Impact of Social Media on Body Image Perception and Self Esteem among Young Female

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ABSTRACT

This study investigates the impact of social media on female body image and self esteem of young women, aiming to unravel the intricate relationship between social media and overall mental and emotional states. Utilizing a mixed-methods approach, the research explores how various social media outlets and one's own perception of their body in relation to what they are seeing in social media messages and images of individuals in the critical developmental stage of young women. The primary topics of discussion include female body image and the potential link between negative body images and body dissatisfaction on social media. To gather information about current female college students' perceptions of their bodies, a survey was created. Answering the survey was completely voluntary and anonymous. The study and data examine how participants' exposure to various social media platforms affects and varies their perception of female body image and their self esteem. Numerous studies came to the conclusion that while social media may not be the direct cause of bad body image, it does correlate with it. Due to the users' own internalization of words and pictures, there was a higher prevalence of negative body image among social media users. Individuals with higher levels of internalization were more likely to suffer from negative body image and body dissatisfaction.

INTRODUCTION

Since social media was first introduced to society, it has become more and more popular, leading to the creation of a wide variety of social networking sites. Researchers are also becoming more concerned about the rising rates of eating disorders and body dissatisfaction. This has prompted other researchers to start investigating potential links between the two, as well as if social media is affecting how people—mostly women—see their bodies and whether it's contributing to the development of eating disorders or a poor body image (Klein 2013).

 Social media encompasses websites and online platforms that let people create, share, and engage with content in online communities. User-generated material, including text, photos, videos, and links, can be created and shared more easily with the help of these platforms. Social media now plays a crucial role in contemporary communication, enabling users to interact with friends, family, coworkers, and even complete strangers worldwide.

Social media has a significant influence women's body image perceptions, both positively and negatively. Here are some ways in which social media impacts how women perceive their bodies:

Comparison Culture: Narrow standards that might not accurately represent the diversity of real bodies are promoted by social media's frequent presentation of idealized and unrealistic images of beauty. Women who negatively compare themselves to these pictures may experience low self-esteem, physical dissatisfaction, and feelings of inadequacy.

Editing & Filters: A lot of social networking sites provide users with the ability to edit their images using filters, editing tools, and beauty apps. Women can experience pressure to live up to digitally enhanced beauty standards, which could result in skewed body image and an unattainable goal of perfection.

Influencer Culture: On social media, celebrities and influencers frequently push trends and beauty standards that emphasize perfect skin, thinness, and particular body types. These messages may stick with women, who then feel under pressure to imitate them.

In order to cultivate more positive impressions of their bodies, women can identify networks and content that support self-love, body acceptance, and questioning conventional notions of beauty.

Support Systems: Women can use social media to find support systems and groups of people who are similar to them and who suffer with body image issues. These groups provide tools, support, and validation for developing a positive relationship with one's body and resilience.

Visibility of Real Bodies: Women can upload raw, unedited photos of their bodies on social media, which challenges conventional notions of beauty and encourages authenticity. Women who see a wider variety of bodies portrayed online can feel less alone in their fears and more confident to accept their own qualities.

Educational Resources: Content and resources on body positivity, self-care, intuitive food, and mental wellness can also be found on social media. Women can acquire knowledge, resources, and techniques to enhance their perception of their bodies and cultivate more positive attitudes toward them.

In summary, social media has a complex and multifaceted impact on women's body image perceptions, shaping attitudes and behaviors in both positive and negative ways. By fostering awareness, critical thinking, and self-compassion, women can navigate social media mindfully and cultivate a more positive and authentic relationship with their bodies.

Confidence alludes to a singular's general assessment or impression of their own value, worth, and abilities. It reflects how emphatically or adversely an individual feels about themselves and their capacities in different parts of life. Confidence assumes a significant part in deeply shaping one's contemplations, feelings, ways of behaving, and by and large prosperity.

Here are some key components and characteristics of self-esteem:

Self-Worth: A sense of self-worth or self-value, or the conviction that one is essentially deserving of respect, love, and happiness independent of one's circumstances or accomplishments outside of oneself, is included in self-esteem.

Self-Confidence: Feelings of self-assurance and confidence are frequently linked to Certainty insinuates a particular's overall evaluation or impression of their own worth, worth, and capacities. It reflects how decidedly or unfavorably a singular feels about themselves and their abilities in various pieces of life. Certainty expects a huge part in profoundly molding one's considerations, sentiments, approaches to acting, and overall success.

Self-Respect: Being kind, compassionate, and deserving of one's own respect is a necessary component of self-esteem. This entails establishing and upholding boundaries, placing self-care first, and speaking up

in support of one's needs and principles.

Self-Image: How people view themselves on the physical, emotional, intellectual, and social levels is influenced by their level of self-esteem Having a positive self-image is being at ease in one's own skin, accepting oneself for who they are, and appreciating both their strengths and flaws.

Achievement and Competence: Perceptions of one's abilities, accomplishments, and competence in a variety of areas, including employment, relationships, hobbies, and personal growth, have an impact on one's sense of self-worth. While continuous failure or criticism can damage self-esteem, successes and accomplishments can strengthen it.

Internal Locus of influence: People who have a high sense of self-worth frequently feel that they have agency and influence over the course of their lives. They are more inclined to own up to their mistakes, act proactively, and persevere in the face of difficulties.

Resilience: The capacity to overcome hardship, setbacks, or failures is a quality that is fostered by a healthy sense of self-worth. Strong self-esteem and resilience make a person more capable of handling stress, criticism, and rejection while retaining a good sense of self-worth and self-belief.

While web-based entertainment can improve confidence by giving open doors to association, approval, and self-articulation, it can likewise add to serious insecurities, correlation, and low self-esteem. Here are a few vital parts of what web-based entertainment means for confidence:

Social media frequently promotes a culture of comparison in which people evaluate their own lives, accomplishments, and looks in relation to the carefully chosen and frequently idealized representations of others. Regular exposure to these meticulously constructed representations can cause feelings of envy, inadequacy, and low self-worth, particularly in cases when people believe they are not measuring up to expectations.

Cyberbullying and bad Feedback: Social media sites can serve as havens for cyberbullying and other forms of criticism and bad feedback. Online harassment, trolling, and harsh remarks can lower one's self-esteem and exacerbate feelings of humiliation, social rejection, and worthlessness.

Validation Seeking: People who equate online fame with self-worth may be encouraged by social media to look for validation and acceptance through likes, comments, and follows. It might be risky to depend on outside validation for self-worth since it leaves people open to changes in online comments and interaction.

Body Image Issues: Particularly for young ladies and teens, web-based entertainment stages often spread impossible excellence norms and body goals, which can bring about dietary problems, low confidence, and body disappointment. Perspectives on excellence can be mutilated by openness to controlled or sifted photos, which can likewise worsen serious insecurities and reluctance over one's looks.

Fear of Missing Out (FOMO): People who compare their own life to the supposedly exciting and ideal events reported by others online on social media may suffer feelings of FOMO more intensely. Seeing selected moments and highlights of other people's lives all the time might make one feel inadequate, lonely, and anxious about losing out on social possibilities.

Effects on Mental Health: Research has associated unreasonable web-based entertainment use to psychological wellness issues like uneasiness, misery, and low confidence.

Selective Self-Presentation: People who utilize social media frequently curate and modify their online personas to project an idealized and favorable image for others. This practice is known as selective self-presentation. This can negatively affect one's self-esteem and self-concept by causing feelings of inauthenticity, pressure to maintain a perfect image, and a gap between one's online and offline identities.

Rehearsing careful utilization, developing mindfulness, defining limits, and looking for help when required can assist with alleviating the adverse consequences of virtual entertainment on confidence. Additionally, promoting authenticity, empathy, and kindness in online interactions can contribute to a healthier social media environment conducive to positive self-esteem and well-being.

Social media platforms give women a way to interact, express themselves, and discover communities that support them, on the one hand. They provide areas where people may celebrate variety, talk about their experiences, and question conventional notions of beauty. However, influencers, celebrities, and advertisers frequently promote idealized pictures and exaggerated standards of beauty on social media. Regular exposure to these pictures might cause women to compare themselves to unachievable standards, which can lead to feelings of inadequacy and comparison.

Furthermore, the effects of body shaming and cyberbullying, which disproportionately affect women, might be amplified via social media platforms. Women's self-esteem can be damaged by derogatory remarks, trolling, and harassment that focus on their appearance. This can exacerbate feelings of worthlessness and self-consciousness. In addition to causing worry and tension, the need to uphold a faultless online image can cause a person to become estranged from their true self and their online persona.

Social media, in spite of these obstacles, is also a driving force behind the body positivity movement, encouraging women to accept their bodies and question conventional notions of beauty. Women have discovered outlets to tell their stories, support inclusivity, and encourage self-love through hashtags, campaigns, and online groups. Social media is now a tool for encouraging resilience against social pressure, self-compassion, and body acceptance.

It takes a sophisticated grasp of social media's dynamics to navigate the nuances of its effects on female "body image" and self-esteem . Critical literacy, mindful consumption, and the development of self-awareness and self-care techniques are all part of it. People may help create a more encouraging and positive online environment for women by encouraging body positivity, empathy, and sincerity in their online interactions. In the end, promoting healthy views of body image and self-worth among women in the digital era requires maximizing the positive aspects of social media while reducing its negative ones.

REVIEW OF LITERATURE

A research on it's all part of the customer journey: The impact of augmented reality, chatbots, and social media on the body image and self-esteem of Generation Z female consumers Satish Kumar (2020) is needed to find new ways to impact the behaviour of female Gen Z consumers when they interact with different technology, further research is required. This study looks into how female Generation Z customers' perceptions of their bodies, their sense of self, and their purchasing habits are impacted by their interactions with beauty businesses through augmented reality, social media, and chatbots powered by artificial intelligence. We develop and test a model based on social comparison theory through three investigations. Study 1 involved Generation Z women filling out a questionnaire. Two laboratory tests using Malaysian women belonging to Generation Z were carried out in Studies 2 and 3. The perception of augmentation has a positive impact on the body image, self-esteem, and actual purchasing behavior of Generation Z women. (1) Brand attachment, reputation, and awareness do not have significant effects. (2) Although trust in social media celebrities positively affects Generation Z women's body image and self-esteem, the addictive use of social media does not have significant effects. (3) The chatbot support type (assistant vs. friend) has a significant impact on these women's experience. The purpose of study The impact of COVID-19 lockdown on social network sites use, body image disturbances and self-esteem

among adolescent and young women Helena Vall-Roqué (2021) was to ascertain how the COVID-19 lockdown affected the use of social networking sites (SNS) and investigate any potential links between SNS use and poor self-esteem and problems with body image. 2601 women between 14 and 34 years finished up polls about their use of person to person communication locales, self-esteem, longing for slimness, and body disappointment. Members in the review were gotten some information about their utilization of web-based entertainment both previously and during the lockdown. In the younger age group (14–24), there were significant correlations identified between the frequency of Instagram use and low self-esteem, drive for thinness, and body dissatisfaction; in the older age group (25–35), there was a significant correlation between the frequency of Instagram use and drive for thinness. Following appearance-focused Instagram profiles was linked to younger people's body dissatisfaction and desire for thinness, while older people (25–35) merely had this motivation. These findings imply that lockdown has affected SNS use, which may be connected to a rise in the desire for thinness and the risk of eating disorders in young women and adolescents.

A study on "Effects of taking selfies on women's self-objectification, mood, self-esteem, and social aggression toward female peers" Jesse Fox (2021) looked into how taking pictures of oneself or other objects affected women. According to the objectification argument, women are under social pressure to prioritise their beauty. The emphasis on women's looks, beauty standards, and body image has been further reinforced by the rise of social media as a communication medium. The women then took part in a photo tagging activity where they chose hashtags to use on other women's selfies. Those who took selfies showed lower levels of self-esteem, more negative moods, and increased self-objectification than those who took images of things. Selfie enthusiasts also showed relatively lower levels of social aggressiveness by tagging other women in less disparaging ways in their photos. Selfies have the potential to benefit online social connection with peers, despite the potential detrimental effects on creators.

The study "The impact of social media use on appearance self-esteem from childhood to adolescence – A 3-wave community study" (2021). "Social media" users are regularly seen to heavily manipulated photos of themselves. This might pose a threat to young people's self-esteem in terms of their looks, albeit the specific type of the harm may differ depending on the social media activity. While youths who primarily view and respond to other people's posts (i.e., other-situated web-based entertainment use) are presented to these admired introductions while not getting positive criticism on their own appearance, which might bring about low confidence, young people who effectively post refreshes (i.e., self-arranged virtual entertainment use) may situate themselves to get positive criticism and appearance affirmation, bringing about higher confidence. Kids' utilization of online entertainment was addressed when they were 10, 12, and 14 years of age. The Self-Portrayal Survey I and the Self-Discernment Profile for Young people were utilized to gauge appearance confidence. Results suggest that appearance confidence is adversely affected by other-situated use from youth to pre-adulthood, yet not by self-arranged use.

Study "Me, my selfie, and I: The relations between selfie behaviors, body image, self-objectification, and self-esteem in young women" Konijn, E. A. (2020) looked at the associations between young ladies' self-perception, self-externalization, confidence, and different selfie exercises. We postulated that increased engagement in selfie behaviors would be preceded by deteriorated "body image (i.e., higher" degrees of "body dissatisfaction or lower body appreciation), higher levels of self-objectification, and lower self-esteem". We also tested a reversed model, which produced less satisfactory results, to corroborate our proposed model. These results imply that body image may function as a driving force behind selfie habits in addition to being a result of SNS use.

The study "how fitspiration and body positive captions attached to social media images influence the mood and body esteem of young female Instagram users" Bryony Davies (2020). Young women's body esteem might be adversely affected by social media content that perpetuates the idea that one must have a specific appearance in order to be seen as desirable. The current study investigates the effects of textual content on beautiful social media photographs on the self-esteem and state of mind of female users. Total of 109 materanl participants, going in age from 18 to 25 yrs, were arbitrarily allocated to one of three conditions where they were shown indistinguishable Instagram photos in the fitspiration style.Pessimistic demeanor was exacerbated by photographs with fitspo motivation messages encouraging watchers to actually get fitter. Members detailed higher body regard after openness to body-positive inscriptions that upheld self-acknowledgment of appearance or featured the unreasonable idea of web-based entertainment content when seen close by similar photos. No expansion in bad influence was taken note. The outcomes offer some help for the hypothesis that body-positive comments on Instagram photographs might have a protecting impact for ladies' confidence of some sort.

The study "Effects of Social Media and Smartphone Use on Body Esteem in Female Adolescents: Testing a Cognitive and Affective Model" sujin (2020) investigated the relationship between "body esteem" in "female adolescents" and the predictive relationships between social media and smartphone use and the underlying mechanisms. Teenagers are always surrounded by media content that is focused on appearance because they use social media and smartphones frequently. This probably promotes appearance-based comparison, a narrow ideal, and an increased fear of criticism from others. Through testing 100female youngsters between the ages of 13 and 18, we found that extreme utilization of virtual entertainment causes ill-advised assimilation of one's body, which thus intensifies appearance correlations and nervousness connected with troublesome assessments of one's appearance.Through trying 100 female teens between the ages of 13 and 18, we found that inordinate use of online entertainment causes undesirable body regard through expanded mental assimilation, which worsens uneasiness connected with appearance examinations negative appearance assessment.

The study 'Correlation Between Self-Esteem and Body Image: A Study on Female Adolescent Instagram Users' by Maurell Audrey (2020) examines physical appearance is one of the many components of self-evaluation that go into creating self-esteem, it is the comprehensive emotional evaluation of one's own significance, value, or worth (Blascovich & Tomaka, 1991). Individual body image, or how someone feels about their body and how content they are with it (Grogan, 2016), is probably related to their "self-esteem", particularly throughout "adolescence", when young women's body image concerns are at their highest (Burgess et al., in Grogan, 2016). The motivation behind this study is to decide if self-perception and confidence are connected in female young adult Instagram clients. Utilizing the snowball examining method, 150 female young people who had as of late begun utilizing Instagram took part in the review. A non-trial quantitative technique was utilized in this review. The review speculation is upheld by the outcomes, which demonstrated a connection between self-perception and confidence among female young Instagram clients. Furthermore, it was shown that the self-perception aspect having the most grounded affiliation (r=0.713) to confidence is appearance assessment.

The motive of this study 'The impact of social media on body comparison tendency, body esteem and sleep quality among female students in a private university in Shah Alam/Malaysia' Mohammed Abdalqader (2020) is to dknow how "social media" use affects sleep quality, "body esteem", and the desire to compare one's body to others. A cross-sectional study design employing quantitative data, a self-

administered questionnaire, and a sample size of 267 female students from a private university. A convenience sample drawn from the university's many faculties was employed. It was discovered that participants' engagement in body comparison behaviours was substantially predicted by excessive usage of social media. Additionally, it was discovered that body esteem levels were strongly influenced by "social media use". Increased "social media" use also had a major impact on quality of sleep. Additionally, it was shown that the body image levels of people who belonged to this classification and involved web-based entertainment for longer than three hours were in many cases lower than those of the people who involved it for more limited timeframes. Close to half of the individuals who assessed the impact of web-based entertainment on rest still up in the air to be at high gamble of creating a sleeping disorder or other rest related sicknesses.

The point of the review "SocialMedia: Investigating the Relationship of Person to person communication Locales on Self-perception, Confidence, and Dietary issues" Sara Santarossa (2017) was to see whether dietary problem (ED) side effects and concerns were related with hazardous interpersonal interaction site (SNS) use (i.e., level of ward relationship with SNSs), all out SNS time/day, absolute SNS companions, and explicit SNS exercises. An internet based review estimating SNS use, hazardous SNS use, BI, SE, and ED side effects/concerns was finished by an example of 147 youthful people. The outcomes showed that the two sexes burned through 4 ± 3 and 2 ± 2 hours on long range informal communication locales, generally for sneaking. Moreover, it was found that BI, SE, and ED side effects and concerns were associated with dangerous SNS use.Furthermore, it was discovered that SNS activities like lurking and leaving comments on other people's profiles were linked to BI, whereas SNS usage overall was linked to ED symptoms and worries. Overall, this study shows how SNSs may have a correlational influence on symptoms and concerns related to BI, SE, and ED.

The study "Social Media and Self-Evaluation: The Examination of Social Media Use on Identity, Social Comparison, and Self-Esteem in Young Female Adults" M Solomon (2016) understands the relationship "between social media use, social comparison, and self-evaluation" is the specific focus of this study. The study also concentrated on comprehending the particular affect and behaviours that influence the connection between self-evaluation and social media use. Such romanticised portrayals of women, particularly in the always expanding and dynamic realm of user-generated content on the Web, where involvement is prominent in social spheres. A discussion of current studies examining the connect between dissatisfaction & online "social" comparison will also be included.

A study on 'Social Media and Female Body Image' Kathryn Bell (2016) investigates the connect between the spread of social media platforms and how people view their bodies in relation to the words and images they come across on these platforms. The primary topics of discussion include female "body image" and the potential link among poor "body image" and body dissatisfaction on social media. To assemble data about current female understudies' impression of their bodies, an overview was made. Various examinations reached the resolution that while online entertainment may not be the immediate reason for awful self-perception, it corresponds with it. Because of the clients' assimilation of messages and pictures, there was a higher pace of negative self-perception among online entertainment clients. The probability of having a negative self-perception and body disappointment expanded with one's degree of assimilation. The examination 'Confidence, virtual entertainment, and social correlation' Katheryn (2014) anticipated to investigate the implications of both immediate and delayed openness to social correlation data obtained from internet entertainment for confidence. Focus 1 used a correlational approach to investigate if frequent use of Facebook is associated with worse quality confidence. Actually, the results showed that individuals

who used Facebook more frequently also had poorer quality confidence; this was likely due to their increased receptivity to positive social correlations through online entertainment. In order to investigate the effects of brief exposure to web-based entertainment profiles on state confidence and relative self-assessments, Focus on 2 employed a trial strategy. The discoveries showed when objective individual's profile included vertical examination data (like a high movement interpersonal organization and solid propensities) members' state confidence and relative self-assessments were lower as opposed to declining correlation data (such as an unfavorable propensity and low action informal community).

The current paper "Social Media Effects on Young Women's Body Image Concerns: Theoretical Perspectives and an Agenda for Research" (2014) gives various topics and a structure for future exploration on what virtual entertainment means for the self-perception of youthful grown-up ladies, zeroing in on correspondence and social brain research speculations. Self-perception issues can be essentially influenced by online entertainment through regrettable social correlations, transportation, and companion regulating processes, as proposed by virtual entertainment's intelligent design and content components, like high friend presence and the trade of countless visual pictures. A model is suggested that underlines the job of virtual entertainment use in creating individual powerlessness includes and impacting mental cycles corresponding to body disappointment and dietary problems. Research-based speculations about what online entertainment means for men's self-perception, what identity means for it, and restorative measures were additionally examined.

The study "Why Don't I Look Like Her? The Impact of Social Media on Female Body Image" (2013) aims to comprehend and evaluate social media's impact in the rise or potentially advancement of dietary issues, cluttered eating, and body disappointment in ladies in their school years. School ladies are especially defenseless with the impacts of web-based entertainment on their self-perception since they are as yet sizing up their bodies and finding some peace with the progressions that accompany adolescence. This study offers evidence that there is an association between the new ascent in confused eating and unnecessary online entertainment use. Examine some social psychology theories to understand how women in society create their impressions by combining what they observe in friends and family and what they see in the media. I show that the impacts of social networking sites (SNS) on young women are comparable to those of mass media and advertising. Consequently, I will contend that SNS may have similar, albeit more severe, effects since they combine the real world with a customized kind of advertising. I contend that rather than advertising or the media in general, social networking websites' persistent and widespread nature may have a more significant and more negative influence on college-aged women's body image problems.

RESEARCH METHODOLOGY

1. AIM

The aim of this study was to investigate young women's impression of their own self-perception as well as society's perspective on self-perception in association with web-based entertainment. The objective was to explore the effect of virtual entertainment on female self-perception and self esteem.

2. OBJECTIVE

1. Quantify Social Media Usage: Determine how often and for how long female participants use social media, as well as the platforms they utilize and the kinds of material they view.
2. Examine Participants' Assessments of Their Own Bodies: Determine how participants feel about their own bodies, including how they accept and are satisfied with them, and whether they feel under pressu-

re to meet social norms for beauty.

3. Measure Self-Esteem Levels: Evaluate participants' feelings of confidence, self-worth, and self-esteem in respect to looks, relationships, and accomplishments, among other areas of life.

3. HYPOTHESIS

- Null Hypothesis (H0): There is no significant relationship between social media and female body image and self-esteem.
- Alternate Hypothesis (H1): Social media causes negative body image and low self esteem among females.

4. RESEARCH DESIGN

In order to address and obtain a thorough understanding of the impact of web-based entertainment on female self-perception and confidence, this study will employ a blended approaches research design, combining quantitative and subjective methods.

5. VARIABLE

- Independent Variable: The number of times a female participant engages with social media platforms in a given time period, The specific platforms (e.g., Instagram, Facebook, TikTok) used by participants.
- Dependent Variable: Body Image Perception, Self-Esteem Levels
- Control Variables: Demographic factors "Age, ethnicity, socioeconomic status, education level, marital status, and employment status".

6. SAMPLE

To guarantee representation from a range of demographic groupings, a stratified random sampling technique will be employed.

7. TOOLS

For this non-doctrinal research on the "Impact of Social Media on Female Body Image and Self Esteem," a combination of structured questionnaires and semi-structured interview guides will be employed. The structured questionnaire will include closed-ended questions established well-being scales for quantitative analysis. Meanwhile, the semi-structured interview guide will explore qualitative aspects, such as personal experiences with social media, social influences, and perceptions of others's impact on self esteem and body image. By using a dual-method approach, it is possible to obtain a thorough knowledge of the effects of social media on body image and self-esteem by capturing both quantitative patterns and subtle qualitative insights.

8. ETHICAL CONSIDERATION

This study follows strict ethical guidelines to protect the rights and well-being of the study participants. Before beginning, ethical permission was acquired from [Institutional Review Board/Ethics Committee] to guarantee adherence to established rules and principles. All participants provided informed consent, clearly stating the study's aim, potential hazards, and freedom to withdraw without repercussions.

Confidentiality measures have been implemented to protect the privacy of participants. Personal identifiers have been replaced with codes to maintain anonymity, and all collected data will be stored securely and accessible only to the research team. Participants' voluntary involvement is emphasized, with the assurance that declining participation or opting out will not result in negative consequences.

The questionnaire and interview guide were designed sensitively to minimize harm, avoiding intrusive or distressing content. A debriefing session will also be offered post-participation to address any concerns, provide additional information, and ensure participants leave the study without lingering distress.

This study recognizes the importance of cultural sensitivity. Efforts have been made to respect diverse cultural values and norms throughout the research process. Any potential impact on cultural groups has been carefully considered, and consultation or approval from relevant cultural authorities has been sought where applicable.

Transparent communication has been maintained with participants, fostering an environment of trust and honesty. This includes clear communication on data usage, the protection of privacy, and the overall purpose and objectives of the research. Data security measures have been implemented to protect against unauthorized access or disclosure.

These ethical considerations collectively uphold the principles of integrity, respect, and beneficence, ensuring the ethical conduct of this research and prioritizing the welfare of the females participating in the study.

RESULTS

The aim of my research was to investigate whether young females who are exposed to social media through the use of various applications such as instagram, twitter and facebook have lower body image and or self esteem.

The study's 100 participants, all of whom were female, were analyzed. Participants responded to three questionnaires: one about media use, one about body image, and one about self-esteem. The following table displays the mean, lowest score, maximum score, and standard deviation for the predictor variable, self-esteem, and the criterion variables, media usage and body image.

"Variable"	Total Obs.	Min. value	Max. value	Mean	Standard Deviation
Total media use	87	12	27	19.56	2.40
Total self esteem	85	14	37	26.70	4.98
Total body image	83	10	19	16.34	2.097

When variables were taken into account, the results demonstrated a substantial positive link between females' body image and media consumption.

This shows that, although it was not shown to be significant among study participants, media exposure affects females' perceptions of their bodies on a bigger scale.

These findings supported the theory about media exposure and "body image".

DISCUSSION

This study sought to investigate how young women perceived their own bodies and how society portrayed bodies, especially in relation to social media. The goal was to evaluate how social media affects women's self-esteem and body image.

Four objectives were formulated:

1. Quantify Social Media Usage: Determine how often and for how long female participants use social media, as well as the platforms they utilize and the kinds of material they view.

2. Examine Participants' Assessments of Their Own Bodies: Determine how participants feel about their own bodies, including how they accept and are satisfied with them, and whether they feel under pressure to meet social norms for beauty.
3. Measure Self-Esteem Levels: Evaluate participants' feelings of confidence, self-worth, and self-esteem in respect to looks, relationships, and accomplishments, among other areas of life.
4. Examine Correlations: To ascertain whether a substantial relationship exists, survey the correlations among female "body image" views and "self-esteem" levels and social media usage habits.

These objectives guided the research process and framed corresponding hypotheses:
- Null Hypothesis (H0): There is no significant relationship between social media usage and female body image and self-esteem.
- Alternate Hypothesis (H1): Social media causes negative "body image" and low "self esteem" among females.

To explore the impact of social media, a sample of 100 young females was recruited. Descriptive statistics were calculated to provide an overview of music exposure and subjective well-being scores, allowing for an understanding of the participants' profiles.

Correlation analysis revealed significant and positive associations between social media and women's body image and self esteem, supporting the alternate hypothesis that "Social media" causes negative "body image and low self esteem" among females.

These findings suggest a positive connection between how much time spent via web-based entertainment stages and body disappointment among ladies. Regular exposure to social media sites like Facebook, Instagram, and TikTok that include exaggerated portrayals of beauty and thinness has been connected to an increase in body image issues.

Moreover, women/females who start to see themselves as objects to be judged on their outward looks rather than as complete people may become more objectified of themselves as a outcomee of the objectification of women's bodies on "social media". The footprint on one's "body image" and sense of "self-worth" may be negative.

These findings can be impacted by the consumption of appearance-related content, such as fitness blogs, beauty instructions, and fashion trends. Seeing the unattainable beauty standards that are pushed on social media might exacerbate feelings of inadequacy.

Research results can direct the development and execution of preventive and educational initiatives aimed at youth and young adults. Programs like this can emphasize developing critical media literacy abilities, building resilience against unattainable beauty standards, and promoting healthy body and self-esteem.

Including media literacy instruction in school curricula can enable people—young women in particular— to assess and dissect media messages about ideals of beauty and body image. This may promote a more critical perspective on media representations, so mitigating the deleterious impacts of social media on one's self-perception and body image.

It is imperative to recognize the limitations of the research, though. Because the results are based on a particular sample of young adults, they cannot be applied to other demographics. Furthermore, depending solely on self-report measures could result in biases and a failure to fully reflect the range of subjective experiences with well-being. In order to enhance the validity and generalizability of the results, future studies should investigate a variety of samples and using objective metrics.

Finally, it was found that the alternative hypothesis was validated, showing a strong correlation and influence of social media on female self-esteem and body image. These results provide important new understandings of how social media influences one's body image and sense of self, as well as directions for further study and the creation of interventions in this area.

CONCLUSIONS

Girls' media consumption and body image are significantly correlated, according to the study's results, even after controlling for other variables. The overall trend suggests that media exposure does, in fact, have a wider impact on how girls regard their bodies, even though the link may not have been statistically significant for every study participant. These results confirm the prevailing theory on the impact of media exposure on body image. So, it is crucial that people, media professionals, and lawmakers recognize and address the potential impacts of media consumption on body image views, particularly among female populations, in order to encourage healthier attitudes toward oneself and body image.

Social media is rapidly gaining popularity as a personal communication tool and as a vital component of contemporary life. Additionally, it enables constant access to and exposure to a wide range of media, including publications, television, ads, celebrities, and more. Numerous businesses that operate in various media categories have social media pages on which they provide links to their websites. As a result, social media makes it possible to continuously engage with a wide variety of media. A lot of media frequently uses pictures, ads, and stories to present unachievable beauty standards. These norms, which are typically directed towards women, dictate to them how they should seem in order to be accepted by society, which can have harmful consequences.

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