

The Impact of Social Media Addiction on Social Comparison and Body Image in Young Adults: Examining the Effects on Self-Esteem

Ms. Isha Singh¹, Dr. Shikha Chawla²

¹Student, Psychology, Amity University Punjab

Abstract

Social media has grown to be a potent influence on how people view themselves in a time when digital connections permeate every aspect of everyday life, particularly for young adults. This study examines the effects of social media addiction on body image and social comparison, as well as how these elements work together to affect self-esteem. The Internet Addiction Test (IAT), Social Comparison Scale (SCS), Body Image Questionnaire (BIQ), and Rosenberg Self-Esteem Scale (RSES) were among the standardized tools used to gather data from 130 young adults between the ages of 16 and 25 as part of a correlational study design. The results showed a moderately positive correlation between internet addiction and social comparison ($r = .567, p < .05$), a weak but significant positive correlation between internet addiction and self-esteem ($r = .275, p < .01$), and a strong positive correlation between internet addiction and body image dissatisfaction ($r = .765, p < .05$). These findings point to a complicated interaction whereby excessive social media use leads to heightened social comparison and skewed judgments of body image, which may compromise stable self-worth. The study emphasizes the need for mental health techniques and digital literacy treatment that support young adults' mindful social media use and positive self-concept.

CHAPTER 1

INTRODUCTION

Social media platforms in today's digital age have become ubiquitous and have also fundamentally changed the way young adults perceive themselves in comparison to others. Social media platforms, especially Instagram, Snapchat, and Facebook, have somewhere shifted the balance enormously with that of a substantial portion of social interaction that happens online. While social media offers a magnificent medium for sharing new information, initiation of new online connections, and networking, it is also associated with detrimental impacts on young adults' body image, self-esteem, and social comparison. Therefore, given the potential negative consequences, this research pursues to scrutinize how social media addiction, social comparison, and body image perception dominate the self-esteem of young adults by providing valuable insight for intervention.

Smith and Gallicano (2015) defined social media usage as "the multiplicity of activities individuals may participate online."

Verduyn et al. (2017) referred to active social media usage as "online behaviors that facilitate direct exchanges among users. Such behaviors include liking, commenting, sending messages, and otherwise engaging with other users."

Anxiety and worry seem all too common in today's society where social media addiction entails being addicted to the numerous virtual communities that now completely supplement the interactions that people used to have with each other. People are being driven away from the normal contact with serious through different social networking sites. The addiction entails spending very little time in heavy use on social networking sites, which may end up severely damaging the addict's mental health, productivity, and relationships. Such obsessive use has its roots in the understanding of how platforms largely employ and leverage psychological principles such as intermittent reinforcement, social validation, and fear of missing out (FOMO) (Andreassen et al., 2012).

Arguably one of the most addicting things offered by social is instant gratification: as soon as someone posts something, they receive likes, comments, and shares, and the brain's reward system triggers an increased release of the neurotransmitter dopamine, which is linked to pleasure and motivation (Montag et al., 2017). Thus, users keep on turning towards different types of social media platforms in search of validation for their need or want. Such kind of uncertainty that goes with social connection increases their addiction, as the user never really know when the reward will arrive and the individual ends up checking their device again and again (Alter, 2017).

Social media addiction is more affective among young adults owing to their developmental stage, peer group influences, and the extent of digital culture among which they grow. Studies have shown that social media addiction operates on principles similar to those obtained from behavioral addiction such as gambling in terms of neural mechanisms and the compulsive patterns of usage (Brand et al., 2019). The constant measure of acceptance at social level, fear of missing out (FOMO), alongside the most dopamine-driven feedback loops have exacerbated the uncontrolled social media use (Przybylski et al., 2013). In many young adults, it is a common case to spend hours scrolling through feeds, engaging in online interactions, and consuming content that happens at the cost of the real-world responsibilities of academics, work, and relationships (Keles et al., 2020).

Study claims mental health disorders such as anxiety, depression and low self-esteem are mostly the result of intensive uses of social media and all the shenanigans that make the dark side prominent in young adults (Twenge et al., 2018). The more curated the content on social media platforms, the more likely they are to evoke feelings of inadequacy, an experience shared by people who are struggling with self-image and identity formation (Perloff, 2014).

Furthermore, social media addictions deteriorate the quality of sleep, since young adults stay up late at night, in contact with their phones, interrupting their circadian cycle and resulting in feelings of tiredness and cognitive lethargy during the day (Scott et al., 2019). Excessive social media usage is resulting in serious damage to student productivity. Stressing on detrimental screen exposure, students can hardly concentrate on their tasks, and also, they can hardly retain information (Rosen et al., 2013). Procrastination becomes a common issue, as young adults prioritize interactions over studying or work-related responsibilities (Meier et al., 2016).

For the most part, young adults find it difficult to form deep and authentic connections because communicating online lacks the emotional and non-verbal elements that constitute meaningful interactions (Turkle, 2015).

Moreover, research has also shown that young adults using social media have a higher tendency of reporting loneliness and life dissatisfaction due to continuous comparison with their own lives as presented and perceived against the exaggerated manifestations of success and happiness one sees in the virtual digital world (Huang, 2017).

Continuous engagement with model images and extreme social media usage can lead to body dissatisfaction and low self-image, particularly among women and adolescents (Fardouly et al., 2015). Therefore, this continuous cycle of self-doubt and comparison fosters anxiety, depression, stress, irritation, distorted self-perception which ultimately leads to social withdrawal in young adults (Vogel et al., 2014). In that case, the younger adults who engage in overuse of social media will be open to extreme social comparison, measuring themselves against the idealized lives, personalities, and appearances shown online. Such comparison tends to breed dissatisfaction with one's own body image, developing insecurities and unrealistic beauty standards which ultimately leads to low self-esteem.

SOCIAL COMPARISON

Social comparison theory, which was first proposed by Festinger in 1954, states that individuals ascertain their self-worth according to that of others. In the modern context, however, social media has replaced all these traditional comparisons, most especially among young adults who are consumed with their virtual interactions (Vogel et al., 2014). The theory encourages that one has a tendency to self-appraise; and when individual doesn't have an objective standard, he or she has to throw to others. While sometimes needing comparison is not necessarily a bad thing it can bring some improvement in individuals, set standards for them, and even help in knowing where they 'fit in' quite well. Otherwise, not well-managed, it could also mean stress, anxiety, and sometimes even resentment.

Social comparisons usually come in two forms. One is an upward comparison, whereas the other is a downward comparison. Social comparison processes in individuals are amplified dramatically by popular apps such as Instagram, Tik Tok, and Snapchat, which have inevitable psychological and emotional consequences. Upward social comparison- comparing oneself with better-off individuals- leads to a fall in self-esteem, increased anxiety, and depressive symptoms (Appel et al., 2016). In contrast, downward social comparison- comparing oneself with those who are deemed worse off- sometimes enhances self-esteem but can also create negative emotion such as *schadenfreude* (Smith, 2000).

Young adults are at a development stage characterized by identity exploration and a heightened sensitivity to peer approval, which is why social comparison on social media is particularly destructive to them (Steinberg, 2014). Thus, the problem is even more aggravated by the way social networks are structured: people place unrealistic banners on their lives that consequently create delusions of success, beauty, or happiness (Chou & Edge, 2012).

For instance, research has found that highly curated Instagram images are related inversely with body image and positively with eating disorder behavior among young people, particularly females (Fardouly et al., 2015). Likewise, lifestyle and comparisons of material possessions can instill feelings of not being good enough while breeding envy and dissatisfaction with one's life situation (Tandoc, Ferrucci & Duffy, 2015).

Another really big impact of social comparison on social media are due to algorithmic reinforcement that keeps exposing even more users to post content that is aligned to interests and interactions (Huang, 2020). The most realistic expectations get reinforced and compounded by these echo chambers of idealized lifestyles and worsen the psychological impact. The interactive nature of social media, likes, comments, and follower counts, all become measurable metrics of self-worth and bolster constant comparisons (Burrow & Rainone, 2017).

Building on Festinger's (1954) original social comparison theory, which distinguishes between two types of social comparison, most research has mainly focused on the comparison of abilities. Theoretically,

however, some studies have discussed social comparison as a single type in their analysis, and this ambiguity can be seen in the emergence of associated theories like upward and downward social comparison theory (Wills, 1981; Wood, 1989). The effects of social comparison are mainly determined by the direction of these comparisons. When upward comparison inspires improvement in one's self in the direction of the persons with whom they compare themselves, it can be advantageous (Lockwood & Kunda, 1997).

Social media has seen a tremendous rise over the past decade, with people now considering it part and parcel of the modern society (Andreassen, Pallesen, & Griffiths, 2017), according to reports, one third of the worldwide population is actually present on various social media platforms (Hawai & Samaha, 2017). Social media has now emerged as a new epoch in social comparison. Where, users are continuously bombarded with enormous amounts of content that can be compared. This smooth and continuous flow of information makes social comparison easier because as the updates and experiences of others are revealed to an individual, that person would naturally begin to compare themselves with others (Mussweiler, Rutter & Epstude, 2006). Another popular form of social media user engagements is exploring, browsing, and searching for different profiles through which they connect, discover fresh content, and remain updated about others. That is a way social media may encourage or intensify social comparison and make it very relevant to exploration into this psychological operation (Appel, Gerlach & Crusius, 2016; Feinstein et al., 2013; Gonzales & Hancock, 2010).

Young adult's options to present themselves are another important aspect of social media culture that have influenced the dynamics of the social comparison process (Walther, 2007). The kind of information shared via social media that may contribute to social comparison is not the same type of information traded through face-to-face interactions. The distinction makes social media a particularly relevant and unique setting for studying social comparison (Walther, 2007).

Before the advent of such common computer- mediated communication, people's control over how they present themselves to others was much less. Most social media users engage in selective self- presentation, presenting only the most socially appealing bits of material and hence redefining how they could represent their ideal selves through that medium.

It is evident that one of the reasons why people use social media is to socially compare themselves with others, and that social media social comparisons differ from offline social comparisons. It has been researched that social media social comparisons may act negatively, particularly in relation to body image and self-esteem.

BODY IMAGE

The term body image is understood as an individual's perception of their internal representation of their physical makeup, including factors such as size, shape, and appearance. The concept of body image also includes one's thoughts, beliefs, and feelings about their body, as well as their understanding of how others see them.

Thus, the levels of social anxiety connected with physical appearance may even be strongly linked to body image, as social physique anxiety refers to an emotional state in which persons become concerned about how their body is viewed by others. They often report feelings of stress, embarrassment, or shame because they view their body type, shape, height, and weight negatively (Hausenblas, H.A; Janelle, C.M; Gardner, R.E; Focht, B.C. 2004). They might feel an utter sense of annoyance, rage, anxiety, or embarrassment

when put in situations of sporting life where body exposure becomes an issue, such as gyms and all other sporting environments.

Body image is a composite of the ideas of an individual regarding his body, the feeling about the body, the perception of the body, and the entire behavior exhibited towards it. All these dimensions are connected to the different aspects of the image about the body, which can, thus, lead to the positive and negative ideas associated with body image.

Healthy body image thus refers to positive feelings about one's own body- to including being comfortable and happy with it as well as accepting what it is. On the contrary, an unhealthy body image is feeling discontentment with the way one looks. People usually want their body to change in shape or size when they feel that way. Persistent thoughts and feelings can lead to dissatisfaction with one's body due to negative body image.

Using social networks is now a common occupation for people almost every day, especially teenagers who almost upload explicit pictures. One of the prevalent teen social activities is sharing the selfies, which in turn may help them improve their perceived image through the approval of their peers. The other side of this consideration is that perhaps more exposure to socially visual information might instigate social comparison and worries of beauty. Thus, many body image- related activities on the Internet may allow people with ugly self-image to negotiate, control, and present their best online self-exposure, which may backfire in their social media consumption. The present study investigated the understudied predictions of social anxiety and selfie expectations on problematic social media use.

Studies show that people addicted to social media engage in more appearance-bases comparisons and those have an association with body dissatisfaction directly (Perloff, 2014). Furthermore, research by Tiggemann and Zaccardo (2015) indicated that women looking at 'fitspiration' pages, images about fitness and thinness, were often more likely to report higher levels of body dissatisfaction and anxiety regarding appearance. Further, adolescents spending great amount of time on Instagram and Tik Tok typically have learned unrealistic beauty standards that have led to an unrealistic body perception within themselves (Rodgers et., 2020).

Filters and digital editing are another major factor in social media addiction affecting body images transformation. Many platforms- including Instagram and Snapchat- have options that enables users to modify facial contours, narrow their body types, and smooth out their skin. Such conditions give rise to unrealistic standards of beauty that acts as a barrier in the minds of users while trying to differentiate between what is real and what has been digitally created (Chae, 2021).

Studies suggest that continuous exposure to retouched images can evoke increased levels of body dissatisfaction and self-objectification. In a study conducted by Kleemans and others in 2018, they found that adolescent girls viewing edited selfies on Instagram reported lower body confidence than girls who viewed unedited images. Pressure to comply with digitally enhanced ideals of beauty fosters anxiety, depression, and eating disorders, especially amongst young women (Griffiths et al., 2018).

Although social media addiction affects both genders, researchers have claimed that it affects women more than it affects men. Women tend to compare themselves more in terms of appearance and feel more pressure to conform to beauty standards (Tiggemann & Slater, 2014). Men are still affected by this phenomenon.

Nevertheless, there has been no thorough investigation published to date about the process through Instagram in general, fitness hashtags (i.e. #fitfam) in particular, and how this affects the male user's body image perceptual, behavioral, and wellness attributes. Scholars therefore are calling for qualitative

research on the social impact of social media on consumer behavior (Shensa et al., 2017 & Davis et al., 2016).

Body image definitely affects and interacts with self-esteem. For instance, body image is understood as the major contributor to the level of self-worth, whether high or low. Body image is individuals experience and perception, thoughts or feelings towards one's appearance in a bodily image, whereas self-esteem is an overall evaluation of self-worth (Cash & Smolak, 2011).

Battling body image has diminished self-esteem in relation to psychological well-being, social adjustment, and life satisfaction. As a result, increased exposure to the myth of beauty through social media, influence from peers, and cultural expectations has aggravated dissatisfaction with decreased self-esteem across age and gender (Myers & Crowther, 2009).

Young adults suffering from body image dissatisfaction typically have low self-esteem and may in turn, due to this low self-esteem, develop anxiety disorder, depression, or other mental problems (Stice & Whitenton, 2002). The internalization of unattainable standards of beauty entails self-castigation, feelings of inadequacy on not fulfilling societal expectations have a negative impact on self-image. Cognitive theories suggest that self-worth becomes contingent upon appearance in these individuals, namely, excessive concern with body image and self-objectification (Fredrickson & Roberts, 1997). This phenomenon is especially felt among adolescents and young adults, who are still at the stage of forming their identity and therefore are more susceptible to outside influences (Harter, 2012).

Furthermore, the relationship between body image and self-esteem is reciprocal; thus, individuals with low self-esteem may be at a higher risk of adopting negative body image perceptions in contrast to those with high self-esteem.

In spite of the pernicious effects of social media addiction on body image construction, there are ways through which the adverse effects can be mitigated. Digital education makes such users aware of critically understanding the content that they consume by acknowledging the contribution of filters and editing in transforming the beauty standards (Uhls et al., 2017).

Young adults may embark on physical activity and fitness programs to enhance the beauty of their physical appearance and boost their standing with the social acceptance of their peers. The findings are that such programs really increase one's self-esteem and body image. Higher self-esteem which refers to the subjective evaluation of the self on positive or negative grounds, comes into play based on improved attractiveness.

Similarly, young adults who engage with social media mindfully- whether through imposition of time limits, fostering a feed that encourages positive thoughts, or engaging in from-the-screen activity- reduces the negative influence of social media addiction. Essentially, promoting self-comparison and body acceptance in mental health programs can help in developing a positive body image.

Hence, social media addiction affects body image tremendously through constant exposure to the idealized and over manipulated pictures leading to increased body dissatisfaction and negative self-evaluation especially in young adults. The habitual use of social media further exacerbates these effects by establishing and reinforcing unfair beauty standards and positive reinforcement on basis of appearance. Therefore, this over time, lead to low self-esteem, unhealthy eating patterns, and various mental health issues.

SELF-ESTEEM

Young adults generally engage in social comparison on social media, which is several times different from

comparisons made in offline situations. Various studies show that social comparisons made using social media have been detrimental to psychological health, especially in terms of self-esteem issues.

Self-esteem is generally the route evaluation of worthiness or value by an individual, which includes beliefs about oneself and emotional states like pride and shame (Rosenberg, 1965). It is instrumental in shaping identity over various life situations as it governs thought, feelings, and action (Orth & Robins, 2014). High self-esteem is regarded as an indicator of psychological well-being and resilience whereas low self-esteem seems to bring about a range of problems: they cause depression, anxiety, and poor life satisfaction (Mruk, 2006).

Research suggests that people who often engage in online social comparisons generally have a much poorer self-appraisal and self-esteem and tend to feel negative emotions strongly (Stapleton, Luiz, & Chatwin, 2017).

Self-esteem is a core psychological construct which refers to an analysis by the individual of what one perceives as one's own self-worth. It comprises an individual's generalized feeling of self-worth and self-acceptance and consists of beliefs about their abilities and characteristics as well as about the overall value of them. It encumbers playing strong roles affecting emotional health, interpersonal relationships, academic and career success and overall psychological well-being, therefore affecting diverse aspects of life and influencing them.

Self-esteem does not remain confined only to childhood. Instead, plays a major role during adolescence and adulthood. Such life phases usually come with their peculiar challenges in the form of school pressures, social pressures, and the desire to achieve personal goals. In instances of low self-esteem, one's coping abilities are compromised, thereby promoting self-doubt, anxiety, and a sense of helplessness. On the contrary, healthy self-esteem calms down the storms and allows the individual to traverse the rough seas of difficulties calmly and confidentiality.

Young adults self-worth greatly impacts their perceptions of others and the manner in which they interact. Those with healthy self-esteem usually set appropriate boundaries, are capable of self-expression, and make decisions that are in accord with their values. Strong, fulfilling relationships are often the resultant outcome. Conversely, an individual with low self-esteem may experience difficulties in self-assertion, even have a fear of rejection, and adopt negative relationship patterns.

The role of self-esteem in academic and professional settings is profoundly significant. Young adults having high self-esteem exhibit ambition in achieving their goals, have confidence in their capabilities, and stay steadfast when they face unfortunate consequences. They remain open-minded because they understand that it could even lead to personal or professional enhancement, thus pushing them forward to show resilience whenever they face a setback in achieving their goals. On the other hand, young adult with low self-esteem has a great hindrance, causing self-defeating behaviors, feelings of being an impostor, and narrowing personal ambitions and career dreams.

Given the importance of self-esteem for psychological wellness, various interventions and approaches have been developed for the promotion and sustenance of healthy self-regard. Cognitive-behavioral therapy, self-reflective practices, affirmations, and encouraging social networks may all be part of such an approach. In strengthening self-esteem, the person most likely experiences the following: confidence, life satisfaction, and ability to pursue their hopes and goals.

With the evolution of the digital world, social media platforms have gained great importance in social interactions and self-expression; however, the excessively apparent presence of these platform raises questions on their effects on psychological health. Media addiction, social comparison based on

appearance, and body image discontent are major challenges that have been shown to enhance, instead undermine, self-esteem in a variety of complex ways.

Social Media Addiction and Self-Esteem

The phenomenon of social media addiction is characterized by an excessive compulsion which leads the person to seek social networking sites so obsessively that the individual starts neglecting real-life responsibilities, often with unfavourable consequences on the emotional level (Andreassen et al., 2012). Such addictive behavior disrupts the delicate balance between the online and offline world as it nourishes dependence on the social media platform for recognition and validation. Young adults, in particular, might find themselves measuring their self-worth on likes, comments, and follower counts, resulting in a fragile self-esteem driven by the external world. The absence of such public affirmation, can then provoke feelings of waning self-worth and rejection (Keles, McCrae, & Grealish, 2020). Moreover, continued immersion within the illusionary curated content-experiences can greatly expose to imposed, unrealistic templates of success, beauty, and lifestyle that further fuel a growing sense of inferior self-image and self-devaluation.

Substantial evidence points to an association between online addictions with lower self-esteem. One study found that problematic social media use was significantly linked to lower self-esteem and greater depressive symptoms in a sample of adolescents and young adults (Hawes, Zimmer-Gembeck, & Campbell, 2020). The constant pressure to sustain an idealized online image may cause emotional fatigue and insecurity, further eroding self-confidence and internal validation (Blachnio, Przepiorka, & Pantic, 2016).

Social Comparison on Social Media and Its Impact on Self-Esteem

According to social comparison theory, self-worth derives from comparing oneself to others (Festinger, 1954). Social comparison is an innate human behavior; it simply comes to be more pronounced in the age of social media. Sites like Instagram and Facebook provide never-ending streams of content that are edited and selected with care and nurtured by the intention of making their users examine their own lives, bodies, achievements, and relationships against those of others. Primarily, the comparisons are upward ones in nature, where the person compares themselves to someone, they feel is better off, resulting in lowered self-esteem (Fardouly et al., 2015).

Social media comparisons may also be based on unrealistic portrayals, unlike offline interactions where comparisons may have been mediated by context and direct communication. This discrepancy builds on negative self-evaluation and feelings of inadequacy. Vogel et al. (2015), represented that individuals who often compare themselves with others on social media have lower self-esteem and increased depressive symptoms. Along similar lines, Stapleton, Luiz, and Chatwin (2017) found habitual social comparing on social networking sites to correlate with negative self-perceptions and negative mood states.

Furthermore, social media fosters a performance-based culture by inciting users to showcase the most appealing version of themselves for recognition by their peers. This eventually makes one self-monitoring and self-objectifying, making one's self-worth dependent on others, which later becomes intrinsic self-esteem. This might lead to a lack of self-worth, especially as the users perceive themselves to be not measuring up to some ideal social standard (Perloff, 2014).

Over time, this could lead to a diminished sense of self-esteem, especially when users feel they are not up to the perceived social standards.

Body Image and Dissatisfaction and Its Link to Self-Esteem

Social media is another significant pathway in the impact on self-esteem in terms of the idea of body ima-

ge. Body image is the perception, thought, and feelings of the person towards their outside physical appearance. Social media is often visual and completely filled with images, which promote narrow and unrealistic beauty standards, frequently enhanced by filters, editing tools, and influencer marketing. These portrayals often question what is normal or healthy about the body and can distort perceptions, leading to body dissatisfaction and, eventually, reduced self-esteem (Tiggemann & Slater, 2014).

Young adults, particularly females, might be at a greater risk from social media beauty standards. Fardouly and Vartanian (2016) discovered that the sapience of self-appearing content on social network sites has a positive correlation with body dissatisfaction and self-esteem issues. Even short exposure to such content can trigger negative evaluations of bodies and lower self-worth (Brown and Tiggemann, 2016). A heightened effect occurs when people interact with the thin or muscular images- a person internalizes these ideals or believes that their own body is inadequate.

For a multitude, aiming for such unattainable purposes extracts extreme measures, such as severe dieting and strenuous exercise or appearance- augmenting products on account of social acceptance rather than health. Such motivation, which comes externally, likewise true self-esteem may breed a conditional sense of self-worth-vulnerability, as to being valued only when physically in consonance with societal standards (Dakanalis et al., 2015). In time, the comparison, dissatisfaction, and poor self-regard develop long-term effects on mental health, such as eating disorders and chronic anxiety.

Interconnected Impacts on Self-Esteem

Social media addiction, social comparison, and body image dissatisfaction are interlinked factors that exert a multidimensional threat to self-esteem. These correlates reinforce each other in a sequence of vicious feedback and loops that evidently do not function as isolated components. Addictive use of social media augments the exposure to idealized content present online, thereby enhancing social comparison and body image dissatisfaction. All of these experiences, in turn, add to the perception of low self-esteem, which most likely increase the neediness for affirmation through social media, further fuelling the cycle.

The very algorithmic nature of social networking increases the amount of appearance-based content that users must suffer in order to access a wider range of materials. This allows individuals to enter a comparison and self-accusation cycle with decreasing returns on confidence and self-assurance. Improving self-esteem by means of intervention will also have to take account of the complex interplay of these in promoting digital literacy, self-compassion, and healthy online habits.

CHAPTER 2

REVIEW OF LITERATURE

The study conducted by **Boursier et al. (2020)** investigated the role of social media in fostering self-image and affecting online behaviour in a culture where social media is incorporated into people's daily routines, especially teenagers. Teenagers often reciprocate with visual content sharing, especially selfies, to obtain some sort of approval, hence promoting a certain view of themselves. However, repetitively presenting themselves in front of camera and being exposed to visual perception can lead others to make social comparisons and thus harbour more concerns over their self- appearance, where those unhappy with their appearance might resort to using the Internet for body-image-related activities to create an ideal image for themselves, with harmful consequences. This study concentrated on a little-studied aspect of social anxiety and expectations around selfies that contribute to problematic social media use, also known as "social media addiction", while simultaneously investigating gender differences. The study participants were 578 in number, and demos were 16.1 years old on average. The results have suggested that male's

problematic social media use was predicted by the fact that they had concerns about their appearance and that they believed selfies boost their self-confidence. On the other hand, girls were more socially anxious, stating that this factor was not a significant consideration in understanding their media use behavior. The study offers helpful insights in troubleshooting the gender-specific relationships among social anxiety, selfie expectations, and problematic social media behavior in adolescents.

Despite abundant research about traditional media contributions in these concerns, **Perloff (2014)** noted a theoretical gap in literature addressing the influence of social media on body image concerns among young adult women in the U.S. Given the huge amount of time young women spend on social networks and their reliance on social networking as a source of information, it is becoming increasingly necessary to understand the psychological effects of those important platforms. In order to guide future research on the part social media plays in body image issues, this paper offered a conceptual framework based on theories from social psychology and communication. This study placed emphasis on how the interactive characteristic of social media with a lot of peer interactions and a lot of varied visuals adds up to body dissatisfaction through mechanisms like peer norms, immersion in content (transportation), and negative social comparison. The model in this paper emphasizes individual vulnerability traits and psychological mechanisms that make social media use lead to body dissatisfaction and disordered eating behaviours. Furthermore, the emerging investigations focus on how social media affects male body and its cultural and ethnic influences as well as possible interventions.

Mills et al. (2018) conducted an empirical study investigating the potential psychological consequences of taking selfies and posting it on their emotional and body image reactions for women of younger generation. The study sample consisted of 110 female undergraduate students who were randomly assigned to one of the three groups as follows: one group took and uploaded an unedited selfie; another group took a preferred edited selfie and posted it; and the last group served as control. Before and after the intervention, participants' mood and body image were evaluated. It indicated that the learning process engaged in selfie-taking-posting significantly acquires the participant's mood and selfie-perception in relation to the physical appearance. Those who took and shared selfies with others reported that they felt more anxious about their appearance and less self-confident and attractive as compared with control groups. Out of these factors, negative result such as those mentioned above remained even after participants made attempts to retake and improve their photograph. It is also among the early studies that gave empirical evidence about the adverse emotional and body image effects generated through the act of taking and posting selfies at social media sites.

Another study of **Jiotsa et al. (2021)** sought to investigate the increasing use of social media by adolescents and young adults in relation to body dissatisfaction and thinness. Previous studies primarily centred on traditional media effects concerning body image issues, but this research attempted to analyse whether the frequency with which one compares his or her physical appearance to the people he or she follows on social media contributes to such problems. 1,331 people, age 15 to 35 (mean age of 24.2), participated in the study: 1,138 were members of the general population, and 193 had an eating disorder diagnosis. Participants took an online survey investigating their social media activity, comprising the type of accounts that they followed, frequency of posting selfies, number of comparisons regarding their appearance to those of others, as well as specific items from the Eating Disorder Inventory Scale pertaining to the desire for thinness (EDI-DT) and body dissatisfaction (EDI-BD). Higher-frequency appearance-based comparisons on social media were found to be significantly related to increased body dissatisfaction and thinness motivation. Body mass index (BMI) was, however, not a factor in influencing this

relationship, while education was an influencing variable. The research suggests that constant exposure to idealized images on social media heightens susceptibility to body image problems and eating disorders and underlines the need to counteract these influences in preventive programs and treatment approaches.

Lau GS and colleagues (2022) elaborated on an evolving trend towards selfie editing and investigated its psychological ramifications, specifically in Malaysia- a rather under-researched area. While the bulk of previous research had focused more on the effect of selfie editing on body image, the present work investigated how this activity would be related to self-esteem and social anxiety as well. 253 college students participated by completing an online survey. Three well-known instruments were used to measure the variable: the Rosenberg Self-Esteem Scale (RSES), the Photo Manipulation Scale (PMS), and the Social Appearance Anxiety Scale (SAAS). The major findings included a substantial relationship between the greater social anxiety levels and the likelihood of editing selfies prior posting them online. Editing one's picture has also been found to be correlated with lower self-esteem. This study also revealed that picture editing would have a significant impact on both self-esteem and social anxiety, even if it did not affect the presence of social anxiety disorder or low self-esteem directly. Various explanations for these relationships were suggested by the authors, along with a need for further study into the mediators. In addition, they pointed out the importance of developing good practices in selfie-editing to mitigate the chances of adverse psychological outcomes.

A study by **P Aggarwal (2020)** compared and examined the ways in which young male and female social media users interact with body image, body comparison, and self-esteem. The Body Self-Image questionnaire was utilized to gauge body image, and the Rosenberg self-esteem measure was modified to evaluate self-esteem, and Motivation to Use Social Networking as a Body Comparison was used to assess the social media application. Purposive sampling was used in a non-probability manner to obtain a sample of 100 subject, 50 males and 50 females, from different colleges and universities of the Delhi/NCR region. The data collected were subjected to inferential and descriptive statistics. Research revealed that women are more likely than men to engage in body comparison on social media and to be concerned about their bodies, but men have lower self-esteem than women. The study opened several avenues for future research in applied social psychology, including possible interventions to curb social media use. The study also added to the positive psychology framework aimed at designing interventions for the promotion of a positive body image and self-perception.

Brunet J et. al. (2010) conducted research in which body image variables were evaluated in a sample of 329 adolescents (58%) males to determine gender differences, and a conceptual model was examined whereby self-esteem influences social physique anxiety (SPA) that in turn influences the drive for muscularity and thinness. A multi-group invariance analysis indicated that partial invariance of the measurement and structural models could be identified for boys and girls, allowing for gender comparisons. The research indicated that adolescent boys show a stronger drive towards muscularity and much more self-esteem than girls; however, they exhibit lower scores in SPA and desire to be thin. The overall structural and measurement model are found to be a good fit across the whole sample. The study confirmed the link proposed in its model, suggesting that self-esteem serves as a significant facilitator of SPA reduction, which itself strongly predicts adolescents' motivation toward acquiring muscular or thin body ideals. This finding bears the implication that programs focusing on enhancing self-esteem may also serve the purpose of decreasing SPA and, therefore, decorrelate the appearance-related pressures from adolescents of both genders.

Pedalino F et. al. (2022) conducted a study to investigate the relationship between the usage of Instagram and the body dissatisfaction among females of adolescent and young adulthood with the intervening factor being upward social comparison. A sample of 291 women were included in the study, ranging from 15-43 years ($M_{age} = 19.8$, $SD = 4.6$) who completed an online survey on self-report questionnaires regarding body dissatisfaction (such as body-image discrepancy and lack of body appreciation), Instagram activities (including browsing other people's profiles, commenting on other people's appearances, and posting one's own content), and social comparison on social media with influencers from distant places, remote peers, and nearby peers. Structural equation modeling was used on the data collected. Instagram browsing is associated with decreased body satisfaction, which is fully mediated by upward social comparison with social media influencers. The near or distant peer comparison did not substantially mediate this effect. Moreover, body dissatisfaction has no linkage to sharing one's own content online or making comments on somebody's physical appearance. Teenage girls, as well as participants with a higher BMI, are showing a significantly lower body appreciation. The importance of social media influencers on the perceptions of body image is salient for the public health strategies directed towards positive body image and against appearance-based comparisons via social media.

Myers TA et. al. (2012) conducted a study to explore the relation between upward appearance-related social comparison and body image disturbance utilizing ecological momentary assessment. 91 undergraduate women participated by responding to questionnaires five times a day via Palm Personal Data Assistant (PDA) devices. Statistical strategies included hierarchical linear modeling in order to account for longitudinal data both within and across participants. The results revealed that body image distress is strongly and directly associated with upward appearance-related social comparisons. Further, a less feminist belief system predicted a greater prevalence of body checking behaviors, while the greater the internalization of the thin ideal, the heavier the body image distress. These findings extended knowledge toward a better understanding of real-time processes of social comparison affecting body image concerns with an emphasis on internalized sociocultural ideals and personal beliefs.

Aziz J (2017) conducted a study on Body image dissatisfaction and Fatphobia which had emerged as growing concerns among the current generation. Prior studies had identified a strong connection between media exposure and heightened issues related to body image. With the advent of new media- particularly social media- a distinct form of mediated messaging had developed, necessitating further exploration. Among these platforms, Instagram, known for its image-centric content, provided users with immediate access to a vast array of idealized body representations. Statistics indicated that individuals aged 16 to 24 comprised the most active demographic on Instagram. The present research proposal intended to empirically examine the association between Instagram usage and body image dissatisfaction as well as fatphobia among undergraduate students in Catalonia. The study was structured as a three-phase experimental design involving a sample of 200 male and female participants. Data collection was carried out using three standardized tools: the Sociocultural Attitudes Towards Appearance Questionnaire-3, the Body Image Disturbance Questionnaire, and the Fat Phobia Scale, along with a set of questions related to Instagram usage.

Kavakl M et al. (2021) investigated the emerging concern of social media addiction and the psychological impacts associated with it, especially in relation to self-esteem and belonging. While prior studies established correlations among these variables, the current research hypothesized the mechanisms with social comparison theory in mind. The research studied whether social comparison served as a mediating variable between social media addiction, self-esteem, and general belongingness. 311 undergraduate

students from a Turkish state institution participated. Data were collected using a demographic information sheet and standardized measures: Rosenberg Self-Esteem Scale, General Belongingness Scale, Social Comparison Scale, and the Social Media Addiction Scale-Student Form. Structural equation modeling was used to investigate the mediating role of social comparison. The association between social media addiction, self-esteem, and a sense of belonging was substantially impacted by social comparison. It was proposed that social media provide opportunities for easy and frequent upward or downward comparisons with others. This process triggered various degrees of influence on emotional regulation and perceptions of self-worth and belongingness in ways that are either positive or negative, thereby underlining the intricate psychological dynamics that come into play with social media engagement.

Mukand, A. (2023) conducted a study to understand how the internet and social media affect interpersonal communication, business operations, and engagement within the larger world. With such a fast-and-easy digital integration into everyday life, discussion arose about the ill effects that excess online activity could have on college students' study outcomes. The main aim of this study was to find out if Internet and social media addiction is connected with undergraduate students' academic performance. The sample consisted of thirty (30) college- age students, meaning those between the ages of eighteen and twenty-three. Standardized instruments were used to measure the levels of addiction to the internet and social media as well as the performance in academic studies. The results showed a significant negative correlation between internet addiction with online entertainment and academic performance. There was a negative link between internet addiction and social convergence and a substantial correlation with entertainment. Therefore, the study calls on educators and institutions to explore ways to foster healthy digital habits among students while creating an academic culture that promotes productivity and engagement. Further research was suggested to continue to broaden understanding of the effects of technology on student achievement as the digital world keeps changing.

Ling A (2022) conducted an experimental study on the effects of Facebook use on women's mood and body image. The other question posed in this research was whether these effects would differ when compared with online viewing of a fashion magazine and whether the outcome was influenced by tendencies to compare bodily appearances. 112 women who took part in the study were randomly allocated to spend ten minutes browsing their own Facebook page, a website for a fashion magazine, or a neutral website with content unrelated to appearance. An assessment measuring mood, body dissatisfaction, and weight/appearance discrepancy perception (in terms of features such as face, hair, and skin) was then completed by the participants. They also answered a question on trait-level appearance comparison tendencies. It was found that Facebook browsing caused more negative mood than control site browsing, and women showing higher comparison tendencies reported more dissatisfaction with their face, hair, and skin features after Facebook use than those in the control condition. The widespread use of Facebook warrants further investigation into its impacts on body image and appearance concerns.

Krok D et al. (2025) examined the complex influence that social media has in the lives of emerging adults, a cohort grappling with immediate technological change. While social media use was often found to predict lower well-being, it also seemed to foster increased personal development and goal achievement. Since Facebook and perceived stress are believed to mediate these relationships during emerging adulthood, the present study is aimed at establishing associations among attitudes towards social media and psychological well-being. A total of 294 respondents were included in the sample, with an average age of 23.76 years. Data were collected using several standardized instruments: the Social Media Mindset Scale, the Bergen Facebook Addiction Scale, the Perceived Stress Scale, the Psychological Well-Being

Scale, and the Satisfaction with Life Scale. Correlational and mediation analyses were performed. The majority of the study's hypotheses match the evidence that was seen. Argumentatively, there is a positive relationship between favourable social media attitude and psychological well-being. It also appears that Facebook addiction as well as perceived stress acts as a sequential mediator in this relationship. Based on the results of this study, future interventions could be fitted to these parameters; hence, social media addiction and stress may assist in mental health and well-being among this population group.

The study by **Ahadzadeh et al. (2017)** examined the way that Instagram use affects body satisfaction through the mediating mechanisms of appearance self-schema and self-discrepancy, with a moderation by self-esteem. The sample consisted of 273 university students who actively used Instagram and opted to take part in an online survey. The questionnaire obtained information about participants' demographic details, Instagram use, self-schema, self-discrepancy, body satisfaction, and self-esteem. The hypotheses that Instagram use and body satisfaction were mediated by body image self-schema and self-discrepancy, the strength of which was determined by the participants' self-esteem levels, have been confirmed. More interestingly, individuals with low self-esteem exhibited the mediation effects of the self-schemas and self-discrepancy in such a way as to amplify the negative effects of Instagram use on body satisfaction.

Rodgers et al. (2022) investigated the link between body image dissatisfaction and use of social media, focusing particularly on highly visual, appearance-related content. The study explored theoretical frameworks and empirical studies, highlighting how although there has been consistent small to moderate effect size association between exposure to social media and poor body image, these effects do not apply to all people. According to the study, certain groups- particularly younger teenagers and people for whom self-worth closely correlates with beauty, especially women- are more vulnerable to the adverse consequences of social media usage. Even though there is variability across several demographic distributions, most relevant populations have been neglected from adequate investigation. The authors argued for future studies to focus on these minority populations and suggested broadening the scope of the study to address different aspects of social media use and adopting advanced research methods.

Hawes et al. (2020) focused research on social media and emotional well-being, centering particularly on effects of behaviors and information concerning looks. 763 teenagers and young adults indicated participation data about hours spent browsing on social sites, mentors across both general and appearance-related activities. Such relationships will be examined in terms of social anxiety, depressive symptomatology, and the two dimensions of- appearance rejection sensitivity and appearance anxiety-of appearance sensitivity. It also revealed that increase use of social media strongly associates with increased reports of appearance-related readiness to social anxiety, melancholy, and appearance anxiety symptoms. Emotional, and concerns about physical aspects were significantly correlated with general and appearance-specific obsession on social media. Increasingly focused obsession on appearance strengthened the link between social media usage and appearance-related self-consciousness. The connection between appearance-related social media use and psychological effects was not mediated by genders, as young women scored higher in all measures. The results indicated that the type of social media use, especially viewing appearance-oriented content, may carry greater psychological distress than the merely regular use.

Colak M et al. (2023) conducted a study that examined the relationship between teenage social media addiction and self-esteem, with a particular focus on body image functioning as a mediator in the relationship. 204 high school students participated in the study, 137 of them were male and 67 of whom were female. The average age of respondents was 15.90 years. Respondents rated their body image using

the Multidimensional Body-Self Relations Questionnaire, completed the Social Media Use Disorder Scale, and assessed their self-esteem via the Rosenberg Self-Esteem Scale. According to the findings, participants' self-esteem were shown having no apparent correlation with their parents' education levels nor age. On the other hand, the helpful relationship among personal and public self-esteem and body image is fairly moderate, but that of social media addiction and self-esteem is moderately negative. Addiction to social media is frequently accompanied by low self-esteem and a bad body image. It also states that the relationship of social media addiction with self-esteem is mostly mediated by body image. These analysed factors showed how imperative it is to treat and understand body image in relation to how adolescents' self-esteem is affected by social media behavior.

Gupta M et al. (2022) investigated the relationship between social media addiction and fear of missing out (FOMO) as well as their mutual impact on self-esteem among young adults. This quantitative study spanned a survey method-collection of 120 subjects constituted of college students aged between 18 and 22 from Delhi NCR institutions on a convenience sampling basis. The data analysis was done using correlation and linear regression techniques. Social media addiction was positively associated with FOMO, which implies that as FOMO increases, so does the level of social media addiction. Therefore, there was an inverse relationship between self-esteem and social media addiction in which a higher level of social media addiction was associated with lower self-esteem. Moreover, there was a negative relationship between FOMO and self-esteem. With regression analysis, the interactions between self-esteem, FOMO, and social media addiction were found to be significantly predict the changes in the respective variables. Therefore, results emphasized a meaningful and interconnected relationship among social media addiction, FOMO, and self-esteem.

Kagan M et al. (2025) conducted a study to investigate the impact of social media addiction on masculine depression through mediational roles of physical appearance comparison and self-esteem, with emotional control acting as a moderator. A total of 849 Israeli men aged 18 and above participated in the study by completing structured questionnaires. With male depression as the outcome variable and social media addiction as the independent variable, self-esteem as physical appearance comparison were examined using moderated sequential mediation. The moderation effect of emotional control was then determined in those associations. The results showed that the adherence to the norms of emotional control exacerbated the adverse psychological effects of social media overuse for men and made them more vulnerable to masculine depression. Furthermore, the results indicated that socially-mediated addiction increases depressive symptoms in men via body-related comparisons and decreased self-esteem. The study highlighted the importance of awareness and interventions that interrogate traditional masculine norms, as well as the prevention of related negative mental health outcomes stemming from problematic social media use.

Fardouly J et al. (2015) carried out an experimental study to examine the effects Facebook use on women's mood and body image in comparison with the effects of viewing an online fashion magazine and a neutral website. In total, 112 female participants were randomly assigned to either browse their Facebook accounts, a fashion magazine site, or a control site for 10 minutes, followed by assessments of mood, body dissatisfaction, and appearance-related discrepancies focused on the areas of weight, face, hair, and skin. Additionally, the level of appearance comparisons made by the participants were assessed. Women who logged onto Facebook reported a greater decrease in mood than women who had logged onto the control site. Specifically, appearance comparers who viewed Facebook photographs reported more differences in complexion, hair, and facial features than those who viewed the control site. Given Facebook's ubiquity,

the results indicated that more research is necessary to understand how its use affects physical appearance concerns.

O'Dea JA (2000) conducted a study to assess the effects of an interactive, school-based self-esteem education program on the eating attitudes, behaviors, and body image of teenagers both immediately following the intervention and after a 12-month follow up. The study included 470 students, 63% of whom were females, between the ages of 11 and 14. The control group attended their regular personal development and health classes, while the intervention group took part in a self-esteem program. Results indicated that while these features grew more important for students in the control group, the program significantly improved body satisfaction and positively increased self-esteem factors like social acceptance, physical appearance, and athletic ability among intervention students. Compared to controls, female participants in the intervention group showed better weight management and gave their perceived physical appearance higher ratings. After a year, improvements in self-attitudes and body image remained. Interestingly, even at the 12-month mark, students who were classified as at-risk because of low self-esteem and high anxiety showed less drive for thinness, more body satisfaction, and less emphasis on physical appearance in their self-esteem. At-risk intervention students had acceptable weight growth, in contrast to at-risk controls who lost weight. Participants gave the program good ratings, and it was shown to be safe and effective with no negative effects on anxiety or depression. When supported by educators and families, this study's innovative, controlled educational intervention successfully resulted in long-term improvements in teenagers' attitudes towards their bodies and self-image, providing a promising means of preventing eating disorders.

A study conducted by **de Valle MK et. al. (2021)** investigated social media use and body image disorder using four meta-analyses. The first meta-analysis included 24 experimental studies (N=3816) comparing the effects of ideal images on social media with content not related to appearance. The second meta-analysis involved 21 studies (N=3482), examining how various contextual elements, such as captions and comments, extinguished the effect of these images. The third meta-analysis on 14 studies (N=2641) compared appearance-ideal images with different types of appearance-related content. 10 longitudinal (N=5,177) studies were run with a view to ascertaining the long-term association between social media and body image. It has been found that one of the most promising effects of showing exposure to ideal images on social media has severely deteriorated the body image (Hedge's $g = -0.61$, $p < 0.1$) even if these situations have usually amounted to higher risk (Hedges's $g = -0.12$, $p < 0.1$). These idealized images are said to have a mild effect than other appearance-related images (Hedges $g = -0.68$, $p = 0.05$). But while effects were smaller with outliers removed, they were still significant. Over time, longitudinal data showed a small but constant negative relationship between body image and social media use, with no significant moderators found. This means that indeed mental health professionals have social media consumption, with particular focus on idealized appearance content, in mind when working with at-risk patients.

Parwin, A et. al. (2022) sought to investigate the role that social media played in body image perception and self-esteem in young adults. The study exclusively concerned the roles of social media and other sociocultural aspects in shaping ideal norms about physical appearance as they have been associated with body dissatisfaction, low self-esteem, potential development of eating disorders. For that purpose, 100 participants equally split between male and female participated. However, the findings contradict the majority of existing literature, as it found a positive relationship between addiction to social media and mere self-esteem; it can be proved that self-esteem may rather be at an increasing level with the increasing social media exposure. Similarly, there is an established positive interrelationship between body image

and also self-esteem- another relationship confirmed by positive correlations between the topics. Altogether, these results imply a possible change in the way social media's effects were comprehended in psychology in that under certain conditions, increased amounts of use may be related to a better self-representation.

Vall-Roqué H et. al. (2021) conducted a study aimed to examine the lockdown due to the COVID-19 pandemic to investigate the usage of social networking sites (SNS) by women and its relation to the issue of body image and self-esteem. A cross-section of 2601 Spanish girls from age 14 to 35 completed a questionnaire regarding their use of SNS during and before the lockdown, in addition to measures of self-esteem, body dissatisfaction, and drive for thinness. Significant increases in usage frequency of such SNS sites such as Instagram, YouTube, TikTok, and Facebook have occurred, especially during lockdown. Additionally, more women tended to follow Instagram profiles that prioritized attractiveness. Among the younger group, that is, 14- to 24-year-olds, the use of Instagram was correlated with higher levels of body dissatisfaction, increased drive for thinness, and decreased self-esteem. In the older group aged 25-35, frequent use of Instagram was correlated in particular with the drive for thinness. Furthermore, following accounts that were primarily focused on beauty was predictive of thinness desire in the older age group and body dissatisfaction and thinness-related worries in the younger age group. Thus, the study suggested that the psychological risks associated with increased SNS activity during lockdown are salient when considering appearance ideals and disordered eating behavior among young women.

Abdalqader, M et. al. (2020) carried out a cross-sectional study to evaluate the association between social media use and body comparison, body esteem, and sleep quality among female university students. The study involved 267 female students from different courses of a private university and collected data through self-administered questionnaires. The results showed that students who used social media for more than three hours a day were much more likely to engage in body comparison practices. Greater use of social media was also linked with decreased body esteem. Moreover, extended social media use had a negative effect on sleep quality, with almost half of the participants being at increased risk for insomnia or other sleep disorders. The research emphasized the potential psychological and physiological hazards associated with excessive use of social media in young women.

Vogel, E. A. et. al. (2014) performed two studies to examine the way both frequent and momentary exposure to social comparison content on social comparison content or social networking sites (SNSs) such as Facebook affected self-esteem. To determine if frequent Facebook use was linked to decreased trait self-esteem their first study used a correlational approach. The results showed a negative correlation between self-esteem and Facebook usage, which was mediated by increased exposure to upward social comparisons. The second study used an experimental design to examine how short exposure to curated social media profiles influenced participants' state self-esteem and self-evaluations. Results showed that participants felt lower self-esteem and rated themselves less positively than after looking at profiles that depicted positive characteristics (e.g., healthy lifestyles, active social relationships) as opposed to those showing fewer positive characteristics. The findings further corroborated the psychological implications of upward social comparisons occurring through social media, revealing the potential relevance on an individuals' well-being.

Steinsbekk, S. et. al. (2021) investigated how various modes of social media use affected children's and adolescents' body-related self-esteem. Their investigation depended on interviewing 725 individuals at ages 10, 12, and 14 regarding their self-reported measurements of social media use behaviors and appearance self-esteem. The research differentiated between self-focused use (active posting) and other-

focused use (passively viewing and engaging with others' posts). With the use of a Random Intercept Cross-Lagged Panel Model, findings showed that greater participation in other-oriented social media use predicted lower appearance self-esteem across time, specifically from age 10 to 14, but only for girls. By contrast, self-oriented social media use had no significant impact on appearance self-esteem. Also, there was no support for lower self-esteem affecting future social media use patterns. These results highlighted that passive use of social-media, and not active sharing, was a threat to young girls' body-related self-concepts in early adolescence.

Edge W. (2017) examined how the increasing popularity of social media usage among young adults affected the openness of personal information posted online, such as political, professional, social views. The research indicated that such online activities were becoming more accessible to employers, with some human resource departments including social media profile screening in their recruitment processes. Based on the findings of the 2013 Society for Human Resources Management survey, around 22% of those surveyed admitted they used such social media websites as Facebook and Instagram to weed out job seekers. The study added that no one professions, even that of a nurse, escaped this development. Given ongoing nursing shortages, hospital HR recruiters allegedly used social media as one of their methods to screen and choose candidates for difficult-to-fill positions.

Furnham A, et. al. (2002) investigated the association between eating behavior, self-esteem, motivation for exercise, and body image in 235 adolescents. Respondents filled in a questionnaire rating their attitudes to eating, how large they saw themselves, and why they would take part in exercise. Results showed that boys were likely as girls to want to lose or gain weight, but that most girls said they wanted to get thinner. In particular, body dissatisfaction was associated with reduced self-esteem in girls, while boys' self-esteem was not influenced by their concerns about their body image. Furthermore, some exercise motivations were linked to reduced self-esteem and eating disorders in both males and females. The research added to the increasing body of work on adolescent health by highlighting the gender-specific differences in how they perceive body image and the psychological effects of exercise motivations.

CHAPTER 3

RESEARCH METHODOLOGY

Aim: Impact of social media addiction on social comparison and body image in young adults: examining the effects on self-esteem.

Objective: To analyze the impact of social media addiction on social comparison and body image in young adults: examining the effects on self-esteem.

Hypothesis:

- There will be a significant effect of internet addiction on body image.
- There will be a significant effect of internet addiction on social comparison.
- There will be a significant effect pf internet addiction on self-esteem.

Research Design: One kind of quantitative study that looks at the link between two or more variables without changing them is called a correlational research design. Finding out if there is a statistical link, how strong it is, and which way it runs are the primary objectives.

Important Correlational Design Features:

1. No manipulation: The variables are not altered or within the researcher's control.
2. Observational: Information is gathered as it happens.

3. Relationships only: It pinpoints correlations rather than causes.
4. Strength & Direction: Employs statistical metrics such as the correlation coefficient (r) to demonstrate.
5. Direction: either negative ($-$) or positive ($+$) Between 0 (no correlation) and ± 1 (perfect correlation), the strength scale

Correlation Types:

- Positive Correlation: When both variables rise or fall in tandem
- Negative Correlation: Occurs when one variable rises while the other falls.
- Zero Correlation: There is no association between the variables when there is zero correlation.

Statistical method:

- Correlation

Sample Size: The sample consist of 130 teenagers who use social media.

Inclusion criteria:

- Age between 16-25 years
- Teenagers using social media on a daily basis
- Participants who have provided their consent

Exclusion criteria:

- Individuals below the age of 16 years
- Individuals above the age group of 25 years.
- Individuals who use social media less frequently

Procedure: The present study was conducted to examine the impact of social media addiction on social comparison and body image, and its subsequent effects on self-esteem among young adults. The study was conducted on 150 young school and college going adults belonging to different Schools, Colleges, and Universities. The data was gathered using the online survey approach for broader reach and ease of access. A formal questionnaire was developed through Google Forms consisting of an informed consent, a short demographic component, and four standardized psychological measures: the Internet Addiction Test (IAT), the Rosenberg Self-Esteem Scale (RSES), the Social Comparison Scale (SCS), and the Body Image Questionnaire (BIQ).

The link to the survey was shared via different mediums like emails, WhatsApp, and social media. The participants were explained the nature and aim of the study and were assured of the anonymity and confidentiality of their answers. The participation was voluntary, and only those who gave consent could take up the questionnaire. Respondents were asked to respond all the items truthfully, with the knowledge that there were no right or wrong answers. The mean time to complete the survey was about 15-20 minutes. After the data were gathered, responses were downloaded from Google Forms and coded for analysis.

Variables:

Independent – Social media addiction

Dependent – Social comparison, body image, self-esteem

Tools:**Internet Addiction Test (IAT):**

The Internet Addiction Test of IAT was among the first instruments in assessing internet addiction and is one of the most popular and common measures in research. Dr. Kimberly Young developed the test in 1988. It is a 20-question self-reporting inventory, designed to assess the extent to which an adult is addicted

to the Internet and the extent to which this addiction affects their daily functioning. Each statement describes behaviours that respondents must rate depending on how frequently they occur in their lives, using a 5-point Likert scale from 0 (not relevant) to 5 (always). The factors considered include behavioral emotional, and psychological symptomatology of Internet addiction such as preoccupation with internet use, increased tolerance (i.e., needing more time online), inability to control use, neglect of personal academic, or professional responsibilities, mood modification (Internet use to escape or relieve negative feelings), and interpersonal conflicts because of Internet use. The overall scores range from 0 to 100, with interpretative categories indicating the intensity of addiction.

The IAT has robust psychometric qualities, with Cronbach's alpha values ranging from 0.85 to .93, showing good internal consistency. Its reliability and validity have been proven in a variety of demographics, making it a commonly used tool in Internet and social media addiction studies. Given that social media accounts for a significant portion of young adults' Internet usage, the IAT is especially pertinent to the current study. The instrument helps to understand the relationship between Internet addiction and key variables in the current research, such as self-esteem, body image issues, and social comparison, by offering a quantitative measure of total Internet addiction.

Social Comparison Scale (SCS):

The study under investigation used the Social Comparison Scale Introduced by Allan and Gilbert in 1995 to measure participants' tendencies towards engaging in social comparison and for the perceived social rank. According to the original developers, this method was intended for self-reporting on perceptions of oneself in comparison to others by social rank, attractiveness, competence, and desirability, especially in the context of interpersonal and social relations. The scale comprises of 11 items, all rated on a 10-point bipolar Likert Scale, on which the respondents place themselves anywhere between the two ends of various adjectives pairs, e.g. "inferior-superior", "undesirable-desirable", "incompetent-competent". A score higher in the scale connotes a more positive view of oneself in social comparison, whereas a lower score reflects an inferiority feeling and a low perceived social rank.

The SCS is based on social rank theory that posits humans are responsive to their social rank vis-à-vis other individuals, especially in competitive or evaluation contexts. The theory is particularly applicable when researching psychological concepts like self-esteem, anxiety, depression, and body image dissatisfaction, and thus the SCS is an appropriate tool for investigations into the psychological effects of social comparison processes. The scale has shown good psychometric characteristics, such as high internal consistency with Cronbach's

alpha being usually above .90, and has been cross-validated in clinical and non-clinical samples. The items are simple, intuitive, and applicable across different cultures and age groups, and thus it is a handy instrument for psychological studies.

Within the context of the current study, which examined the impact of social media addiction on social comparison, body image, and self-esteem among young adults, the SCS is especially useful. Social media sites frequently provide idealized representations of others, heightening upward social comparisons. The SCS offers a valid measure of how people internalize these comparisons and view their own social standing and thereby provides critical information regarding the contribution of social comparison to self-evaluative process in the digital age.

Rosenberg Self-Esteem Scale (RSES):

The Rosenberg Self-Esteem Scale (RSES), created by Morris Rosenberg in 1965, was used in this study to gauge participants' overall sense of self-worth. The RSES is the most widely used and validated tool in

psychological research for assessing a person's overall sense of self-worth. 10 items long, each scored on a 4-point Likert scale from strongly agree to strongly disagree. To reduce response bias, five were worded positively- e.g., "On the whole, I am satisfied with myself"- while the other five were reverse-scored and worded negatively- e.g., "I feel I do not have much to be proud of".

Higher RSES scores were associated with higher levels of self-esteem; scores ranged from 10 to 40. The scale assessed global or trait self-esteem, or an individual's overall sense of self-worth, as opposed to situational or state dependent self-judgements. The RSES was quick, simple to administer, and appropriate for a variety of populations and contexts, such as adolescents, young adults, and clinical and non-clinical samples.

The RSES demonstrated outstanding validity and reliability in psychometric testing. Many studies reported strong internal consistency, with Cronbach's alpha coefficients typically ranging from .77 to .88. The scale also had good construct validity, correlating positively with other self-esteem scales and other constructs like depression, anxiety, and self-concept. Its simplicity and robustness also rendered it the first choice of measure in psychological research, particularly in studies of mental health, social relationships, body image, and behavioral outcomes.

In the current research, the RSES was a primary measure for assessing the effects of social media addiction, social comparison, and body image concerns on self-esteem among young adults. Since self-esteem is a core construct affected by interpersonal perceptions and online experiences, the RSES offered a valid quantitative measure of participants' self-worth and assisted in demystifying the psychological consequences of excessive social media usage.

Body Image Questionnaire (BIQ):

The current study used the Body Image Questionnaire of Maire-Helene Bruchon-Schweitzer (1987) to understand the participants' perception and attitudes towards their physical appearance. The BIQ is a self-report measure aimed at different aspects of body image, such as satisfaction with certain parts of the body, the presence of appearance concerns in daily life, and general feelings toward one's physique. The 19-item version of the BIQ was in use, which probes into all aspects of body image.

On a 5-point Likert scale, respondents are asked to score their agreement with every BIQ item between "never true" and "always true". Emotional effects of body related-thoughts, avoidance behavior, concern about weight gain or loss, satisfaction with particular body parts are among the several subjects the body image questionnaire covers. On the BIQ, higher scores commonly indicate stronger levels of concern and dissatisfaction with the body, while lower scores indicate a neutral or healthy body image.

In a spectrum of demographics, the psychometric tests of the BIQ have shown outstanding validity and dependability. Usually falling between 0.80 and 0.90, Cronbach's alpha is a gauge of internal consistency and denotes great dependability. The BIQ has also shown convergent validity by means of correlations with other body image assessments and related psychological constructs including social comparison, eating attitudes, and self-esteem.

In the context of the current research, which looked at the impacts of social comparison and social media addiction on body image and self-esteem, BIQ was a key tool. Social media tend to post idealized and photoshopped pictures that can create negative self-perceptions about one's appearance. The BIQ permitted a nuanced examination of the impact these exposures had on participants' body satisfaction, cognitive appearance preoccupation, and emotional reactions concerning their bodies and hence provided significant insight into the psychological effects of viewing digital media.

CHAPTER 4

RESULT

Table 1: Correlation between Internet Addiction (IAT) and Social-Comparison (SCS)

Variable 1	Variable 2	r	p-value	Strength of Correlation	Significance
Internet Addiction	Social Comparison (SCS)	.567	.050	Moderate	Significant (p < .05)

Interpretation: There is a moderately strong, positive correlation between Internet Addiction and Social-Comparison, which is statistically at the $p = .050$ threshold. This suggest that individuals who engage in more frequent social-comparison tend to also exhibit higher levels of internet addiction.

Explanation: This finding is the theoretically coherent. Excessive social-comparison- especially in the digital age- is often exacerbated by social media platforms, where individuals compare their lives, appearance, and achievements with curated online personas. This can lead to compulsive checking behaviors, fear of missing out (FOMO), and overuse of the internet in an attempt to match or monitor perceived social standards.

Table 2: Correlation between Internet Addiction (IAT) and Self-Esteem (RSES)

Variable 1	Variable 2	r	p-value	Strength of Correlation	Significance
Internet Addiction	Self-Esteem (RSES)	.275	.002	Weak	Significant (p < .01)

Interpretation: This is a weak positive correlation, but it is statistically significant at thee 0.01 level. It suggests that as self-esteem increases, internet addiction also tends to increase, although the strength of the relationship is modest.

Explanation: While this result appears counterintuitive- as high self-esteem is typically protective- it may reflect a specific type of self-esteem. For example, individuals with inflated or externally validated self-esteem might seek online engagement for continuous validation, social status, or performance. In such cases, high internet use is not due to poor self-esteem, but rather the need to maintain or reinforce a self-image.

Table 3: Correlation between Internet Addiction (IAT) and Body Image (BIQ)

Variable 1	Variable 2	r	p-value	Strength of Correlation	Significance
Internet Addiction	Body Image (BIQ)	.765	.050	Strong	Significant (p < .05)

Interpretation: This is a strong positive correlation and is statistically significant at the 5% level, suggesting that individuals with greater body image concerns or dissatisfaction are also more likely to engage in excessive internet use.

Explanation: This finding aligns well with existing literature. People with negative body image may spend more time online, especially on image-heavy platforms like Instagram, TikTok, or beauty forums. Such individuals may:

- Seek reassurance or validation through likes and comments
- Compare their appearance with influencers or peers
- Engage in online activities that intensify body dissatisfaction (e.g., idealized body portrayals)

This creates a vicious cycle of increased screen time and intensified body image concerns.

Table 4: Summary of Correlation Matrix Trends

Variables	Pearson's r	p-value	Strength of Correlation	Significance
Internet Addiction & Body Image(BIQ)	.765	.050	Strong	Significant (p < .05)
Internet Addiction & Social Comparison (SCS)	.567	.050	Moderate	Significant (p < .05)
Internet Addiction & Self-Esteem (RSES)	.275	.002	Weak	Significant (p < .01)

- **IAT & BIQ:** Strongest relationship ($r = .765$) – body image is the most powerful psychological correlate.
- **IAT & SCS:** Moderate correlation ($r = .567$) – social comparison plays a significant role.
- **IAT & RSES:** Weakest correlation ($r = .275$), though still significant – suggesting a more complex or context-dependent role for self-esteem.

All correlations are positive, indicating that higher levels of body image concerns, social-comparison, and even self-esteem are associated with higher internet addiction.

CHAPTER 5 DISCUSSION

The present study sought to examine the relationship between Internet Addiction and the three psychological variables- Social Comparison, Self-Esteem, and Body Image- in a sample of 130 young adults. The results showed that all three variables, though to differing degrees, showed statistically significant positive relationships with Internet Addiction. Contributing to the expanding literature on digital behavior and mental health, these findings offer important insights into psychological foundations of excessive internet use.

Significantly, body image issues were found to be the most powerful predictor of internet addiction ($r = .765$, $p = .050$), indicating that people who are more unhappy with their appearance are more prone to use

the internet problematically. This is consistent with earlier studies highlighting the function of visual platforms, where the presentation of idealized physical attributes can set off cycles of compulsive engagement, self-monitoring, and comparison. The psychological significance of appearance-related issues in digital context is highlighted by the strength of this link.

Social comparison tendencies and Internet addiction were found to be somewhat positively correlated ($r = .567$, $p = .050$). This lends credence to the idea that those who are prone to comparing themselves to others can be especially susceptible to the impact of carefully chosen social media information. An atmosphere that is conducive to upward comparison is created by the pervasiveness of idealized online representations, which can cause feelings of inadequacy and motivate compensatory digital acts. This demonstrates how social comparison can both contribute to and sustain excessive internet use.

Surprisingly, a weak but statistically significant positive connection ($r = .275$, $p = .002$) was found between internet addiction and self-esteem. Despite seeming contradictory, this outcome might be a reflection of unstable or externally contingent types of self-esteem, where people use digital platforms to look for social approval or validation. Given that it depends on social reinforcement mechanisms that are frequently present online, the positive association implies that not all forms of high self-esteem are adaptive.

When combined, these results highlight the intricate relationship between psychological characteristics and online behaviour. They contend that while self-esteem may play a more context dependent effect, body image issues and social comparison inclinations are particularly prominent determinants. These findings highlight the need for psychological therapies that target the underlying emotional and cognitive mechanisms causing excessive use of technology in addition to limiting screen time.

Theoretical and Practical Implications

Theoretical Implications

- The results challenge the assumption that positive psychological traits (like self-esteem) always protect against addictive behaviours.
- They highlight the dual-edged nature of psychological constructs- for instance, self-esteem may be adaptive for defensive, social-comparison may be motivating or damaging depending on context.
- The strong link between body image and internet use reinforces sociocultural models of digital exposure impacting self-perception.

Practical Implications

- Intervention programs for internet addiction should target body image dissatisfaction and harmful social-comparison patterns.
- Digital literacy and self-image workshops may help individuals critically interpret online content and reduce negative self-evaluations.
- Mental health practitioners can explore not just self-esteem levels, but the sources and stability of that esteem (intrinsic vs. extrinsic validation).

CHAPTER 6

CONCLUSION

In conclusion, by clarifying its connections to important psychological concepts- namely, Body Image, Social Comparison, and Self-Esteem- this study advances our knowledge of internet addiction. The statistically substantial associations found between these factors and internet addiction highlight how intrapersonal vulnerabilities influence young individuals' digital behavior.

The strongest correlation between internet addiction and body image issues was the most obvious findings. This demonstrates that significant impact of visual material and appearance-based standards that are common on social media sites. Compulsive internet use may result from people's propensity to compare their appearance or seek confirmation, especially when these interactions serve to reinforce negative self-perceptions.

Additionally, the moderate correlation between internet addiction and social comparison confirms the widespread influence of online social dynamics. Because people are constantly exposed to idealized images of other people, the digital world creates a competitive atmosphere where people are constantly assessing their own social status. Emotional pain and a greater reliance on the internet as a coping technique may result from such comparisons.

A more nuanced perspective is encouraged by the strong but decreasing association between internet addiction and self-esteem. Certain types of self-esteem, particularly those that rely on outside approval, may actually encourage internet activity rather than just serve as a protective barrier. This implies that future studies should take into account the stability and quality of self-esteem.

All things considered; the results highlight how psychologically complex internet addiction is. Reducing excessive internet use may be accomplished through interventions that support a positive body image, reduce maladaptive comparison tendencies, and cultivate intrinsic self-worth. Longitudinal designs might be useful in future research to investigate causal linkages and the ways in which these psychological factors change over time in connection to digital behaviour. In sum, the psychological dynamics of internet addiction are complex and non-linear, calling for deeper examination of the qualitative nature of self-esteem and social-comparison in digital environments.

CHAPTER 7

LIMITATIONS

1. **Correlational Design:** The study's correlational nature limits casual interpretations- it remains unclear whether social-comparison, self-esteem, and body image influence internet use or are influenced by it.
2. **Self-Report Bias:** Data collection through self-administered questionnaires may be influenced by social disability, underreporting, or inaccurate self-assessment, particularly around internet use or body image concerns.
3. **Limited Sample Representation:** With a sample size of 130 and limited demographic diversity, the generalizability of the findings to other populations (e.g., different age groups, cultures) is constrained.

CHAPTER 8

REFERENCES

1. Boursier, V., Gioia, F., & Griffiths, M. D. (2020). Do selfie-expectancies and social appearance anxiety predict adolescents' problematic social media use? *Computers in Human Behavior*, 110, 106395. <https://doi.org/10.1016/j.chb.2020.106395>
2. Brunet, J., Sabiston, C. M., Dorsch, K. D., & McCreary, D. R. (2010). Exploring a model linking social physique anxiety, drive for muscularity, drive for thinness and self-esteem among adolescent boys and girls. *Body Image*, 7(2), 137–142. <https://doi.org/10.1016/j.bodyim.2009.11.004>

3. Perloff, R. M. (2014). Social media effects on young women's body image concerns: Theoretical perspectives and an agenda for research. *Sex Roles*, 71(11–12), 363–377. <https://doi.org/10.1007/s11199-014-0384-6>
4. Mills, J. S., Musto, S., Williams, L., & Tiggemann, M. (2018). "Selfie" harm: Effects on mood and body image in young women. *Body Image*, 27, 86–92. <https://doi.org/10.1016/j.bodyim.2018.08.007>
5. Jiotso, B., Naccache, B., Duval, M., Rocher, B., & Grall-Bronnec, M. (2021). Social media use and body image disorders: Association between frequency of comparing one's own physical appearance to that of people being followed on social media and body dissatisfaction and drive for thinness. *International Journal of Environmental Research and Public Health*, 18(6), 2880. <https://doi.org/10.3390/ijerph18062880>
6. Lau, G. S., & Idang, J. (2022). The relationship between selfie-editing, self-esteem, and social appearance anxiety among university students. *International Journal of Advanced Research in Future Ready Learning and Education*, 26(1), 1–8. <https://akademiabaru.com/submit/index.php/frle/article/view/4093>
7. Aggarwal, P. (2020). Social media use for body comparison, body image concern and self-esteem. *International Journal of Indian Psychology*, 8(2), 541–551. <https://doi.org/10.25215/0802.064>
8. Pedalino, F., & Camerini, A.-L. (2022). Instagram use and body dissatisfaction: The mediating role of upward social comparison with peers and influencers among young females. *International Journal of Environmental Research and Public Health*, 19(3), 1543. <https://doi.org/10.3390/ijerph19031543>
9. Myers, T. A., Ridolfi, D. R., Crowther, J. H., & Ciesla, J. A. (2012). The impact of appearance-focused social comparisons on body image disturbance in the naturalistic environment: The roles of thin-ideal internalization and feminist beliefs. *Body Image*, 9(3), 342–351. <https://doi.org/10.1016/j.bodyim.2012.03.005>
10. Aziz, J. (2017). Social media and body issues in young adults: An empirical study on the influence of Instagram use on body image and fatphobia in Catalan university students. *Semantic Scholar*. <https://www.semanticscholar.org/paper/df8b4fdf59f4db02bbcd0d616ee9188e8e218a2e>
11. Kavaklı, M., & Ünal, G. (2021). The effects of social comparison on the relationships among social media addiction, self-esteem, and general belongingness levels. *Current Issues in Personality Psychology*, 9(2), 114–124. <https://doi.org/10.5114/cipp.2021.105349>
12. Mukand, A. (2023). A study on internet addiction, social media addiction & academic performance among college students. *International Journal of Indian Psychology*, 11(4), 755–761. <https://doi.org/10.25215/1104.067>
13. Ling, A. (2022). The impact of social media on body image anxiety among females. *Advances in Social Science, Education and Humanities Research*. <https://doi.org/10.2991/assehr.k.220704.130>
14. Krok, D., & Póltorak, M. (2025). Social media mindsets and well-being in emerging adults: A serial mediation of Facebook addiction and stress. *Brain Sciences*, 15(3), 301. <https://doi.org/10.3390/brainsci15030301>
15. Ahadzadeh, A. S., Sharif, S. P., & Ong, F. S. (2016). Self-schema and self-discrepancy mediate the influence of Instagram usage on body image satisfaction among youth. *Computers in Human Behavior*, 68, 8–16. <https://doi.org/10.1016/j.chb.2016.11.011>
16. Rodgers, R. F., & Rousseau, A. (2022). Social media and body image: Modulating effects of social identities and user characteristics. *Body Image*, 41, 284–291. <https://doi.org/10.1016/j.bodyim.2022.02.009>

17. Hawes, T., Zimmer-Gembeck, M. J., & Campbell, S. M. (2020). Unique associations of social media use and online appearance preoccupation with depression, anxiety, and appearance rejection sensitivity. *Body Image*, 33, 66–76. <https://doi.org/10.1016/j.bodyim.2020.02.010>
18. Colak, M., Bingol, O. S., & Dayi, A. (2023). Self-esteem and social media addiction level in adolescents: The mediating role of body image. *Indian Journal of Psychiatry*, 65(5), 595–600. https://doi.org/10.4103/indianjpsychiatry.indianjpsychiatry_306_22
19. Gupta, M., Prasad, R. B., & Singh, V. (2022). To study the relationship between social media addiction, self-esteem and fear of missing out. *International Journal of Indian Psychology*, 10(2), 1446–1455. <https://doi.org/10.25215/1002.144>
20. Kagan, M., Ben-Shalom, U., & Mahat-Shamir, M. (2025). The role of physical appearance comparison, self-esteem, and emotional control in the association between social media addiction and masculine depression. *Social Science Computer Review*, 0(0). <https://doi.org/10.1177/08944393251315915>
21. Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. *Body Image*, 13, 38–45. <https://doi.org/10.1016/j.bodyim.2014.12.002>
22. O'Dea, J. A., & Abraham, S. (2000). Improving the body image, eating attitudes, and behaviors of young male and female adolescents: A new educational approach that focuses on self-esteem. *International Journal of Eating Disorders*, 28(1), 43–57. [https://doi.org/10.1002/\(SICI\)1098-108X\(200007\)28:1<43::AID-EAT6>3.0.CO;2-D](https://doi.org/10.1002/(SICI)1098-108X(200007)28:1<43::AID-EAT6>3.0.CO;2-D)
23. de Valle, M. K., Gallego-García, M., Williamson, P., & Wade, T. D. (2021). Social media, body image, and the question of causation: Meta-analyses of experimental and longitudinal evidence. *Body Image*, 39, 276–292. <https://doi.org/10.1016/j.bodyim.2021.10.001>
24. Parwin, A., & Lone, Z. A. (2022). Influence of social media addiction and body image perception on self-esteem among university students. *International Journal of Health Sciences*, 6(S2), 8023–8030. <https://doi.org/10.53730/ijhs.v6nS2.7010>
25. Vall-Roqué, H., Andrés, A., & Saldaña, C. (2021). The impact of COVID-19 lockdown on social network sites use, body image disturbances and self-esteem among adolescent and young women. *Progress in Neuro-Psychopharmacology and Biological Psychiatry*, 110, 110293. <https://doi.org/10.1016/j.pnpbp.2021.110293>
26. Abdalqader, M., & Joseph, S. A. (2020). 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. *Global Journal of Public Health Medicine*, 2(2), 229–234. <https://doi.org/10.37557/gjphm.v2i2.66>
27. Vogel, E. A., Rose, J. P., Roberts, L. R., & Eckles, K. (2014). Social comparison, social media, and self-esteem. *Psychology of Popular Media Culture*, 3(4), 206–222. <https://doi.org/10.1037/ppm0000047>
28. Steinsbekk, S., Wichstrøm, L., Stenseng, F., Nesi, J., Hygen, B. W., & Skalická, V. (2021). The impact of social media use on appearance self-esteem from childhood to adolescence—A 3-wave community study. *Computers in Human Behavior*, 114, Article 106528. <https://doi.org/10.1016/j.chb.2020.106528>
29. Edge, W. (2017). Nursing professionalism: Impact of social media use among nursing students. *Journal of Healthcare Communications*, 2(3). <https://doi.org/10.4172/2472-1654.100068>

30. Furnham, A., Badmin, N., & Sneade, I. (2002). Body image dissatisfaction: Gender differences in eating attitudes, self-esteem, and reasons for exercise. *The Journal of Psychology*, 136(6), 581–596. <https://doi.org/10.1080/00223980209604820>
31. Andreassen, C. S., Torsheim, T., Brunborg, G. S., & Pallesen, S. (2012). Development of a Facebook Addiction Scale. *Psychological Reports*, 110(2), 501-517.
32. Montag, C., Lachmann, B., Herrlich, M., & Zweig, K. (2019). Addictive Features of Social Media/Messenger Platforms and Freemium Games against the Background of Psychological and Economic Theories. *International Journal of Environmental Research and Public Health*, 16(14), 2612.
33. Keles, B., McCrae, N., & Grealish, A. (2020). A systematic review: The influence of social media on depression, anxiety, and psychological distress in adolescents. *International Journal of Adolescence and Youth*, 25(1), 79-93.
34. Scott, H., Biello, S. M., & Woods, H. C. (2019). Social media use and adolescent sleep patterns: Cross-sectional findings from the UK millennium cohort study. *BMJ Open*, 9(9), e031161.
35. Smith, B. G., & Gallicano, T. D. (2015). Terms of engagement: Analyzing public engagement with organizations through social media. *Computers in human Behavior*, 53, 82-90.
36. Verduyn P., Ybarra O., Résibois M., Jonides J., Kross E. (2017). Do social network sites enhance or undermine subjective well-being? A critical review. *Social Issues and Policy Review*, 11, 274–302.
37. Fredrickson, B. L., & Roberts, T. A. (1997). Objectification theory: Toward understanding women's lived experiences and mental health risks. *Psychology of Women Quarterly*, 21(2), 173-206.
38. Tiggemann, M., & Slater, A. (2013). NetGirls: The Internet, Facebook, and body image concern in adolescent girls. *International Journal of Eating Disorders*, 46(6), 630–633.
39. Pempek, T. A., Yermolayeva, Y. A., & Calvert, S. L. (2009). College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology*, 30(3), 227-238
40. Chou, H. T. G., & Edge, N. (2012). "They are happier and having better lives than I am": The impact of using Facebook on perceptions of others' lives. *Cyberpsychology, Behavior, and Social Networking*, 15(2), 117-121.
41. Meier, A., Reinecke, L., & Meltzer, C. E. (2016). "Facebocrastination"? Predictors of using Facebook for procrastination and its effects on students' well-being. *Computers in Human Behavior*, 64, 65-76.
42. Turkle, S. (2015). *Reclaiming Conversation: The Power of Talk in a Digital Age*. Penguin Press.
43. Brand, M., Young, K. S., Laier, C., Wölfling, K., & Potenza, M. N. (2019). Integrating psychological and neurobiological considerations regarding the development and maintenance of specific Internet-use disorders: An interaction of person-affect-cognition-execution (I-PACE) model. *Neuroscience & Biobehavioral Reviews*, 71, 252-266.
44. Alter, A. (2017). *Irresistible: The rise of addictive technology and the business of keeping us hooked*. Penguin.
45. Cash, T. F., & Smolak, L. (2011). *Body image: A handbook of science, practice, and prevention*. Guilford Press.
46. Davis, B., Ozanne, J.L. and Hill, R.P. (2016) The transformative consumer research movement. *Journal of Public Policy & Marketing*, 35(2), 159– 169.
47. Hausenblas, H.A.; Janelle, C.M.; Gardner, R.E.; Focht, B.C. Viewing physique slides: Affective responses of women at high and low drive for thinness. *J. Soc. Clin. Psychol.* 2004, 23, 45.

48. Walther, J. B. (2007). Selective self-presentation in computer-mediated communication: Hyperpersonal dimensions of technology, language, and cognition. *Computers in Human Behavior*, 23(5), 2538-2557.
49. Gonzales, A. L., & Hancock, J. T. (2011). Mirror, mirror on my Facebook wall: Effects of exposure to Facebook on self-esteem. *Cyberpsychology, Behavior, and Social Networking*, 14(1-2), 79-83.
50. Wise, K., Alhabash, S., & Park, H. (2010). Emotional responses during social information seeking on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 13(5), 555 562.