to social media, but they nevertheless publish it for a purpose—mostly the desire to become more popular with others.

Accordingly, studies have linked children's and teenagers' usage of social media to outcomes related to their body image (Holland and Tiggemann, 2016; Saiphoo and Vahedi, 2019). Most of the research done to date has been cross-sectional, but a few studies have shown that social media use and youth body image concerns are likely to have bidirectional relationships over time (Tiggemann and Slater, 2016; Rousseau, Eggermont and Frison, 2017). Moreover, it has been shown that using social media to participate in self-image creation and viewing selfies— is linked to increased body image issues in young people (McLean et al., 2019) for a review).

Contextualizing Body Image Issues

The possibility that the type of content viewed influences the strength and direction of the relationships with body image has also been investigated in relation to media use and body image in children and adolescents, with a focus on appearance-focused media content. It is difficult to reason about beauty standards in a manner that is ecologically sound given how pervasive they are in the media. Correlational studies have addressed this question by focusing on asking about exposure to specific media (such as magazines or TV shows), as well as engagement with particular social media platforms or activities. Additionally, experimental studies have exposed young people to appearance-focused content while excluding other types of images (such as travel images).

In line with the predictions of biopsychosocial theories (Rodgers, Paxton, and McLean, 2013), the relationship between media consumption and body image has been shown to be moderated by a variety of individual variables, including age and gender. As previously said, gendered standards of beauty place more value on males' muscularity and girls' thinness, and girls are under more pressure to take care of their looks. In line with this, research has shown that girls' body image outcomes are more strongly correlated with media usage and exposure than are those of boys (Hargreaves and Tiggemann, 2004; Rodgers, Paxton and Chabrol, 2009; McCabe and Ricciardelli, 2003). Nevertheless, other research—especially more recent studies—has shown more parallels than differences (Trekels and Eggermont, 2017; Vandenbosch and Eggermont, 2016, for example).

Age and stage of development may also be significant factors to take into account as moderators of the connections between media consumption and body image. The relationship between media use and body image may be impacted by both of these factors. Firstly, they may influence how much pressure people feel from the media and their ability to critically resist media messages. Secondly, physical changes that occur during childhood and adolescence may cause people to move closer or further away from ideals of appearance. In keeping with this, research has shown, for instance, that younger people—children and preadolescents, for example—may be more vulnerable to the negative impacts of social media on body image (Saiphoo and Vahedi, 2019). It is necessary to do further study on the impact of media on body image at key developmental stages.

Mental health problems in adverse impact of negative social media image

While the aforementioned individual qualities mostly contribute to increased sensitivity to media impacts, research has also looked at potentially defensive characteristics. Media literacy, or social media literacy when it comes to social media particularly, has drawn a lot of attention (McLean, Paxton, and Wertheim, 2016).

The ability to evaluate media material critically in terms of the pictures themselves and the messages they convey while keeping in mind who could profit and gain from the effect of media messaging is referred to as media literacy, along with social media literacy. Intervention programmes that aim to increase media literacy (McLean, Paxton and Wertheim, 2016) and social media literacy have been developed and show some initial promise (Gordon et al., 2020; McLean et al., 2017), despite the fact that the research to date regarding the relationships between different facets of media and social media literacy and body image in youth has not always been consistent (McLean, Paxton and Wertheim, 2016; Rodgers, McLean and Paxton, 2018).

In summary, sociocultural theory explains how media images and messages that promote certain appearance ideals cause people to internalise them as their own standards (appearance ideal internalisation) and engage in appearance comparisons that, because they are primarily unfavourable, lead to body dissatisfaction (Keery, Van den Berg, and Thompson, 2004). Not only has cross-sectional research (Keery, Van den Berg and Thompson, 2004; Knauss, Paxton and Alsaker, 2008) supported the roles of appearance ideal internalisation and appearance comparisons as mediators of the relationships among media use and exposure and body image among children and adolescents, but longitudinal and experimental research (Hargreaves and Tiggemann, 2004; Rodgers, McLean and Paxton, 2015) has also confirmed these roles.

Crucially, media effects are part of a larger sociocultural framework that encompasses children's and teenagers' social environments. It has been said that parents and peers have the ability to either buffer or propagate media messages (Nathanson and Botta, 2003). Peer discussions and the internalisation of media messages, for instance, have been shown to mutually reinforce one another over time and act as mediators in the link between the results of tween television exposure and body image (Rousseau and Eggermont, 2017).

Similarly, among teenage males, the individuals whose parents most strongly reinforced conventional gender norms were shown to have the largest impacts of tween television exposure on factors linked to body image (Rousseau, Rodgers, and Eggermont, 2018).

Chapter 2: Review of Literature

1. Social Media Use and Body Dissatisfaction in Adolescents: The Moderating Role of Thin- and Muscular-Ideal Internalisation

An T. Vuong, Hannah K. Jarman, Jo R. Doley, and Siân A. McLean*

The study primarily focuses on the premise that exposure to media images and body dissatisfaction are mediated by internalisation of appearance ideals. The internalisation of the slender and muscular ideals in the setting of social media is still not well studied, especially with regard to boys. Therefore, our goal was to investigate the association between body dissatisfaction and social media use (namely, Instagram and Snapchat) as well as the potential moderating effects of thin- and muscular-ideal internalisation in a sample of 1153 teenage boys and girls. Body dissatisfaction was not significantly impacted by the two-way (muscular x thinideal internalisation) or three-way interaction (social media use x thin-ideal internalisation x muscular-ideal internalisation). These results highlight the significance of using the sociocultural environment—that is, the effects of new media—as frameworks for comprehending body dissatisfaction and recommend that body dissatisfaction prevention programmes focus on internalising appearance ideals.

2. Reducing social media use significantly improves body image in teens, young adults February 23, 2023 Gary Goldfield, PhD

The lead author of this article, Gary Goldfield, PhD, of Children's Hospital of Eastern Ontario Research Institute, elaborates on the impact of social media on teenagers, saying that "adolescence is a vulnerable period for the development of body image issues, eating disorders, and mental illness." "Youths are using screens for six to eight hours a day on average, with social media accounting for the majority of this time. Users of social media may be exposed to hundreds or even thousands of pictures and photos each day, including those of fitness models, celebrities, and other public figures. As we all know, this causes people to internalise unachievable beauty standards, which increases their dissatisfaction with their body's shape and weight.

In a recent pilot study, Goldfield and colleagues investigated the causal effects of limiting social media use on body image in 38 undergraduate students who had elevated levels of anxiety and/or depression. While some participants were given unfettered access to social media, others were requested to limit their use to no more than 60 minutes each day. After three weeks, individuals who limited their use exhibited improvements in their perceptions of their overall look (but not their weight) in comparison to those who had unlimited access. However, the small sample size prevented the researchers from performing a useful analysis of the gender effect.

3. Are Body Image Issues Affecting Our Adolescents? A Cross-sectional Study among College Going Adolescent Girls

Subhashini Ganesan, S. L. Ravishankar, and Sudha Ramalingam

In Coimbatore, a cross-sectional survey involving 1200 college females was conducted. A semi-structured questionnaire was employed to gather information on a number of variables related to unsatisfactory body image. The subjects' body mass index (BMI) was computed.

The study's goals are to determine the percentage of females who are unhappy with their bodies, the relationship between different causes and these feelings, and the weight control strategies used by adolescent college girls. This study demonstrates that body image dissatisfaction is no longer exclusive to the West and significantly impacts Indian adolescent girls. Therefore, it is necessary to create effective interventions to raise awareness about the appropriate body weight and shield the next generation from the negative influences associated with bad body image.

4. Body Image and Self-Esteem Medically reviewed by: Beth C. Long, PsyD

A brief manual that uses simple language to briefly describe body image and related issues. The author makes a point of highlighting how your thoughts about your body shape your body image. This covers your sentiments and ideas about it. These are not always fixed and can be both beneficial and bad. Making disparaging remarks about your own physique lowers your sense of self-worth. That holds true whether you think it to yourself or express it aloud. It may hurt just as much as if it were stated by someone else. Thus, treat oneself with kindness and decency. Think about it: "Would I talk to my best friend this way?" Be kind to yourself like you would a close friend.

5. How Using social media Affects Teenagers, Writer: Rachel Ehmke

Clinical Experts: Catherine Steiner-Adair, EdD, Donna Wick, Ed.D

According to the survey-based study, youth believe there may be valid reasons to be concerned. In a poll, the Royal Society for Public Health in the UK surveyed people aged 14 to 24 about the effects of social media on their health and well-being. According to the survey's findings, using Snapchat, Facebook, Twitter, and Instagram might exacerbate feelings of loneliness, anxiety, and negative body image. Dr. Steiner-Adair concurs that girls are especially vulnerable. "females are particularly susceptible to the negative effects of all this because they are socialised to compare themselves to other people, especially females, in order to build

their identities.” She cautions that poor self-esteem is frequently the cause. "We forget that the root causes of relational aggression are insecurity, self-loathing, and the need to minimise others in order to feel better about yourself."

1. Self-esteem and social media addiction level in adolescents: The mediating role of body image Colak, Mehmet; Bingol, Ozlem Sireli1; Dayi, Ali

The purpose of this study was to investigate the association between adolescent self-esteem and social media addiction levels, as well as the mediating function of body image in this relationship.

The study's sample comprised 204 high school students, 67 (32.8%) girls and 137 (67.2%) boys, with a mean age of 15.90 ± 1.20 years. The "Rosenberg Self-Esteem Scale," the "Social Media Use Disorder Scale," and the "Multidimensional Body-Self Relations Questionnaire" were used to assess the participants' levels of self-esteem, social media dependency, and body image.

2. The Effect of social media on Body Image Among Adolescents Oriana Macias

Research has shown that adolescent growth is a crucial life stage that is extremely impressionable. The quantity of time spent on social media and its impact on adolescents' body image were the main topics of this study.

Data from the 2009–2010 Health Behaviour in School-Aged Children survey were collected for this secondary analysis study. The initial study targeted health-related attitudes and behaviours with a cross-national survey that was administered to staff, faculty, and students in the fifth through tenth grade. Three categories were used to categorise social media usage: no time, less than three hours, and three or more hours. Additionally, computer and game time was divided into two categories. The study's findings demonstrated a correlation between a lower body image score and more social media use. When used responsibly, social media may encourage positive body image, healthy habits, and lifestyles.

8. Effect of Social Media Use on Body Image among Adolescents, Samah N.Sultan.Eidan University of Baghdad

The study comes to the conclusion that social media use negatively impacted students' perceptions of their bodies. These potential negative effects of social media use on body image perception were found to be correlated with the amount of time female students spent on social media platforms; the more time spent on these platforms, the more negatively these platforms impacted the perceptions of female students' bodies. The study advises the ministry of education to assist the school in providing classes to students about the impact of social media use and how media filtering affects content posted on social media platforms.

9. How Does social media Affect a Teen’s Body Image?

The aim of this research was to investigate the impact of adolescents' active participation on social media sites like Tumblr and Instagram on the link between negative body image and negative body image.

10. The Influence of social media on Adolescent Body Image Ideals: A Study of Middle School Students in Guangzhou-Foshan, China Yitong Zhu

AP Department, Guangdong Country Garden School, Foshan, China.

This study used partial subscales of the Negative Physical Self Scale (NNPS) and a quantified media exposure questionnaire to conduct Pearson coefficient analysis in order to fill the data gap between Eastern and male data on adolescents' body image concerns. It also looked at the relationship between social media usage and body image concerns among 132 middle school students in the Guangzhou-Foshan area of China, who were between the ages of 14 and 19.

11. The influence of trolling on teen mental health: Promoting positive body image and self-perception

The article discusses the obvious effects of social media and smartphone usage, which have increased online trolling and primarily affected youths. Intentionally upsetting and upsetting people online is known as trolling, and it can have serious negative effects on one's mental health, including anxiety, despair, and low self-esteem.

12. Millions of teenagers worry about body image and identify social media as a key cause – new survey by the Mental health Foundation

This survey presents a numerical illustration of the ideas covered in this dissertation. This year's Mental Health Awareness Week, which centres around body image, included the commissioning of an online poll among British youths between the ages of 13 and 19. Millions of young people in Britain are concerned about their body image, according to the report. Anxiety regarding one's body image can contribute to mental health issues and, in certain cases, be connected to thoughts and feelings of suicide as well as self-harm.

13. Media and body image in children and adolescents Rachel F Rodgers

Department of Applied Psychology, Northeastern University

United States

Department of Psychiatric Emergency & Acute Care, Lapeyronie Hospital, CHRU

France

Children and teenagers who utilise media may have a worse body image as a result of the sexualization and objectification of people in the media as well as the promotion of unrealistic and unachievable appearance

standards. This study presents a summary of the empirical research on the topic as well as the theoretical frameworks that explain such an association. **14. The impacts of social media on youth self-image**

By Molly Smith

The directors of Loma Linda University Behavioural Health's Adolescent Partial Hospital Programme are clinical therapists Samantha Gonzalez AMFT, APCC, and Alyssa Acosta, APCC. Collectively, they dissect how social media affects young people's self-perception and mental health, illuminating the difficulties they encounter in upholding a positive self-image in the digital era.

15. The Impact of social media on Adolescent Body Image, Debating Communities and Networks XII, Eleanor Mitchell

This study aims to investigate how adolescents' negative body image associations are affected by their active participation on social media sites like Tumblr and Instagram.

16. The impact of COVID-19 lockdown on social network sites use, body image disturbances and self- The esteem among adolescent and young women , Helena Vall-Roqué

This study aimed to determine the impact of COVID-19 lockdown on social network sites (SNS) use and to explore whether SNS use is associated with body image disturbances and low self-esteem. These results suggest that lockdown has had an impact on SNS use, and this might be linked to increased drive for thinness and eating disorder risk among adolescent and young women.

17. Exploring the Relationship of Social Networking Sites on Body Image, Self-Esteem, and Eating Disorders , Sara Santarossa

The aim of this study was to investigate whether problematic social networking site (SNS) use (i.e., degree of dependent relationship with SNSs), total SNS time/day, total SNS friends, and specific SNS activities were related to body image (BI), self-esteem (SE), and eating disorder (ED) symptoms/concerns. A sample of young adults (N = 147) completed an online survey which measured SNS usage, problematic SNS use, BI, SE, and ED symptom/concerns.

18. The Impact of Body Image on Self-Esteem in Adolescents , Amna Ajmal

Bahauddin Zakariya University

The purpose of the current study was to explore the impact of body image on self-esteem in adolescent males and females. A sample of 290 adolescents (144= male, 146= females) was taken from different schools and colleges of Multan. Rosenberg Self esteem scale and body image schools were used to measure the impact .

19. Relationship Between Body Image and Self-Esteem Among Adolescent Girls,

Brenda Huebscher

University of Wisconsin-Stout

This review outlines the present research on the relationship between body image and self-esteem among adolescent girls. The research shows that the relationship between body image and self-esteem is important for adolescent girls McCabe, M., & Ricciardelli, L. (2003). Adolescent girls are looked at in different case studies to see what causes them to believe they need to be thin. Furthermore, current literature supports four subtypes of causes that are explored thoroughly in this review that deal with a significant relationship with body image and self-esteem. However, more research needs to be conducted for this review. There is a lack of finding other influences that cause adolescent girls to have a negative outlook on their own body, which causes low self-esteem.

20. The influence of social media use on body image concerns, Vittoria Franchina University of Palermo , Italy

The internet-based media and especially social networking sites differ from traditional media in that they allow individuals to interact with their friends in their networks. Moreover, Internet-based media are easily available on devices such as smartphones or tablets. Previous research has demonstrated that mass media contribute powerfully to an individual's body dissatisfaction. To date, research on the effects related to exposure to 'newer' forms of media, in particular social media on the Internet, is scarce. The purpose of the current study is to review the extant body of research dealing with the influence of social media on body image concerns, especially among adolescents.

Chapter 3: Research Methodology

Aim

The aim of this research is to investigate the social media, Body Image and Self-Esteem and its adverse impacts on Adolescents among college and non-college students.

Objective

- ⇒ To study the association of social media anxiety with body image and emotional competence.
- ⇒ To study the impact of high usage of social media on body image and lack of self-esteem in growing adolescents.

Hypothesis

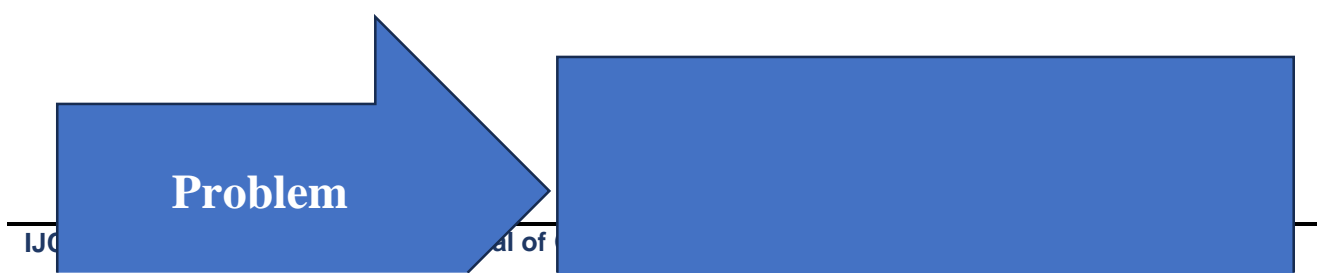
- ⇒ There will be a significant association of social media anxiety with body image and emotional competence.
- ⇒ There will be a significant impact of high usage of social media on body image and lack of self-esteem in growing adolescents.

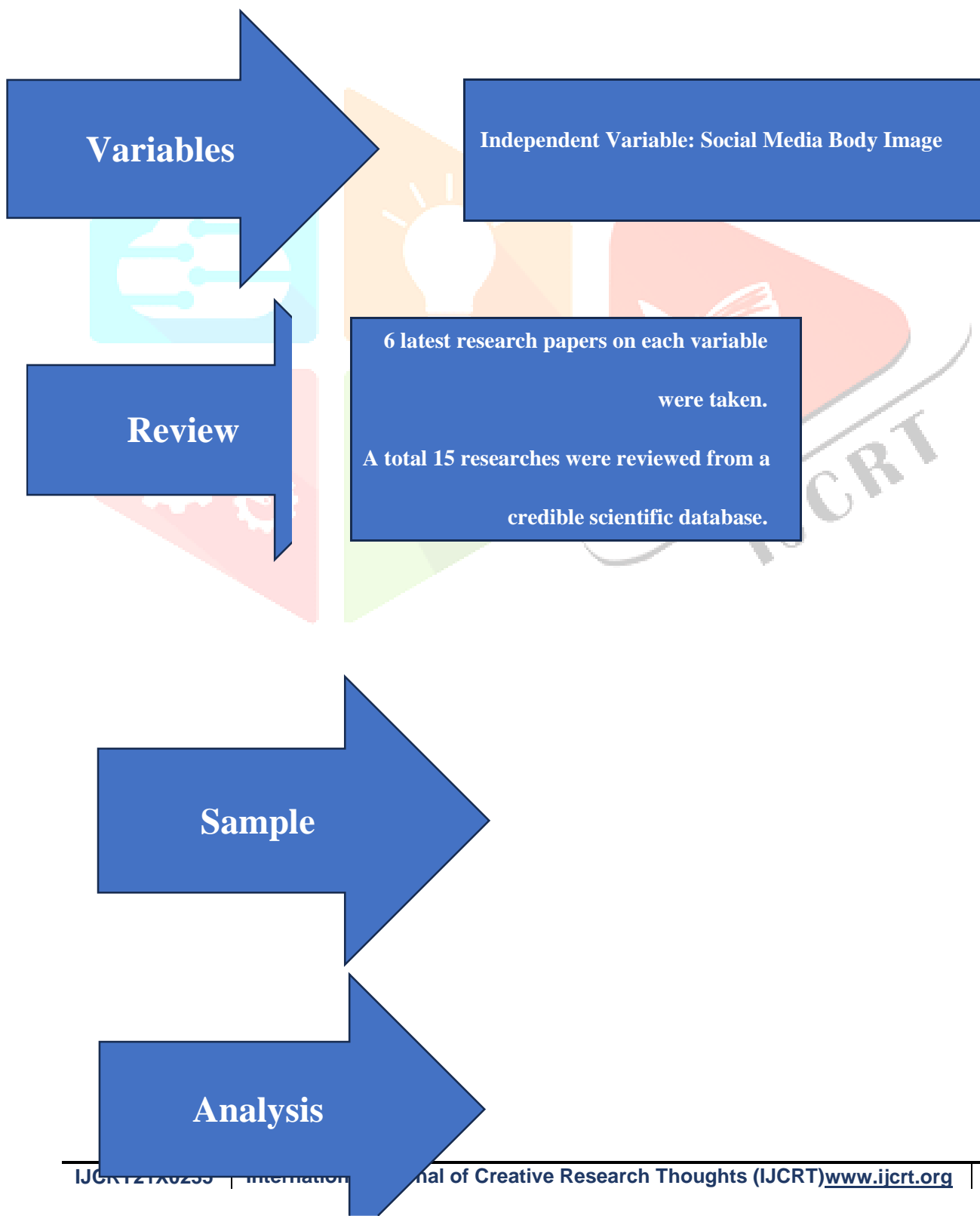
Research Design

Quantitative Research Design

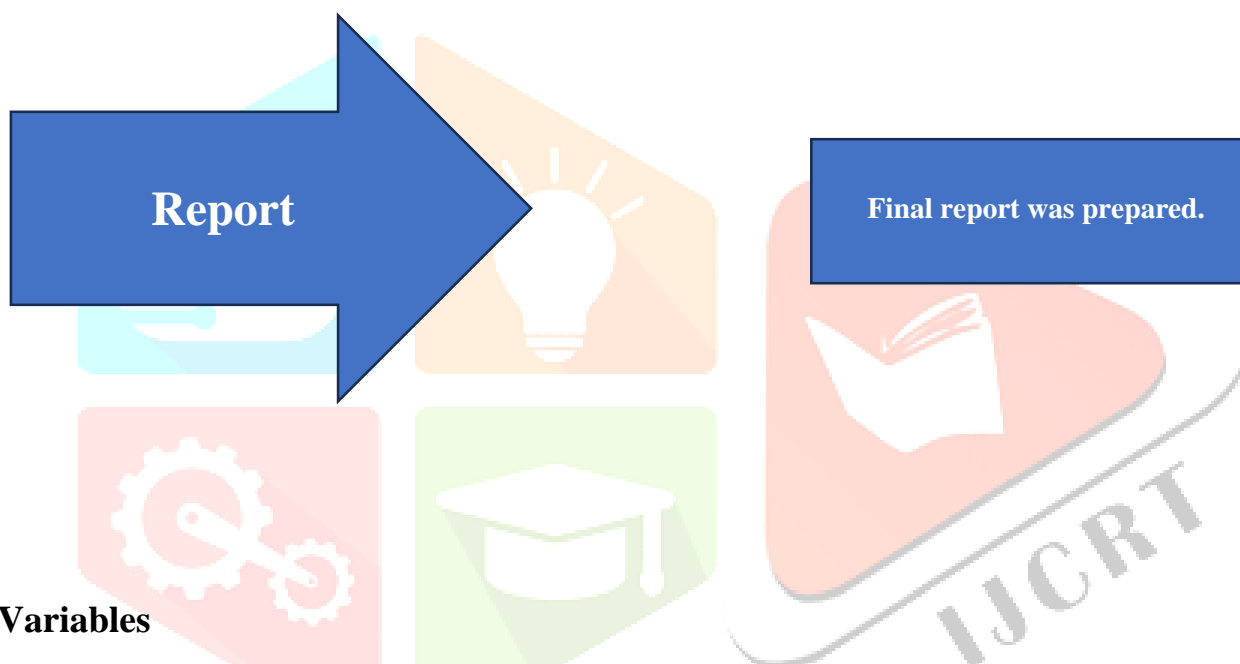
This type of research frequently utilises statistical analysis to identify patterns, relationships, and cause-and-effect relationships between variables.

Diagram 1: Research Design





As element selection criteria have been
deployed and the



Variables

In an experiment, an independent variable is one that is controlled or watched to see how it affects the dependent, or outcome, variable. Independent variables might be causally connected to the dependent variable or not. The dependent variable is the result that can be seen to exist or change based on what happens or how the independent variable changes. In correlational research, the effect that you want to predict or explain is the "dependent variable". Dependent variables and the independent variable may or may not be causally linked. also known as a response variable, effect variable, or criteria variable (VandenBos, 2015).

Following is the case for the current study:

Independent Variable: Social Media Usage

Dependent Variable: Body image and Self-Esteem

Sample

The study included 126 participants, 73 males, and 53 females between 18-25 years of age. For this study, element selection criteria have been deployed and the representation basis is nonprobability, hence it is purposive sampling (Kothari, 2004). A sample of 126 participants aged between 18 and 29 years (mean age =20.92, SD =2.09) was taken for this study. This study will use 126 college students from the Delhi-NCR area (73 male and 53 female).

Inclusion and Exclusion Criteria: In this study, we included those individuals who are college students. These individuals belonged to a certain age group (18–29 years). All those who were not in the age group were excluded.

Research Tools

The study will use an online questionnaire consisting of the following measures:

1. Questionnaire 1

Questionnaire 1 consisting of Five subscales: BE- Body Image (1, 2, 3, 9*, 10*, 12*); BE- Body Weight (4, 5, 6, 7, 11*); BE- Social-Media (13, 14); BE- Self-Esteem (15, 16, 18, 19, 20, 21, 22*, 23*, 24*, 25*); BE- Self Care (8, 17). [* negative items, which must be recoded for scoring by reversing the scale (i.e., 0 = 4, 1 = 3, 2 = 2, 3 = 1, 4 = 0).] based on THE BODY-IMAGE QUESTIONNAIRE (BIQ): AN EXTENSION MICHELE KOLECK, MARILOU BRUCHON-SCHWEITZER, FLORENCE COUSSON-GÉLIE and BRUNO QUINTARD.

2. Questionnaire 2

Questionnaire 2 Four subscales: BE- Body Image (3, 4, 14*, 15*, 16*, 18*, 19*, 20*, 21*, 25); BE- Body Weight (17*, 22*, 23*, 24*); BE- Social-Media (5); BE- Self-Esteem (1, 2, 6, 7, 8, 9, 10*, 11*, 12*, 13*);

[* negative items, which must be recoded for scoring by reversing the scale (i.e., 0 = 4, 1 = 3, 2 = 2, 3 = 1, 4 = 0).] based on On Redefining the Body Image Satisfaction Questionnaire: A

Preliminary Test of Multidimensionality

Filipe Rodrigues, Diogo Monteiro, Pedro Flores, and Pedro Forte

The aim of the present study was to examine the Body Image Satisfaction Questionnaire (BISQ) as a multidimensional instrument, designed to measure individuals' body image satisfaction. A sample of 790 Portuguese healthy adults (female = 399; male = 391) aged 18 and 49 years old (M = 28.61, SD = 7.97) completed the BISQ. Exploratory factor analysis of the BISQ provided initial psychometric validity for a five-factor model assessing five dimensions of body image, namely, face, upper torso, lower torso, lower body,

and overall body appearance. Confirmatory factor analysis supported this five-correlated model, in which a bifactor model provided the best fit to the data, defining a body image satisfaction factor and five specific factors. The BISQ clearly distinguished between various dimensions of body image satisfaction and showed satisfactory psychometric quality through factor analyses. This measure may have a broad application for research and practice, as a tool for capturing individual body image satisfaction.

Procedure

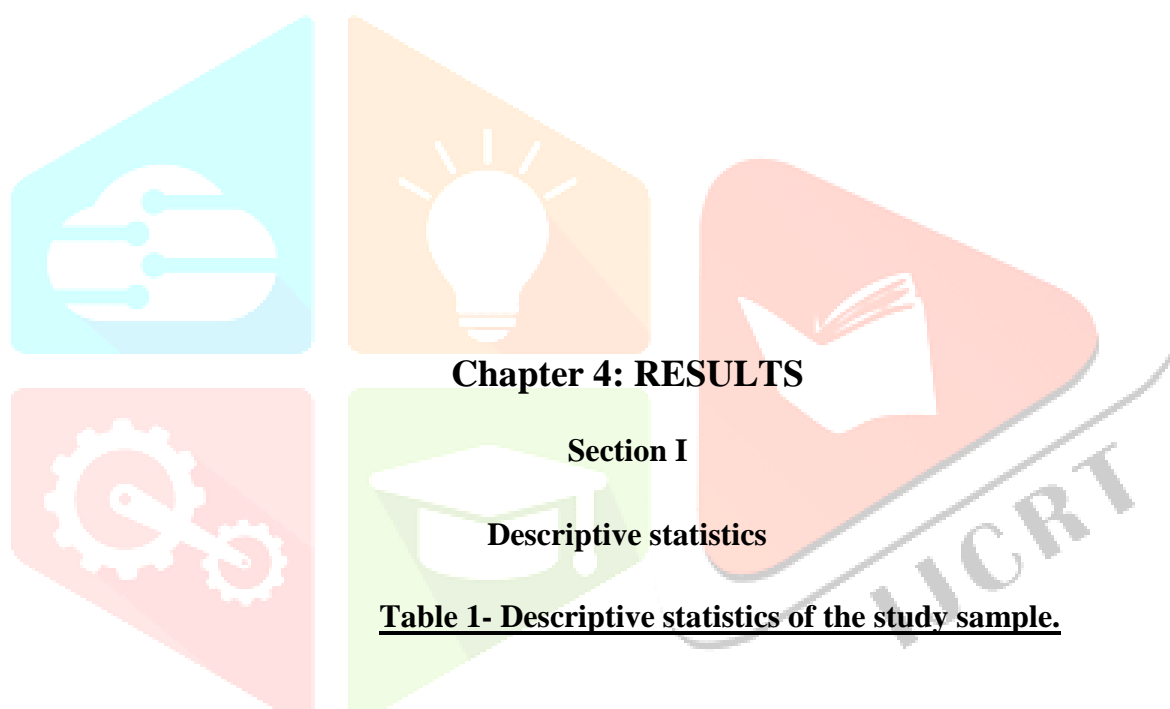
To measure the variables, questionnaires that fulfilled the requirements were chosen. The reliability and validity of the same were kept in mind. Further, a survey was framed using Google Forms which comprised three sections for the respective questionnaires. The participants were asked for their consent before they filled the questionnaire. The survey was shared with the subjects. Data was collected using the Snowball Sampling Technique. After data collection, the scoring was done with the help of scoring keys mentioned in the questionnaires.

Data Analysis

The data were analysed using SPSS statistics 23.0. The mean and standard deviation were calculated, along with which the correlation between the three variables was computed using the scores collected from the Social Media Body Image, The Body-Esteem Scale for Adolescents and Adults (BESAA) and The Low Self-Esteem Scale, and the T-Test was used to compare the means between the three groups. The results of the t-test are reported in terms of t-value, and significance level (Sig.).

Ethical Consideration

The study will obtain ethical approval from the institutional review board (IRB). Informed consent will be obtained from each participant prior to their participation in the study.



Chapter 4: RESULTS

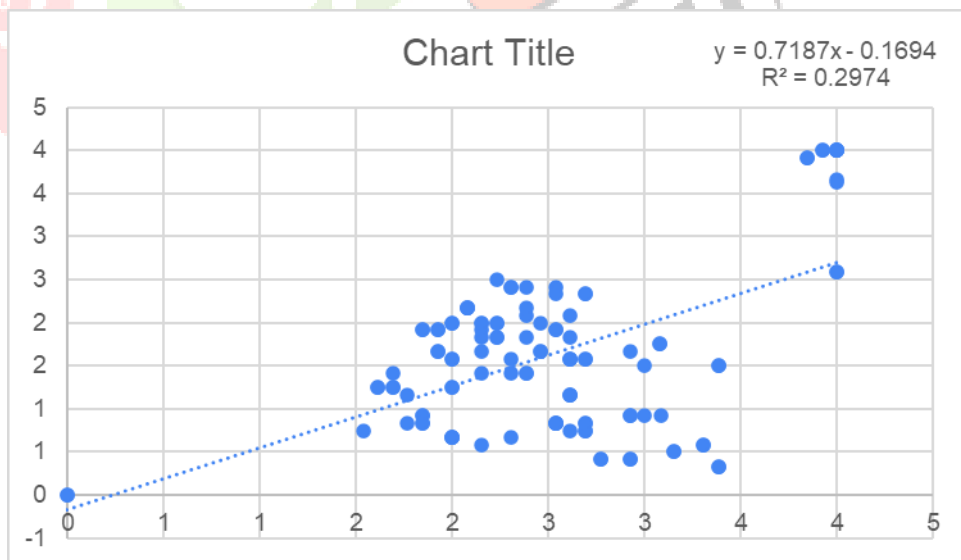
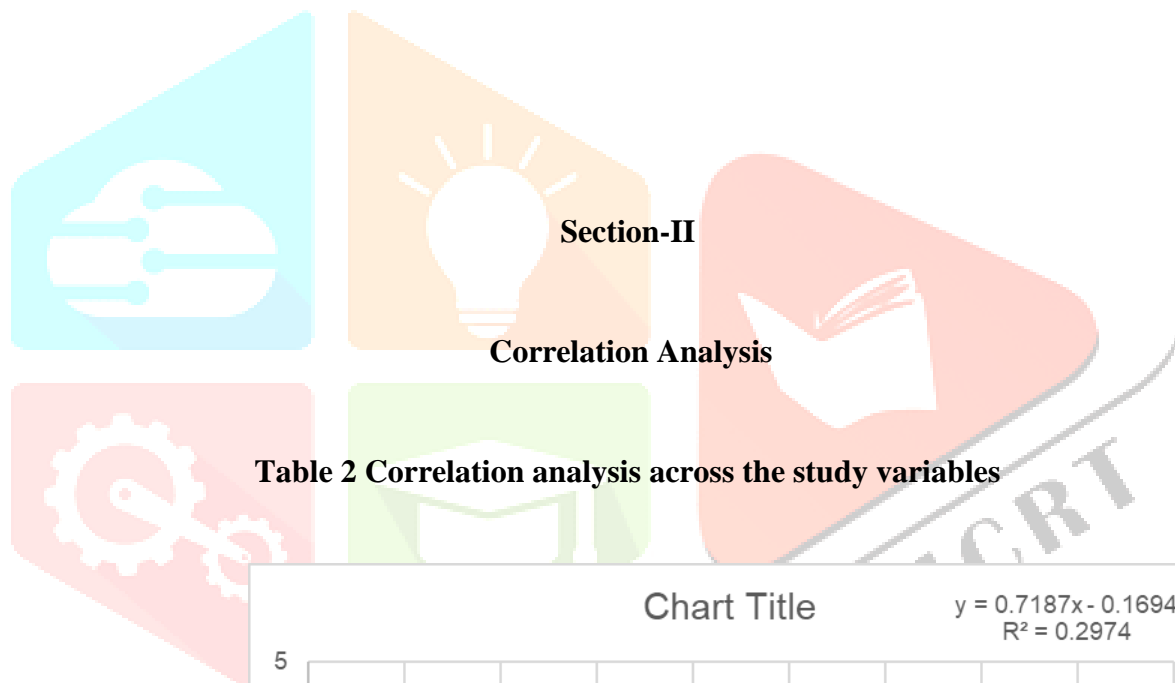
Section I

Descriptive statistics

Table 1- Descriptive statistics of the study sample.

	N	Mean	Standard Deviation
Age	119	19	70.69
Body Image	119	2.54	82.35

Low Self- Esteem	119	1.65	82.97
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The correlation analysis results ($r = 0.545343928$, $r = 0.545343805$) reveal a significant positive correlation between high usage of social media and its enduring impact on body image and low self-esteem. According to this correlation, those who have unpleasant experiences when using social media are more likely to struggle with their body image later in life. The survey's results provide a clear picture of the complex and wide-

ranging influence social media has on teenagers' perceptions of their bodies, both positive and bad. The development of various body image and self-esteem issues, such as depression, anxiety, post-traumatic stress symptoms, aggression, substance use disorders, aggressive dieting, unamicable weight loss or gain goals, not appreciating one's uniqueness, and other self-esteem related disorders, is largely influenced by high usage of social media and the competitive image vested by it. These results highlight the complex relationship between negative social media use and the ensuing adult emergence of problems with ideal body appearance.

Furthermore, the correlation analysis highlights the cumulative nature of harmful social media norms, showing that people who use social media and are exposed to various forms of bullying or victimisation run an even higher risk of developing relational, physical, and psychological health issues as they get older. They wind up continually comparing themselves to others and have a tendency to detest who they are. This compounding effect emphasises how critical it is to identify and treat the various types of traumas that people encounter in their early years. The correlation results also highlight the pressing need for a thorough comprehension of the psychological effects of social media bullying and the application of focused intervention techniques to lessen the long-term effects on teenagers.

Furthermore, early intervention and preventive interventions are crucial to treat trauma-related issues before they worsen into situations of low self-esteem. This is because negative social media usage and body image are correlated.

It could be able to lessen the long-term effects of negative body image and encourage selfacceptance in people by offering the right kind of support and interventions during adolescence, such as trauma-informed therapy and social support networks.

In the end, these initiatives are critical to improving the general wellbeing and quality of life of those who have been the targets of cyberbullying, as well as to lessen the social burden of maintaining an ideal body image as an adult.

Chapter 5: DISCUSSIONS

This study's main goal was to examine the complex relationship between traumatic teenage social media experiences and adult self-esteem-related negative consequences, with a focus on fad dieting, negative body weight stereotypes, the pressure to look perfect, depression, anxiety, post-traumatic stress disorder (PTSD), and low self-esteem.

The study was planned with two primary goals in mind: first, to look into the ways that heavy social media use can negatively affect young people's self-esteem; and second, to examine the relationship between the duration and severity of cyberbullying and an adult's ideal body image. These objectives functioned as a roadmap for the research process. They were in charge of formulating theories based on the body of current research as well as the specific goals of the investigation.

To achieve these aims, a systematic approach was used to gather data from 106 members of the sample group using two different questionnaires. Questionnaires 1 and 2 were the ones that these were. Several significant discoveries were made when the data was analysed. Initially, a description of the sample group was created using descriptive statistics. These data showed that the sample group's average age was 22 years old and that there had been a moderate amount of reported childhood trauma. Likewise, a range of teenage self-esteem outcomes revealed mild to moderate symptomatology among the individuals.

Further investigation utilising correlational approaches revealed a strong positive correlation between teenage use of social media and bad outcomes related to self-esteem that manifest as maturity. According to the study's findings, people who experienced more harmful events related to bullying because of their body image as adolescents were more likely to suffer from severe symptoms of poor self-esteem as adults. Furthermore, the regression analysis's findings showed that social media norms and breaking them had a substantial impact on adult poor self-esteem outcomes, accounting for a considerable portion of the observed variance. This highlighted the importance of the severity and length of bullying experiences in relation to the later emergence of issues with low self-esteem.

In order to lessen the long-term effects of cyberbullying or social media judgements on one's well-being of self-esteem, mental health professionals must detect and intervene early, as these findings underscore the significance of addressing adolescent trauma within self-esteem interventions. The study also demonstrated the moderating impact of demographic variables on the dynamic interaction between adult low self-esteem outcomes and social media competitiveness, including gender, age, socioeconomic level, and ethnicity. The study's main focus was on these variables.

In summary, the study's findings provide valuable recommendations for clinical practice and intervention techniques intended to improve mental health in people impacted by unfavourable social media standards. These results offer insightful information about the intricate and varied relationship between social media's

unfavourable body weight norms and the actual world. To improve the robustness and generalizability of our findings, more research projects involving a range of demographics and assessment techniques are required. In the future, you ought to think about carrying out this kind of study.



Chapter 6: SUMMARY AND CONCLUSION

The aim of this dissertation is to examine the intricate connection between poor body image concerns results and unfavourable social media usage, with a focus on factors like drug abuse, melancholy, anxiety, and post-traumatic stress disorder (PTSD). The study offers compelling evidence of the significant and enduring impact that bullying based on body image has on people's psychological health in later life. This finding is the result of thorough data collection and analysis involving 106 adult participants. The research objectives were effectively addressed by looking at the prevalence of high social media usage among adolescents and its different forms, looking at the relationships between negative social media usage and body image issues, and looking for potential moderators or mediators that affect this complex relationship.

The results of this study highlight a sobering fact: adolescent experiences with negative body image have a lasting effect on people's mental health and make them far more vulnerable to a range of psychological problems as they enter adulthood. It's critical to remember that social media has an impact that goes beyond

the emergence of symptoms. Socioeconomic status, age, gender, and ethnicity are among the demographic characteristics that influence the intensity and presentation of mental health repercussions. This insightful viewpoint emphasises how important it is to create customised therapy approaches that take into account the wide range of experiences and backgrounds that trauma survivors have.

This dissertation makes a significant contribution to the field of mental health by shedding light on the complex dynamics of social media and its effects on adult mental health. To sum up, this dissertation adds something really significant. This study emphasises the value of early identification, trauma-informed treatment, and comprehensive support networks in promoting recovery and resilience in people impacted by social media. It accomplishes this by outlining the ways in which social media influences people and by pointing out possible directions for action. The knowledge gathered from this study is important for academics, clinicians, and legislators who support equitable access to mental health services and the wellbeing of all people. This is especially crucial since that society is finding it difficult to adjust to the pervasive influence of social media.

CONCLUSION

This dissertation concludes by highlighting the significant and wide-ranging influence that teenage body image issues have on adult mental health consequences. It clarifies the complex relationship between early trauma and subsequent psychological health. This research has provided strong evidence, through careful analysis of data from 106 adult participants, of the long-lasting effects of childhood trauma. The results of this study show that using social media negatively is linked to higher chances of substance addiction, depression, anxiety, and posttraumatic stress disorder (PTSD), among other mental health issues.

The results emphasise the critical public health issue of negative social media usage and its effects on adults' self-esteem as they age. This calls for multifaceted strategies that include prevention, early intervention, creating comprehensive support networks, and other strategies along these lines.

The negative effects of social media on mental health are real, too:

⇒ **Anxiety.**

You're not the only one who uses social media and then feels gloomy or stressed. Studies have indicated that social media usage and anxiety are closely related, with more screen time both causing and aggravating anxiety symptoms.

⇒ **Fear of missing out.**

Often referred to as FOMO, these anxious sensations might result from being left out of or unable to join in on pleasurable social events. A negative mental pattern specific to social media can result from FOMO: Anxiety arises that things are going on without us, which is followed by the need to keep checking the

platforms for evidence. Eventually, we get a sickening sense of confirmation when we discover evidence of those under-the-radar get-togethers in online posts.

⇒ **Body image and self-esteem.**

Negative emotions related to social media and body image can easily seep in when our feeds are overflowing with photographs that have been Photoshopped. Our self-esteem may be seriously impacted by the unachievable social media body image that is created by the thinideal that is portrayed in pictures. We occasionally end up feeling worse about ourselves when we become addicted to frequent browsing and we notice an increasing number of pictureperfect photographs. ⇒ **Sleep issues.**

Sleep quality might also be harmed by continuous scrolling. Teenagers who used social media for more than three hours a day were more likely to stay up late and wake up during the night, according to a British study. More bad news for those of us who are anxious and spend a lot of time on social media: we become concerned about what we see on the apps and become even more anxious from the sleep deprivation brought on by our prolonged scrolling.

⇒ **Cyberbullying.**

According to a survey, thirty percent of American teenagers reported having encountered cyberaggression in the previous month, ranging from hurtful remarks to rumours and even threats. Cyberbullying can be hard to keep an eye on, and for victims of all ages, it can have serious, catastrophic impacts on their mental health.

With these detrimental impacts in mind, it can be tempting to want to cut social media out of our life entirely. And while we can choose to give it up if we decide we're better off without it and can stick with it, we can still maintain our daily scroll and stop feeling down.

By acknowledging the positive aspects of social media, we can begin to use it in a way that brings us happiness. Positive social movements can find a home on social media, which can also serve as a resource for groups who would not otherwise have access to the outside world or a place to unite around shared interests.

To focus on the good and avoid the common pitfalls, there are a few habits to help us use social media more mindfully:

✚ **Spend less time on social platforms.**

According to one study, cutting back on social media use to no more than 30 minutes a day reduced emotions of loneliness, despair, and anxiety. Can't seem to keep track of those thirty minutes? Our devices' phone settings can notify us when we've hit our daily limit, so we can feel good about adhering to it if we keep these advantages in mind.

✚ **Don't scroll first thing in the morning or before bed.**

Even though many of us use our phones as wake-up alarms (which makes it all too easy to grab for our phones while in bed), a never-ending feed of updates, news, and selfies rarely creates the ideal atmosphere for unwinding at the end of the day or getting ready for the next one. Think about creating more deliberate daily routines around these two constants. Engaging in screen-free activities such as gratitude journaling, meditation, and journaling are excellent places to start.

Turn off notifications and only check social media at certain times.

Everyone is aware of how simple it is to reply to pings that inform us of new postings or comments. But the truth is, we are in charge. You may discover that you may avoid a lot of social media anxiety if you have a schedule that you control and don't need to be constantly reminded to do things.

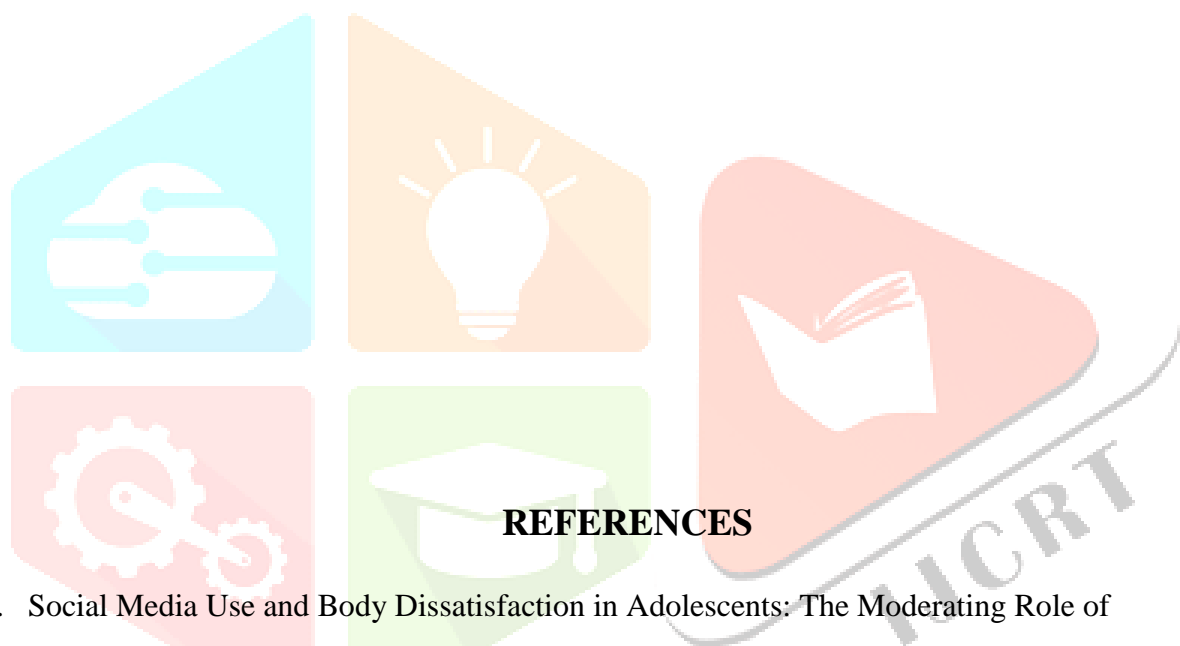
Use social media on a device that's not your phone.

Upon reflection, is it truly necessary for us to have access to every social media network across all of our devices? If you find it easier to establish a better balance in your social media use when it's not always available, try taking a break and uninstalling apps one at a time from the device you use the most, which is probably your phone. We may discover that we are more able to be present in the real world and less preoccupied with the virtual one when we limit our use of social media to computer time.

Create a feel-good follow list.

We review our following list if there is concern that using social media is causing unfavourable emotions. Unfollow the accounts that could be causing you to experience the bad emotions we've stated, and replace them with ones that cheer you up, amuse you, or even inspire you to achieve your objectives. To utilise social media as it was meant to be used—to make new friends and keep ties even while we're apart—we may also attempt keeping up a profile where the bulk of our new followers are solely our real-life friends and local authorities.

Problems with self-esteem or body image can occasionally be too difficult to tackle on their own. Trauma, despair, or health problems can all have an impact on your self-esteem. Furthermore, a false negative body image might result from eating problems. Inform your parents, physician, or therapist about your experiences. Request assistance. With support and guidance, one's self-esteem and body image can improve.



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How parents can help kids resist the pressure created by artfully curated social media feeds.

Writer: Rae Jacobson

Clinical Experts: Jill Emanuele, PhD, Kimberly Alexander, PsyD




APPENDICES

APPENDIX 1

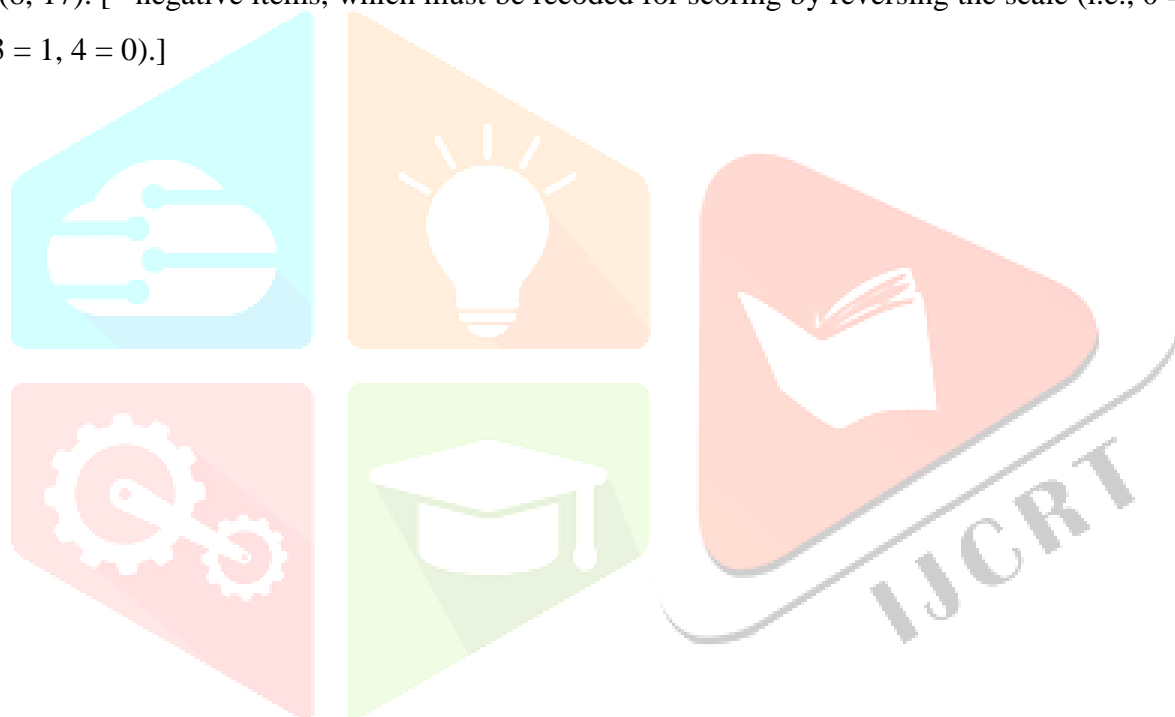
SOCIAL MEDIA, BODY IMAGE AND SELF ESTEEM IN ADOLESCENTS

Indicate how often you agree with the following statements ranging from "never" (0) to "always" (4). Circle the appropriate number beside each statement.

- 
1. I like my body-type. 0 1 2 3 4
 2. I know my body-type. 0 1 2 3 4
 3. I look good in my pictures. 0 1 2 3 4
 4. I am content with my weight. 0 1 2 3 4
 5. I nourish my body with healthy food. 0 1 2 3 4
 6. My immune system is healthy and strong. 0 1 2 3 4
 7. I enjoy working out to keep my body fit. 0 1 2 3 4
 8. I take time for self-care on a daily basis. 0 1 2 3 4
 9. I wish I had a thinner body. 0 1 2 3 4
 10. I wish I had a thicker body. 0 1 2 3 4
 11. I am preoccupied with trying to change my body weight. 0 1 2 3 4
 12. I wish I looked better. 0 1 2 3 4
 13. I don't trust everything that appears on social media. 0 1 2 3 4
 14. Unrealistic beauty standards set on social media don't bother me. 0 1 2 3 4
 15. I know my flaws. 0 1 2 3 4
 16. I own my flaws. 0 1 2 3 4
 17. I meditate daily. 0 1 2 3 4
 18. I am confident in the decisions I make. 0 1 2 3 4

- 19. I forgive myself for my past mistakes. 0 1 2 3 4
- 20. I can say “No” without any guilt. 0 1 2 3 4
- 21. I don’t need validation from others to see my own worth. 0 1 2 3 4
- 22. I do negative self-talk. 0 1 2 3 4
- 23. I cannot express my true self. 0 1 2 3 4
- 24. I don’t want to leave my comfort zone. 0 1 2 3 4
- 25. I am afraid to fail. 0 1 2 3 4

Five subscales: BE- Body Image (1, 2, 3, 9*, 10*, 12*); BE- Body Weight (4, 5, 6, 7, 11*); BE- Social-Media (13, 14); BE- Self-Esteem (15, 16, 18, 19, 20, 21, 22*, 23*, 24*, 25*); BE- Self Care (8, 17). [* negative items, which must be recoded for scoring by reversing the scale (i.e., 0 = 4, 1 = 3, 2 = 2, 3 = 1, 4 = 0).]



APPENDIX-2

SOCIAL MEDIA, BODY IMAGE AND SELF ESTEEM IN ADOLESCENTS

Indicate how often you agree with the following statements ranging from "never" (0) to "always" (4). Circle the appropriate number beside each statement.

1. I feel comfortable and happy with my overall appearance of my body. 0 1 2 3 4
2. I am satisfied with my body weight and size. 0 1 2 3 4
3. I feel confident about my physical attributes. 0 1 2 3 4
4. I don't compare my body to others and feel satisfied with it. 0 1 2 3 4
5. I am not influenced by media representations of ideal body images. 0 1 2 3 4
6. I don't wish my body looked more like someone else's. 0 1 2 3 4
7. I am confident in my ability to take care of my body's needs. 0 1 2 3 4
8. I am proud of my body's strength and capabilities. 0 1 2 3 4
9. I feel comfortable engaging in physical activities without judgment. 0 1 2 3 4
10. How often do you deliberately check your feature(s)? Not accidentally catch sight of it.
does your feature(s) currently lead you to avoid situations or activities? 0 1 2 3 4
11. How often
does your feature(s) currently lead you to avoid situations or activities? 0 1 2 3 4
12. How much does your feature(s) currently interfere with your ability to work or study, or your role as a homemaker? 0 1 2 3 4
13. How much does your feature(s) currently have an effect on an existing or potential sexual relationship? (e.g., enjoyment of sex, frequency of sexual activity). 0 1 2 3 4
14. I avoid certain types of lighting because of my features. 0 1 2 3 4
15. I avoid having my hair cut at a hairdresser. 0 1 2 3 4

16. I avoid certain types of clothes because of my features. 0 1 2 3 4 17. I pinch the fat

on my skin. 0 1 2 3 4 18. I use padding in my clothes

to camouflage or increase the size of a feature. 0 1 2 3 4

19. I use cover up stick for spots or blemishes very often. 0 1 2 3 4

20. I use diet pills, laxatives or diuretics. 0 1 2 3 4

21. I feel less attractive than my friends. 0 1 2 3 4

22. I think my stomach is too big. 0 1 2 3 4

23. I think my stomach is too thin. 0 1 2 3 4

24. I think my hips are too big. 0 1 2 3 4

25. I feel satisfied with the shape of my body. 0 1 2 3 4

Four subscales: BE- Body Image (3, 4, 14*, 15*, 16*, 18*, 19*, 20*, 21*, 25); BE- Body Weight (17*, 22*, 23*, 24*); BE- Social-Media (5); BE- Self-Esteem (1, 2, 6, 7, 8, 9, 10*, 11*, 12*, 13*); [* negative items, which must be recoded for scoring by reversing the scale (i.e., 0 = 4, 1 = 3, 2 = 2, 3 = 1, 4 = 0).]