

The Perceptions of Beauty Among Teenagers

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ABSTRACT

This research study delves into the perceptions of beauty among teenagers, focusing on the multifaceted influences of societal, cultural, and digital factors. Utilizing qualitative methods, the study investigates how societal norms, cultural values, and digital media shape teenagers' definitions and understandings of beauty. Through comprehensive exploration, the research uncovers the impact of these influences on teenagers' body image, self-esteem, and mental well-being. Additionally, the study examines the role of peer dynamics and social media in shaping beauty perceptions and offers insights into interventions aimed at promoting positive body image and self-acceptance. Moreover, the research explores the intersectionality of beauty perceptions with other identity factors, such as gender, ethnicity, and socioeconomic status, to understand diverse experiences among teenagers. The findings of this study contribute to a deeper understanding of beauty perceptions among teenagers and highlight the importance of addressing societal pressures and promoting inclusivity and diversity in beauty standards.

Keywords: Beauty Perceptions, Teenagers, Societal & Cultural influences, Digital Media, Mental Well-being

INTRODUCTION

The word 'Beauty' is an intricate and subjective concept. It evades rigid definitions and reveals itself in multifarious forms, transcending the boundaries of culture and time. It has remained an essential and timeless part of humanity, and without its pervasive influence, we would not be able to appreciate even the simplest of things that surround us. Beauty's complexity lies in its capacity to reveal itself in diverse expressions that are both tangible and intangible. It enriches our lives by inviting us to explore, contemplate and find meaning in the worlds around us.

This intricacy emerges from different perspectives across cultures. The standards of beauty differ significantly between cultures leading to varying ideals and preferences. The ancient Greeks, for example, birthed the concept that a beautiful body was associated with having a beautiful mind. In their eyes, a symmetrical face and harmonious body were not just aesthetically pleasing but reflected the inner goodness of man (Lefkowitz & Fant, 2016). In contrast, the Japanese outlook was based on the philosophy of 'Wabi-sabi', which teaches that everything is inherently imperfect and fleeting. To them, a weathered object or fading flower evokes a profound sense of beauty (Koren, 1994).

The teenage years are marked by a transformative and dynamic phase characterized by numerous changes and the discovery of oneself. Amidst this transition, the perception of how one views oneself holds a pivotal role in shaping their worldview. This period is marked by physical, emotional, and social transformations, in which the individuals grapple with societal ideas, peer influences and evolving self-

identities. These factors converge, influencing their understanding of what is termed as ‘beautiful’. The interplay of these concepts creates a complex tapestry that shapes the way they perceive and navigate the concept of beauty.

Adolescents, in their formative years, absorb these standards as they navigate their social environments, leading to the internalization of certain beauty ideals that influence their self-perceptions (Perloff, 2014). The omnipresence of media, especially through digital platforms exposes teenagers to a constant flux of images, trends, and beauty standards. These digital platforms tend to portray unrealistic, unattainable, and idealized versions of beauty. The images frequently showcase flawless skin, perfectly proportioned bodies and meticulously styled appearances that deviate significantly from the natural diversity of human bodies and features. The relentless exposure to such images can contribute to the distorted perception of beauty and impact one’s perception of what is considered beautiful (Fardouly et al., 2015).

Adolescence is characterized by a heightened sensitivity to peer opinions and a profound desire for social acceptance. Teens may feel the pressure to conform to these norms to fit in or be accepted by their peers. They look to their peers for cues on what is considered attractive, stylish, and socially acceptable. The establishment of beauty within peer groups becomes a crucial aspect of teenagers' identity formation and social integration. The impact of peer influence is not only confined to physical appearance alone but extends to behaviours and lifestyle choices. (Brown & Witherspoon, 2002).

This study serves as a crucial step towards gaining a comprehensive understanding of the several factors that influence the perception of beauty among teenagers. Through insightful exploration, it aims to unravel the intricate interplay between societal standards, peer influence, media portrayals, body image, and self-esteem. By delving into these complexities, the study aspires to contribute valuable insights that can highlight strategies and interventions aimed at promoting positive beauty perceptions and well-being among adolescents.

METHOD

Overview

This chapter examines the methodologies employed to investigate perceptions of beauty among adolescents. A sample comprising 11 participants aged between 10 and 19 years, representing diverse cultural backgrounds, was purposively selected. Semi-structured interviews served as the primary means of data collection, enabling participants to articulate their perspectives on the subject matter. Thematic analysis was subsequently employed to analyse the data, entailing systematic coding and categorization to elucidate recurring themes. Ethical protocols were rigorously observed throughout the study, encompassing informed consent procedures and measures to safeguard participant confidentiality.

Research Design

The research design used for this study is qualitative approach and the method used is thematic analysis. Thematic Analysis, a type of qualitative analysis, is a method of analysing and identifying patterns in the data. It is the process of looking for themes that are embedded in the data. Teenagers between the ages of 10-19 years were taken as the samples. The technique to collect the data was non-probability convenience sampling technique as it provided easy access to participants.

Statement Of The Problem

The proposed study involves a comprehensive investigation that encompasses individuals from various

backgrounds and the primary objective is to gain profound understanding of how teenagers perceive beauty.

Objectives

- To understand the perceptions of beauty among teenagers.
- To find out if there is a difference in the perceptions of beauty among different genders.
- To understand how culture influences beauty standards and perceptions.
- To understand the relationship between beauty and self-esteem.
- To understand the relationship between beauty and body image.
- To understand the relationship between beauty and body dissatisfaction.
- To examine the impact of peer influence on teenager's perceptions of beauty
- To understand how the beauty standards portrayed on social media platforms affect the teenager's self-perceptions.

Research Questions

1. What are the different perceptions of beauty among teenagers?
2. How does the perceptions of beauty vary among the genders?
3. How does culture play a role in the perception of beauty?
4. What is the relationship between beauty and self-esteem?
5. How does beauty influence individuals' perception of their own body image?
6. How does body dissatisfaction affect one's perception of beauty?
7. How does peer influence teenagers' perception of beauty?
8. What are the effects of beauty standards portrayed on social media platforms on their self-perceptions?

Operational Definition of the Key Concepts

Perceptions of beauty: It is to understand what an individual's understanding of the concept of beauty is and what according to them are the standards of someone being beautiful.

Teenagers: As per the classification provided by the World Health Organization (WHO), individuals falling within the age range of 10 to 19 years are considered adolescents or teenagers.

Universe of the Study

The study encompasses adolescents hailing from diverse regions across the world, spanning from the age range of 10 – 19 years. By encompassing individuals from different parts of the world, the study aims to capture a wide n spectrum of experiences, perspectives, and socio-cultural influences on adolescents' perceptions of beauty.

Sample Distribution

The study participants comprise adolescents aged between 10 and 19 years, encompassing both male, female, and non-binary individuals. These participants represent middle-class and lower-middle-class backgrounds. The total sample size for the study was 11 individuals, consisting of 8 females and 3 males. Most participants were aged 15 years and above. They were drawn from various regions in India and the Middle East.

Inclusion Criteria

- The participants included in the study were young adults falling within the age range of 10 – 19 years.
- Fluent in English language.
- Only included with informed consent to participate in the study.
- Adolescents who are willing to openly discuss their perceptions and opinions regarding beauty and related topics like body image, self-esteem, and peer influence.

Exclusion Criteria

- Individuals with cognitive or developmental disabilities that may impair their ability to provide informed consent or participate effectively in the study.
- Participants who are mentally and emotionally incapable of engaging in discussions about sensitive topics like body image, self-esteem, and peer influence.

Sampling Procedure and Techniques

The population of this study comprises of teenagers from the age of 10 years to 19 years from diverse regions of the world. To obtain the sample, non-probability convenience sampling techniques was used. Participants took part in the study through interview method. Informed consent was obtained from the participants before conducting the interview.

Research Ethics

The research will adhere to ethical principles governing the treatment of human participants, ensuring their rights, welfare, and confidentiality throughout the study. Participants were fully informed of the research purposes and procedures before providing voluntary consent to participate. They were also informed that confidentiality will be maintained by anonymizing the data and securely storing it to protect the participants privacy. The study also prioritized the well-being of participants and complied with institutional guidelines. This research aims to contribute valuable insights into the teenager’s perception of beauty while ensuring the integrity and dignity of the participants involved.

RESULTS AND DISCUSSION

Table 1. The Main Themes, Sub-Themes, and Codes that emerged from the analysed data.

Theme	Sub-themes	Codes
1. Societal and Cultural Influences on Beauty Perceptions	1.1.Society and Media Influence	Society Influence Media Influence Societal Pressure
	1.2.Cultural Influence	Cultural Factors Cultural Backgrounds Regional Differences
	1.3.Gender-specific standards	Gender Standards Masculine Ideals Feminine Ideals
2. Body Image and Self-Perception	2.1.Appearance	Physical Appearance Facial Features
	2.2.Intrinsic Elegance	Inner Beauty

		Character
	2.3. Personal Confidence	Self-Confidence Self-Esteem
	2.4. Body Acceptance	Body Positivity Self-Acceptance
3. Peer and Social Influences	3.1. Peer Dynamics	Peer Pressure Peer Influence
	3.2. Social Inclusion	Social Acceptance Belongingness
	3.3. Bullying and body shaming	Bullying Body Shaming
4. Beauty Standards and Mental Health	4.1. Idealized Standards	Unrealistic Expectations and Unattainable Ideals
	4.2. Body dissatisfaction	Body Dissatisfaction Negative Body Image
5. Technology and Social Media	5.1. Digital Manipulation	Photo Editing Filters
	5.2. Digital Impact	Social Media Influence and Influencers
6. Evolution of Beauty Perceptions	6.1. Shifting Paradigms	Changing Trends Evolving Standards
	6.2. Individuality and self-expression	Individuality Self-Expression

Societal and Cultural influences emerged as the main theme, highlighting the influence it has on an individual. There is strong societal influence, media influence, societal pressure, cultural factors, and gender standards that lead to how an individual perceives themselves in terms of beauty. One of the participants stated, “Societal pressure to conform to certain beauty standards is a common human experience. These pressures often originate from cultural norms, media representations, peer influence, and other social factors that define and reinforce ideals of beauty”.

Furthermore, an individual’s self-perception and body image influence the way the sees themselves. These are not only the physical appearance of the individual, but the character, personal confidence, and body acceptance. Seligman et al. (2005) emphasized the importance of character strengths in promoting resilience and positive mental health outcomes as one participant had shared, “I see beauty in the character of a person, their attitude, style, and the way they carry themselves”.

Peer and social influence refer to the impact that peers and social networks have on individuals' attitudes, beliefs, behaviours, and decisions. This influence can manifest in various forms, including peer pressure, social norms, group conformity, and role modelling. This influence can be both positive and negative, depending on the context and the nature of the interaction. Peers can influence each other in various domains, including social activities, academic performance, risk-taking behaviours, and attitudes towards certain issues. McCabe et al. (2007) conducted a study examining the effects of peer pressure on body image among adolescents. Their findings highlighted the significant influence of peer interactions on

shaping body image perceptions and behaviours. As a participant shared, “...during adolescence, individuals are highly influenced by their peer groups as they seek social acceptance and validation”.

Another theme that emerged from the study was about Beauty Standards and Mental Health. These standards, often influenced by cultural norms, media representations, and social pressures, can significantly affect individuals' self-esteem, body image, and overall mental health. They included unrealistic expectations and body dissatisfaction which can impact the mental wellbeing of the individual. A study by Myers and Crowther (2009) found that women who reported internalizing thin beauty ideals endorsed higher levels of body dissatisfaction and disordered eating behaviours. As a participant mentioned, “The beauty standards set by society can have a profound influence on how we perceive ourselves and how others perceive us. Feeling beautiful and confident can significantly enhance one's quality of life, leading to improved mental well-being and more positive social interactions. Beauty standards have a profound impact on individuals, often leading to feelings of insecurity and low self-esteem. Society's unrealistic portrayal of beauty can create a constant sense of dissatisfaction with one's appearance, causing individuals to constantly compare themselves to unattainable ideals”.

With the advancement of technology and social media, digital manipulation like photo-editing and filters has become increasingly accessible and sophisticated, allowing for the manipulation of photographs to achieve desired aesthetic outcomes. Fardouly et al. (2015) found that exposure to Facebook content heightened young women's body image concerns and worsened mood. The study emphasizes the impact of social media on shaping body image perceptions and emotional well-being among this demographic. It underscores the need for promoting critical engagement with social media content related to appearance. As a participant stated their opinion that, “Of course, technology is using teenagers' fashion concepts or teenagers are being fallen in the vicious circle of technology. These apps and filters have made the concept of being "perfect" which is completely wrong. These give false ideas to people and cause others to wrongly judge themselves for not being "perfect".”

The beauty perceptions are evolving across the different cultures and time. In recent years, there has been a noticeable shift towards embracing diversity and challenging narrow beauty standards that prioritize certain physical attributes over others. Wade et al. (2011) documented historical shifts in beauty ideals, noting changes in preferences concerning body size, skin colour, and facial features. These changes are often influenced by broader societal trends, such as shifts in attitudes towards health, gender roles, and cultural exchange. When asked about the changing trends, one of the participants mentioned, “With the passage of time, the perception of beauty among teenagers remains to extent the same. Where one is worried about looking better than the other, beauty has become a contest. Where value is given to those who were born prettier than for those with merit. Yes, styles, fashion and brands used have changed thru out the years, but the mindset of gaining popularity only by looking better still prevails among the youth. The acceptance of one's true self has increased slightly but teenagers still feel the need to change themselves to match the beauty standards of today, which is unnecessary”.

The study elucidates how societal and cultural influences shape beauty perceptions, exerting significant pressure on individuals to conform to narrow standards. The pervasive impact of media representations, cultural norms, and peer influence on shaping self-perception and mental well-being were noted. Additionally, the research highlights an evolving trend towards embracing diversity while cautioning against the negative effects of digital manipulation and social media on beauty ideals. These findings underscore the complexity of beauty perceptions among teenagers and the importance of promoting body

acceptance and critical media literacy to enhance well-being. Ultimately, the study emphasizes the need for societal shifts towards inclusivity and authenticity in defining beauty standards.

SUMMARY

The exploration of societal and cultural influences on beauty perceptions reveals a multifaceted interplay of factors that intricately shape individuals' understanding of attractiveness. Societal norms, entrenched within various social institutions, meticulously dictate beauty ideals, and exert immense pressure on individuals to conform to these often-narrow standards. The pervasive influence of mass media further perpetuates these ideals, inundating individuals with unrealistic portrayals of beauty that contribute to heightened body image concerns and diminished self-esteem, particularly among impressionable groups like adolescents. Moreover, cultural factors, including globalization and the intergenerational transmission of beauty ideals, intricately interweave with broader social hierarchies of gender, race, and socioeconomic status, further shaping the formation of cultural beauty standards. The examination of body image and self-perception delves deeper into the intricate relationship between individuals' subjective perceptions of their bodies and their overall self-concept, underscoring the myriad influences of societal beauty standards, media representations, interpersonal experiences, and internal psychological factors like self-esteem and self-confidence. Emphasizing the importance of fostering positive body image, self-esteem, and self-acceptance emerges as a critical component of psychological well-being and overall life satisfaction amidst these societal pressures. Peer dynamics, encompassing interactions, relationships, and influences within peer groups, play a pivotal role in shaping individuals' attitudes, behaviours, and perceptions within social contexts, further reinforcing or challenging societal beauty norms. The discussion on beauty standards and mental health underscores the profound impact that societal beauty ideals have on individuals' psychological well-being, as unrealistic expectations perpetuated by idealized standards contribute to body dissatisfaction, negative body image, and a host of adverse mental health outcomes. Moreover, the pervasive influence of technology and social media on beauty perceptions cannot be understated, with digital manipulation, photo-editing, and filters significantly shaping individuals' perceptions of beauty and self-image, albeit at times exacerbating feelings of inadequacy and dissatisfaction through the propagation of unattainable beauty standards. However, amidst these challenges, there has been a noticeable shift towards embracing diversity and individuality in beauty perceptions, as evidenced by movements like body positivity advocating for a more inclusive definition of beauty that celebrates individuality and authenticity, thereby emphasizing the intrinsic value of embracing one's unique self-expression in the contemporary context.

CONCLUSION

In summary, societal, and cultural influences profoundly shape beauty perceptions, emphasizing the necessity of promoting body acceptance, diversity, and inclusivity. Addressing negative body image and low self-esteem is essential for bolstering psychological well-being, particularly among vulnerable populations like adolescents. Peer and social dynamics play a significant role in shaping attitudes toward beauty, underscoring the importance of fostering supportive environments and combatting bullying behaviours. The pervasive impact of technology and social media on beauty perceptions calls for critical awareness and ethical considerations to counteract harmful beauty standards. Embracing authenticity and diversity in beauty ideals is crucial for fostering healthier societal norms and promoting positive self-

image. Recognizing the intricate interplay between societal, psychological, and individual factors is paramount for cultivating a culture of body positivity and mental well-being across diverse communities.

IMPLICATIONS

Understanding the influence of societal and cultural factors on beauty perceptions has profound implications for policymakers, educators, healthcare professionals, and media practitioners. Policymakers should implement regulations to promote diverse and inclusive representations of beauty in media and advertising. Educators can integrate critical media literacy into curricula to empower individuals to deconstruct harmful beauty ideals. Healthcare professionals should provide support for those struggling with body image issues and prioritize mental well-being. Media practitioners have a responsibility to challenge stereotypes and promote body positivity. Additionally, addressing peer and social influences is crucial, particularly for adolescents, with interventions needed to foster supportive relationships and combat bullying. Urgent action is needed to address unrealistic beauty standards and their impact on mental health, with a focus on promoting positive body image and media literacy. Furthermore, advocating for diversity in media representations and fostering environments where everyone feels accepted is essential for promoting self-acceptance and inclusivity. Ultimately, understanding the evolution of beauty perceptions underscores the importance of embracing individuality and self-expression in challenging narrow beauty standards, with educators, media professionals, and policymakers playing pivotal roles in promoting diverse and inclusive beauty narratives.

LIMITATIONS OF STUDY

The study has limitations regarding its sample size and demographics, potentially limiting the generalizability of findings. Additionally, inherent biases in qualitative research methods, such as self-reporting and researcher interpretation, may affect the validity of results. Further research with larger and more diverse samples, employing mixed methods approaches, could offer a more comprehensive understanding of the complex interplay among societal, cultural, and individual factors shaping beauty perceptions. Additionally, future studies should consider employing longitudinal designs to capture changes over time and address the limitations of self-report measures and subjective assessments.

SUGGESTIONS FOR FURTHER RESEARCH

Future research avenues could focus on examining the longitudinal effects of societal and cultural influences on beauty perceptions, particularly across different developmental stages. Investigating the effectiveness of interventions aimed at promoting body acceptance and challenging beauty ideals could provide valuable insights into strategies for fostering positive body image and well-being. Exploring the intersectionality of beauty perceptions with other identity factors, such as ethnicity and sexual orientation, could illuminate the unique experiences of individuals with marginalized identities. Moreover, research could delve into the efficacy of interventions targeting positive peer relationships, social inclusion, and bullying behaviours. Additionally, investigating the impact of media literacy interventions on mitigating the negative effects of digital manipulation and social media on beauty perceptions is crucial. Overall, continued research is vital for developing evidence-based strategies to promote inclusivity, diversity, and well-being in society.

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