THE EFFECT OF SOCIAL MEDIA ON BODY IMAGE, SELF ESTEEM AND SOCIAL APPEARANCE ANXIETY AMONG YOUNG ADULTS

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INTRODUCTION

Social media platforms have radically changed how young adults engage with others, see themselves, and feel about themselves during the past ten years. Social media has a lot to offer in terms of networking, communication, and information sharing, but it has also been linked to detrimental impacts on body image, self-esteem, and social anxiety. To shed light on the complicated link between social media usage and mental health, this study intends to investigate the effect of social media on key psychological characteristics among young individuals.

The way people portray themselves and interact with others has been revolutionized by social media platforms like Instagram, Facebook, Snapchat, and Twitter. Users may create an idealized online identity by choosing just the best parts of their lives to highlight with a few simple clicks. Unrealistic standards of beauty have been created because of the pervasiveness of highly altered and filtered photos, body ideals, and lifestyles on social media, giving birth to the phenomena known as "social comparison."

Social media has a big impact on body image, which is a person's subjective assessment of their own physique. Body dissatisfaction and a mistaken view of one's own looks might result from repeated exposure to carefully chosen and idealized portrayals of beauty. Particularly young adults are vulnerable to these effects as they go through the process of developing their identities and coming to terms with who they are.

Body image issues and the effect of social media on self-esteem are interwoven. An individual's overall assessment of their competence and self-worth is referred to as self-esteem. Users can gather likes, comments,

and followers on social media platforms as a gauge of their popularity and acceptability, making them a fertile field for social comparison and validation.[19,36]

However, relying too much on social media for acceptance from others can lead to fragile self-esteem since people are more sensitive to criticism or the lack of virtual approval. Among young adults, the constant desire for approval and the pressure to maintain a great online reputation can lead to feelings of inadequacy, anxiety, and diminished self-worth.[44]

A key issue related to social media use, aside from body image and self-esteem, is social appearance anxiety. Anxiety about one's physical appearance in social settings can be referred to as social appearance anxiety. Continuously seeing photos and social media postings that promote idealized beauty standards might amplify self-consciousness and increase anxiety in real-world social situations.[46] Young people' confidence and willingness to participate in social activities can be severely impacted by the fear of falling short of the beauty standards displayed on social media, which may be detrimental to their general social wellbeing.

It's important to comprehend how social media affects young people' self-esteem, social anxiety, and body image for several reasons. First, young adulthood is a sensitive time for identity formation, and social media may have a negative impact on how people view their bodies and themselves. Second, negative body image, low self-esteem, and social anxiety can seriously affect mental health, leading to the emergence of eating disorders, depression, and social isolation. Understanding how social media contributes to these issues might help develop preventive measures, therapies, and support systems that will help people feel better about their bodies, have higher self-esteem, and experience less social anxiety. [5]

It is crucial to remember that social media is a complex and ever-evolving phenomena, and that different platforms and user behaviors may have varied effects on body image, self-esteem, and social anxiety.[34] The magnitude of these impacts can also vary depending on a variety of variables, including gender, cultural background, and the particulars of social media activity. To obtain a deep knowledge of the complexity involved, thorough research on the subject is essential.

The pre-Socratic Greek philosopher Thales (Miletus, 624-546 BC) is credited with saying, "A sound mind in a sound body," which illustrates the connection between physical activity, mental stability, and the ability to enjoy life. For people to promote their physical and mental well-being, they must engage in some form of physical and sports exercise. A person's mood and sense of pleasure may be improved by higher levels of endorphins and neurotransmitters (noradrenaline, serotonin, and dopamine) brought on by physical exercise, according to research. Additionally, regular physical exercise improves the functioning of the hypothalamus-pituitary-adrenal (HPA) axis, increases catecholamine levels, decreases cortisol levels and systemic inflammation, and increases catecholamine levels.

Many people may participate in physical activity and fitness programs to enhance their physical appearance and raise their feeling of social acceptance. Participating in physical exercise programs has been found to significantly improve one's self-esteem and body image. Higher self-esteem, which is described as people's overall attitude towards their positive or negative appraisals of themselves, may arise from improving one's physical attractiveness.

Body image is a person's subjective assessment of their physical attributes, such as size, shape, and general attractiveness. It also includes people's views, convictions, and feelings about their bodies as well as how they interpret how others view their bodies.[33] Consequently, degrees of social anxiety related to physical appearance may also be strongly correlated with body image. According to definitions, social physique anxiety is an emotional condition when people worry about how other people may view their bodies. They may feel a lot of stress, humiliation, or shame because they believe that their physical type, shape, height, and weight are badly regarded.[20]   They could experience feelings of annoyance, rage, anxiety, or embarrassment when their bodies are exposed in gyms and other sporting settings.

Being involved in physical exercise programs has been adversely connected with social physique anxiety and positively associated with body image dissatisfaction and reduced self-esteem. People may feel upset because others have made negative comments about their physical characteristics, or because they think their body is ugly.[28]

According to reports, parental pressure on teenagers to maintain a well-shaped and fit body has an impact on social physique anxiety in the Greek community.

Body image is a person's thoughts, feelings and perception of the aesthetics or sexual attractiveness of their own body. The concept of body image is used in several disciplines, including neuroscience, psychology, medicine, psychiatry. Your body image is how and what you think and feel about your body. It includes the picture of your body that you have in your mind, which might or might not match your body's actual shape and size. (Giannitsopoulou, E. Is there a relationship between Social Physique Anxiety and parental involvement in Greek ballet dancers, rhythmic gymnastics, and swimming athletes during adolescence? *J. Phys. Act. Nutr. Rehabil.* **2016**, *20*, 83–91.)

Body image is made up of thoughts a person has about his body, feelings a person has about his body, perception a person has about his body and the behaviour he exhibits towards his body. All these aspects contribute equally to the body image of a person that can lead to positive and negative body image ideas.

A positive or healthy body image is feeling happy and satisfied with your body, as well as being comfortable with and accepting the way you look. A negative or unhealthy body image is feeling unhappy with the way you look. People who feel like this often want to change their body size or shape. Negative body image can cause body dissatisfaction when persistent negative thoughts and feelings overrule the mind of a person.

In today's world, using social media has become a common everyday activity, particularly among teenagers who frequently share graphic images. One of the most popular teen social media hobbies is sharing selfies, which may help them improve how they come across to others by getting their friends' approval. On the other hand, more exposure to visual information on social media may foster social comparisons and worries about beauty. As a result, body image-based digital activities may enable people who are unhappy with their looks to control and construct their best online self-presentation, which might have negative effects on how they use social media. The current study assessed the understudied predictive functions of social anxiety and selfie expectations on problematic social media usage.

In many industrialized nations, eating disorders and body image issues are on the rise among both men and women. According to Barlett et al. (2008), traditional mass media is frequently blamed for skewing young men's conceptions of their bodies. (Barlett, C.P., Vowels, C.L. and Saucier, D.A. (2008) Meta-analyses of the effects of media images on men's body-image concerns. *Journal of Social and Clinical Psychology*, **27**(3), 279– 310.) Customers' bodies are always on show and under criticism on image-based social media platforms like Instagram. It is crucial to investigate how exposure to this new channel affects body image perceptions and behaviour, especially the effects on users' psychological and physical wellbeing, given the popularity of social media among young people, especially teenagers, and the power of picture-based content that users share. Instagram is a mobile photo-sharing programme that enables users to edit and share both still and moving images.

However, no in-depth study has been published about the process through Instagram in general, fitness hashtags (i.e., #fitfam) in particular, and how this influences male users' body image perceptions, subsequent behavior, and well-being. Scholars call for qualitative research on the impact of social media on consumer behavior and societal well-being [11,40] The current study uses a qualitative method to address these research issues by conducting in-depth interviews with male Instagram fitness hashtag users to examine their reasons for changing their body image and how this has affected their behavior and welfare. The current study is a part of transformational consumer research, which is concerned with important societal problems and topics including nutrition and health (Dahl et al., 2018). [10]

Young women, who are particularly susceptible to thinness standards, tend to equate them with success and attractiveness. As a result, societal pressure over environmental conditions is considered in etiologic models. Eating disorders (EDs) to be influenced by one's physical appearance. Although this societal pressure is undeniable, not everyone is susceptible to it. Predicting the likelihood of getting an ED will depend on how closely individuals relate to these thinness norms, specifically how they internalize this ideal.[25]

Although this societal pressure is undeniable, not everyone is susceptible to it. The degree to which kids internalize this ideal and relate to these thinness criteria will assist forecast the likelihood of having an ED. Internalizing thinness norm may, in fact, influence one's perception of one's body, leading to body dissatisfaction and heightened worries about one's appearance and weight. A mismatch between one's actual physique and their

idealized body is a sign of body dissatisfaction. In the literature on body image problems, it is one of the psychological concepts that has been explored the most.[45,42]

Although traditionally speaking, body standards have mostly been communicated through conventional media (TV, radio, newspapers, magazines), social media use has increased significantly over the past several years. Every website and online mobile app that has user-generated material is referred to as "social media." They provide users the option to join virtual communities, take part in online discussions, and broadcast their own material. The most popular ones are Facebook, Instagram, Snapchat, and Twitter, and they are largely utilized.

By teens and young people. According to several research, social media exposure may promote body dissatisfaction and lead to unsafe eating habits by propagating the thinness ideals that people aspire for. [13,15]

Humans have been noted to be preoccupied with their physical appearance and self-perception from the dawn of humanity. The pre-Socratic Greek philosopher Thales (Miletus, 624-546 BC) is credited with saying "A sound mind in a sound body," which illustrates the connection between physical activity, mental stability, and the ability to enjoy life. For people to promote their physical and mental well-being, they must engage in some form of physical and sports exercise. A person's mood and feelings of pleasure may be improved by higher levels of endorphins and neurotransmitters (noradrenaline, serotonin, and dopamine) brought on by physical exercise, according to research. Regular exercise also boosts catecholamine levels, lowers cortisol levels, reduces systemic inflammation, and enhances the hypothalamus-pituitary-adrenal (HPA) axis's functionality.[19,36,44,46,47]

Many people may participate in physical activity and fitness programs to enhance their physical appearance and raise their feeling of social acceptance. Participating in physical exercise programs has been found to significantly improve one's self-esteem and body image. Higher self-esteem, which is described as people's overall attitude towards their positive or negative appraisals of themselves, may arise from improving one's physical attractiveness. Body image is a person's subjective assessment of their physical attributes, such as size, shape, and general attractiveness. It also includes people's views, convictions, and feelings about their bodies as well as how they interpret how others view their bodies. Consequently, degrees of social anxiety related to physical appearance may also be strongly correlated with body image. According to definitions, social physique anxiety is an emotional condition when people worry about how other people may view their bodies. They may feel a lot of stress, embarrassment, or humiliation because they think their opinions about how others perceive their body type, shape, height, and weight are incorrect.[20]

They could feel disappointed, irate, anxious, or ashamed when their bodies are exposed in gyms and other sporting settings. One type of social anxiety can be social physique anxiety.

To prevent their bodies from being exposed and adversely evaluated by others, people may opt to participate in or refrain from physical exercise programmes. This might make them feel very anxious, embarrassed, or ashamed about their weight.[28]

SELF ESTEEM

Self-esteem and body image are two crucial components of psychological health because they influence how people view themselves and their feeling of overall value. Body image is the subjective judgement, attitude, and perspective that a person has of their physical attributes, such as their size, shape, and beauty. On the other side, self-esteem includes a person's overall assessment of and sentiments of value towards oneself. An individual's mental health is significantly impacted by their emotions, behaviors, and quality of life, which are all influenced by their body image and sense of self-worth.

Due to several societal reasons, including media depictions, cultural values, and social comparisons, the obsession with beauty has become more prominent in modern culture. Many people feel unsatisfied with their own bodies because of the unrealistic beauty standards that are frequently promoted by the media. These standards support a limited and idealized definition of appearance. This idealized portrayal can put a lot of pressure on people to live up to these expectations, which can result in a poor body image and consequent self-esteem problems.

Detrimental body image may have a significant detrimental effect on self-esteem. People may feel inadequate, ashamed, and self-conscious when they believe their bodies don't live up to social beauty standards. Their feeling of self-worth and self-esteem may suffer greatly because of this unfavorable assessment. Additionally, the detrimental effects of body image dissatisfaction can impair a person's relationships, academic or professional endeavors, and general psychological health in addition to their impression of themselves.

On the other hand, those with a favorable body image typically have greater levels of self-esteem. To have a positive body image, one must embrace and love their physical appearance and recognize their body's intrinsic worth regardless of society norms. People who love their bodies and put more of an emphasis on their complete health and well-being than just their appearance can do so because they have a positive body image. These people often have more self-esteem and feel more competent, confident, and content with themselves, all of which have a good impact on their mental and emotional health.

Promoting mental health and well-being requires an understanding of the intricate link between self-esteem and body image. To challenge these unattainable expectations and promote good body image and self-esteem, interventions must be created that consider the sociocultural variables, such as media influences and cultural pressures, that contribute to poor body image. People who have a favorable body image and strong self-esteem tend to be more content generally and are better able to handle life's problems.

To better understand the dynamics of body image and self-esteem, the purpose of this thesis is to examine the elements that affect how people see their bodies, the effects that having a bad body image has on one's self-esteem, and methods for fostering a good body image and a sound sense of self. A culture that appreciates diversity, encourages body acceptance, and fosters good self-esteem for all may be created by people, researchers, educators, and mental health professionals having a thorough grasp of these interrelated principles.

Self-esteem is a fundamental psychological concept that affects how people see and value themselves. It includes a person's overall assessment of themselves and sentiments of self-worth, reflecting their perceptions of their skills, personality traits, and worth as a person. Self-esteem is crucial in determining an individual's emotional well-being, relationships, academic and professional achievement, and general mental health. It also influences many other elements of that person's life.

Self-esteem is developed early in childhood and continues to change as a result of numerous interactions and experiences. Self-esteem is mostly formed throughout childhood via interactions with carers, classmates, and the environment. A good sense of self-worth may be fostered through positive experiences, encouragement, and support, whereas unpleasant experiences, criticism, or neglect can result in poor self-esteem and feelings of inadequacy.

Self-esteem influences people long after they are young, throughout adolescence, and into adulthood. People experience many difficulties and changes during these phases, including academic stress, societal expectations, and the pursuit of individual ambitions. Low self-esteem may make it difficult for people to manage, leading to self-doubt, anxiety, and a weakened feeling of personal agency. Healthy self-esteem empowers people to face these obstacles with confidence and perseverance.

Additionally, a person's sense of self-worth affects how they view and interact with others. People who have a good sense of self-worth are better able to set boundaries, communicate clearly, and make decisions that are consistent with their beliefs. As a result, they are more likely to form and sustain positive, meaningful relationships. On the other hand, people with low self-esteem may have trouble speaking out, fear rejection, and exhibit destructive interpersonal behaviors.

It is impossible to emphasize the importance of self-esteem in both academic and professional contexts. Healthy self-esteem makes people more inclined to set challenging objectives, have confidence in their talents, and persevere in the face of difficulties. Additionally, they are more inclined to look for possibilities for personal development and show more resiliency in the face of obstacles. Low self-esteem, on the other side, can obstruct a person's academic and professional advancement by causing self-sabotage, impostor syndrome, and restricted career goals.

Numerous strategies and treatments have been created to strengthen and maintain healthy self-esteem because of the recognition of the significance of self-esteem in fostering psychological well-being. They might consist of CBT, self-reflection activities, social support networks, and positive affirmation approaches. People can enjoy more self-confidence, more life happiness, and a higher capacity to pursue their goals and desires by cultivating good self-esteem.

SOCIAL APPEARANCE ANXIETY

The uneasiness and nervousness people feel in social settings because of worries about their appearance is referred to as social appearance anxiety. It entails heightened self-consciousness and a worry that one will be negatively evaluated or judged by others because of one's looks. Social anxiety that is focused on appearance-related issues, such as body type, weight, facial characteristics, attire, and general attractiveness, is known as *SOCIAL APPEARANCE ANXIETY*.

People who struggle with social anxiety over appearance frequently have intrusive thoughts and obsess about how they look, fearing judgement or rejection from others. As a coping mechanism for their anxiety, they could participate in a variety of avoidance behaviors, such as avoiding social gatherings or dressing excessively or excessively well. Social interactions, personal relationships, and general wellbeing can all be negatively impacted by social appearance anxiety, which can vary from minor discomfort to severe misery.

Due to the increased focus on physical appearance, the influence of the media, and the prevalence of social media platforms, social appearance anxiety has become more widely recognized and significant in modern society. Increased concerns about appearance and social anxiety may result from ongoing exposure to unattainable beauty ideals, carefully crafted internet pictures, and social pressure to fit in.

Because social anxiety can have larger societal effects, its effects go beyond personal experiences. Social comparison, body dissatisfaction, and the propagation of standards of beauty that are unrealistic for many people may all be fueled by social appearance anxiety. Additionally, it can play a role in the emergence of eating disorders, body image problems, and other mental health concerns.

The intricacy of this issue and its effects on people's wellbeing can be better understood by people and mental health professionals by looking at the psychological and sociocultural elements that lead to the emergence of social appearance anxiety. The effects of social appearance anxiety on both the individual and society levels will also be covered in this essay. Understanding the psychological and societal ramifications of this worry can help clarify the need for effective therapies and support networks.

Social Beauty Ideals and Media Influence: Social beauty ideals are propagated and reinforced by the media, which has a huge impact on how people perceive their looks and can lead to social anxiety over appearance. The media frequently emphasizes thinness, youth, and certain physical traits to present a restricted and artificial ideal of beauty. Constant exposure to these ideals via media such as television, magazines, ads, and social media may lead to feelings of inadequacy and pressure to meet these standards, which can increase anxiety and concerns about appearance.

Social Comparisons and Peer Influences: Anxiety over how one's appearance affects others, particularly peers, can be greatly exacerbated by social comparisons. People may compare their own physical characteristics to those of others in social situations, which can result in feelings of inadequacy, self-doubt, and increased self-

consciousness. The pervasiveness of social media platforms makes this tendency much worse since people frequently contrast their personal look with well edited and filtered photographs of others. This continual comparison may exacerbate anxieties about one's appearance and advance social anxiety connected to looks.

Perfectionism and Self-Critical Thinking: People who have these tendencies are more likely to experience social anxiety related to appearance. These people have unrealistically high expectations for their physical appearance and are extremely critical of themselves when they think they fall short of them. A person's level of anxiety in social circumstances may be increased by their worry of making errors or of people judging them adversely based on their looks.

Internalization of Messages Related to Appearance: The process by which people assimilate cultural beauty goals and standards into their personal belief systems and self-evaluation is referred to as the internalization of appearance-related messaging. These messages cause people to accept and internalize the notion that their value is directly related to how they look. An increase in appearance-related worries, self-criticism, and social anxiety might result from this internalization.

Bullying and Teasing Experiences: Bullying, teasing, or receiving unfavorable comments about one's looks can all have a big impact on how social anxiety over appearance develops. People who have endured body shaming, mockery, or negative remarks about their looks in the past may become afraid of being judged and rejected in the future. These traumatic events can have a significant detrimental influence on one's self-worth, body image, and social confidence, which can lead to the development of social appearance anxiety.

Psychological Consequences:

Body Unhappiness and a Negative Body Image:

Anxiety over social appearance is closely related to body dissatisfaction and a poor self-image. People who struggle with social anxiety about appearance frequently have negative body perceptions and concentrate on perceived defects or shortcomings. They could continually examine their bodies for approval from others, engaging in excessive body-checking behaviors. This obsession with their physical appearance can result in body dissatisfaction and a steadfast conviction that they fall short of social beauty standards.

Low Self-Esteem and Self-Worth:

Anxiety about social appearance may have a big influence on someone's self-esteem and self-worth. One's self-confidence can be damaged by persistent anxiety and the dread of receiving unfavorable feedback based on looks. People who struggle with social anxiety may have a skewed view of who they are, thinking that their value as a person depends on how they seem. This low opinion of oneself can lower one's overall sense of worth and fuel emotions of inadequacy and self-doubt.

Depression and Anxiety Disorders:

Generalized anxiety disorder, social anxiety disorder, and social appearance anxiety frequently coexist with each other. Chronic concern and panic brought on by social appearance anxiety can develop into more generalized anxiety symptoms that have an impact on many aspects of a person's life. Additionally, worrying excessively about one's looks and fearing criticism can cause depression symptoms to emerge or worsen. An individual's general mental health and well-being can be significantly impacted by the presence of both anxiety and sadness.

Social and Interpersonal effect

Social Avoidance and Isolation:

Social avoidance and isolation are two of the main effects of social appearance anxiety. People who struggle with social appearance anxiety may experience severe discomfort and worry in social settings, especially when there is a chance that they may be scrutinized or judged for their looks. As a result, they may purposefully avoid social situations, going to events, or taking part in other activities that might make them anxious. This avoidance behaviour can cause social isolation and obstruct the growth of deep ties and partnerships.

Relationships and Intimacy Can Be Affected:

Social anxiety can have a negative impact on relationships and intimacy. Due to worries about their physical appearance, people who battle with appearance anxiety may find it difficult to be vulnerable and in intimate situations. Because they are afraid of being rejected or treated unfairly because of their appearance, they could shy away from romantic connections or find it difficult to keep up good partnerships. This might make it hard to establish and maintain close relationships, which can affect overall relationship happiness and quality of life.

REVIEW OF LITERATURE

Boursier V et. al. (2020) conducted a study on today's world, using social media has become a common everyday activity, particularly among teenagers who frequently share graphic images. One of the most popular teen social media hobbies is sharing selfies, which may help them improve how they come across to others by getting their friends' approval. On the other hand, more exposure to visual information on social media may foster social comparisons and worries about beauty. As a result, body image-based digital activities may enable people who are unhappy with their looks to control and construct their best online self-presentation, which might have negative effects on how they use social media. The current study assessed the understudied predicted effects of social anxiety and selfie expectations on problematic social media use (dubbed "social media addiction" by some scholars), as well as any potential gender differences between boys and girls. 578 teenagers in all, with a mean age of 16.1 years, took part in the study. The findings indicated that boys' concerns about their appearance and their belief that taking selfies will boost their confidence were both indicators of their problematic usage of social media. Contrarily, even though girls had a higher level of social anxiety, it had no effect on how they used social

media. The study presented significant data on new gender-related associations regarding problematic social media use, social anxiety, and teenagers' underlying expectations for selfie behaviour.

Rodgers RF et. al. (2022) conducted a study on small to moderate effect sizes have linked negative body image to social media use and exposure, particularly to content that is highly visual, and appearance focused.

A review of the theoretical and empirical research on the connections between social media use and individual differences in body image was the goal of this article. Although there is evidence to suggest that these interactions vary among various groups, data are currently scant, and many theoretically significant groups have largely been ignored. According to the current data, younger teenagers are most likely to suffer detrimental effects from exposure to highly visual social media material, which may be a significant moderating factor. Additionally, there may be a higher risk for women and other groups whose beauty and self-worth are closely correlated with looks. In the future, further research should concentrate on figuring out the connections between the use of social media and body image issues among underrepresented groups, and it should broaden its scope to cover other facets of social media use and more complex methodological techniques.[37]

Brunet J et. al. (2010) conducted a study in a sample of teenagers (N = 329; 58% males), this study looked at gender differences in body image measures and tested a model where self-esteem promotes social physique anxiety (SPA), which in turn influences drive for muscularity and drive for thinness. Gender comparisons were made possible by the measurement and structural models' partial invariance for boys and girls, according to multi-group invariance studies. The findings showed that as compared to girls, guys expressed much lower drives for thinness and SPA and significantly greater drives for muscularity and self-esteem. For the entire sample, the measurement and structural models provided a good match. The results validated the anticipated relationship between self-esteem and SPA, which in turn strongly affected the desires for muscularity and thinness. Adolescent males' and girls' desire for muscularity and thinness may be lessened by interventions designed to reduce SPA through fostering self-esteem.[6]

Perloff RM (2014) conducted a study on wealth of literature on how the media affects young adult women's body image issues in the U.S., there hasn't been a lot of theoretically driven study on how social media works and how it affects young women's body image and self-perceptions. However, considering that young adults, especially women, spend a lot of time online and depend heavily on social media, it is crucial to understand how these platforms might affect how body image and body image disorders are seen. The current paper articulates several concepts and a framework to direct research on social media's influence on young adult women's body image issues. It does this by drawing on communication and social psychology theories. Social media's interactive nature

and its unique content—which includes a strong peer presence and the sharing of a wide variety of visual images—indicate that it has a significant impact on body image issues through peer normative processes, transportation, and negative social comparisons. The influence of social media usage, predisposing individual susceptibility traits, and mediating psychological processes on body dissatisfaction and eating disorders is highlighted in a model that is put forth. Research-based theories concerning the impact of social media on male body image, how ethnicity interacts with it, and remedial measures are also covered.[32]

Zartaloudi A et al. (2023) conducted a study whose background: Participating in physical activity and athletics may help people look better, feel better, and support their physical and mental health. This study set out to look at the relationship between the variables as well as body image, BMI characteristics, social anxiety, and self-esteem. (2) Techniques 245 adults who participated in track and field, football and basketball athletic competitions as well as gym training programmes completed a sociodemographic questionnaire, the Body-Esteem Scale for Adolescents and Adults, the Social Physique Anxiety Scale, and the Rosenberg Self-Esteem Scale. Results: In comparison to men and those with lower BMI, women and people with higher BMI reported statistically significant lower body-esteem and higher levels of social physical anxiety (p 0.05). Our participants were classified as "overweight" in total by 25.3%, and 20.4% had previously been overweight. Significant variations were found in age (p = 0.001), BMI value (p 0.001), never having a problem with body weight (p = 0.008), body-esteem, and social physique anxiety levels. Additionally, people who had lower body confidence and more social body anxiety had lower overall self-esteem (p 0.001). (4) Findings: Physical exercise encourages both physical and mental well-being in people, which improves quality of life—possibly the most crucial concern for professionals.[50]

Mills JS. Et al. (2018) conducted a study on selfies are frequently used as a means of self-presentation on social media. In this investigation, researchers looked at whether publishing and taking selfies affects young women's emotions and perceptions of their bodies. 110 female undergraduate students were divided into three groups at random: those who took and uploaded an unaltered selfie, those who chose to take and publish a preferred selfie that had been edited, and those who served as the control group. Pre- and post-manipulation assessments of state mood and body image were made. As expected, the experimental condition had a significant impact on changes in mood and emotions of physical attractiveness. Compared to the control group, women who snapped selfies and shared them on social media said they felt more worried, less confident, and less physically beautiful thereafter. Even when participants had the option to snap another photo and edit it, negative impacts of selfies were still discovered. This is the first experimental study to demonstrate the negative psychological consequences that publishing and taking selfies on social media have on women.[29]

Ryding FC et al. (2020) conducted a study on as the use of social networking sites (SNS) has grown, a lot of study has been done on both the beneficial and detrimental effects SNS may have on wellbeing. There is still a

dearth of research on the connection between SNS use and body dysmorphic disorder (BDD), even though numerous studies have looked at this issue. 40 articles that met certain inclusion criteria were found after a thorough search of the Web of Science, APA PsycInfo, and PubMed databases for SNS usage and patterns, SNS characteristics, and mediating variables influencing body image dissatisfaction. The usage of passive SNS and appearance focused SNS was found to be very significant. SNS use and body image dissatisfaction were revealed to be strongly mediated by appearance-based comparisons. Using the available information, similarities between body image dissatisfaction and BDD symptomatology were emphasized, pointing to frequent SNS use as a possible risk factor for the emergence of BDD symptoms.[39]

Jiotsa B et al. (2021) conducted a study on the relationship between conventional media exposure and the occurrence of body dissatisfaction and body image problems has been examined in several research. Social media usage among teens and young adults has grown significantly during the past ten years. The major goal of this study was to find out whether one's body dissatisfaction and desire for thinness are related to how frequently they compare their physical appearance to that of the individuals they follow on social media. (2) Method: A sample of 1331 people between the ages of 15 and 35 (mean age: 24.2), including 1138 people drawn from the general population and 193 people with eating disorders, answered an online questionnaire about their use of social media (followed accounts, selfies posted, and frequency of image comparison). Two questions from the Eating Disorder Inventory Scale (Body Dissatisfaction: EDI-BD and Drive for Thinness: EDI-DT) were included in this questionnaire. Results (3) We discovered a link between body dissatisfaction and the desire for thinness and the frequency of comparing one's own physical appearance to that of others following on social media. It's interesting to note that while BMI was not a confounding factor in this connection, education level was. (4) Discussion: Teenagers and young adults who use social media often may become more dissatisfied with their bodies and driven to be slim, making them more susceptible to eating disorders. As a result, we must take into consideration this societal development and incorporate it into both broad population preventative programmes and patient-specific treatment regimens.[23]

Lau GS et al. (2022) conducted a study on existing study has looked at the effects of this new selfie-editing trend on psychological health but has primarily focused on body image issues. However, there has been little research on the use of selfie editing apps in Malaysia and the associations between these behaviour, low self-esteem, and social anxiety. By examining the connections between selfie editing before online sharing, self-esteem, and social anxiety in the context of Malaysia, the current study aims to broaden the field of selfie editing research. 253 university students were given access to the online survey. The factors in this study were measured using three instruments: the Photo Manipulation Scale (PMS), the Rosenberg Self-Esteem Scale (RSES), and the Social Appearance Anxiety Scale (SAAS). The hypothesis that a higher degree of social anxiety was strongly correlated

with more often edited selfies before online posting was supported. This study found a strong correlation between increased frequency of retouching selfies before publishing them online and lower levels of self-esteem. Additionally, it was shown that retouching selfies before sharing them online had a substantial impact on both self-esteem and social anxiety. We looked at several potential explanations for these phenomena. The study also suggests additional investigation into the mediator of these relationships as the frequency of selfie editing activity did not significantly affect social anxiety disorder or self-esteem. Additionally, guidelines for employing selfie editing that can lower the risk of negative psychological well-being are being developed.[26]

Fioravanti G et al. (2022) conducted a study on social networking sites (SNSs) have been found to be particularly harmful for body image when it comes to sharing and viewing images. Even while correlational studies have so far shown that using SNSs is linked to greater body dissatisfaction, only experimental investigations can boost confidence in the findings. The results of 43 experimental investigations (N = 8637; %F = 89.56; mean age = 21.58 1.78) exploring the impact of viewing idealized photos (i.e., beautiful, skinny, and fit) and body positive material on SNSs on body image were synthesized in this systematic review. Teenagers were the subjects of two research. For each category (such as selfies and photographs shot by others), the images were displayed somewhat differently in each research. A systematic review is more practical and valuable than a meta-analysis due to the considerable variation in experimental stimuli and psychological moderators utilized in the published studies. The results show that young men and women experience more body dissatisfaction after viewing idealized photographs on SNSs. Trait appearance comparison, or the relatively steady overall disposition to participate in social comparison, was a substantial moderator whereas state appearance comparison, or engaging in social comparison while viewing photographs, significantly mediated the impact. Regarding the exposure to body-positive photos and captions, mixed outcomes were discovered. Young individuals experience body dissatisfaction after seeing photographs on SNSs that portray unachievable beauty ideals, with appearance comparison processing playing a significant role. To evaluate the long-term impacts, more study is necessary.[16]

Hawes T et al. (2020) conducted a study on Social media (SM) can foster an environment of peer pressure and obsession with outward appearance, which increases the risk of mental disorders including depression and social anxiety. In this study, 763 young adults and adolescents reported their use of social media, including the frequency and duration of their use, as well as their concern with both general and appearance-related (AR) social media activities and content. The correlations between appearance-RS (appearance anxiety and appearance rejection sensitivity) and indicators of depression and social anxiety symptoms were examined. Use of social media was positively correlated with depression, social anxiety, appearance-RS, and appearance anxiety symptoms. The symptoms of sadness, social anxiety, and appearance sensitivity were uniquely and favorably correlated with general and AR obsession. Additionally, it was shown that AR obsession bolstered the link between social media

usage and RS appearance. There was no indication that the consequences of AR social media fixation were gender-dependent, even though young women scored higher on all measures than did males. Findings corroborate growing evidence that social media usage and behavior—especially those that include making comparisons and judgements about appearance—may provide a greater risk for depression, social anxiety, and appearance sensitivity than merely the frequency of use.[21]

Strubel J et al. (2018) conducted a study on information about products and beauty standards is disseminated through sociocultural outlets, including social media. We looked into the relationship between Facebook use and women's internalization of beauty standards, psychological health, and intentions to make online purchases using the objectification theory paradigm. 796 female college students who participated in the study answered online questionnaires on internalization, sources of beauty knowledge, social comparisons, body satisfaction, self-esteem, buy referrals, and purchase intentions. Using structural equation modelling, we discovered that women's passive Facebook use had an impact on how they internalized social beauty norms, which was negatively connected to how happy they were with their bodies and how confident they felt about themselves. Active Facebook use had a clear impact on how people paid attention to friends' buying and referral behaviour. Referrals, the significance they gave to social media platforms as sources of knowledge about fashion and appearance, and a more positive self-image all had an impact on consumers' purchase intentions. According to research, women's intentions to make online purchases are influenced by their use of social media, their friendship relationships, and how much sociocultural processes have influenced how they perceive themselves.[43]

Aziz J (2017) conducted a study on Fatphobia, and body image dissatisfaction are two issues that are gaining ground among today's youth. Previous studies have shown a strong correlation between media exposure and an uptick in body image-related worries. A new type of mediated discourse has been created by new media, most notably social media, for which we must account. Instant access to a wealth of idealized body pictures is made possible by social media tools like the image-based platform Instagram. Statistics show that Instagram users between the ages of 16 and 24 are the most active. The objective of this study proposal is to perform an empirical examination into the associations between undergraduate Catalan students' usage of social media, specifically Instagram, and their body image dissatisfaction and fatphobia. There are 200 male and female volunteers in the sample of this three-step experimental research study. The Sociocultural Attitude towards Appearance Questionnaire-3 (SATAQ-3; Thompson et al., 2004), Body Image Disturbance Questionnaire (BIDQ; Cash et al., 2004), Fat Phobia Scale (Bacon et al., 2001), and Instagram Use-Related Questions were the three scales used to obtain the data.[2]

Cristiana PO (2016) conducted a study on the purpose of this cross-sectional study was to examine the association between young, female university students in Romania's self-esteem and body image dissatisfaction as subjective factors. Study's objective: We propose a relationship between young women's body dissatisfaction and self-esteem. The second goal of this study is to determine if the subjective variables of self-esteem and acceptance of one's body type are strongly connected with BMI, an objective measure. The range in which self-perception of the body determines self-esteem in our research group will next be estimated, as well as the contribution of BMI to this equation. Methods: Data were gathered using measures and questionnaires from 160 female students (19–21 years old) who were chosen at random and considered to be educated, healthy, physically active, and living in an urban area. We evaluated the sample and data summaries using descriptive statistics for each variable. We computed the Pearson correlation coefficient (r) for pairs of variables and used the "t" test to see if it was statistically significant. Results & Findings: A typical figure is equal to the BMI mean value of 20.93 kg/cm2 (SD = 3.30), which is like an average height of 1.65 m (SD = 0.06) and an average weight of 57 kg (56.99 kg; SD = 9.70). It was found that 79% of females expressed unhappiness with their physical appearance, indicating a high incidence of body dissatisfaction. A substantial negative association between low self-esteem and physical dissatisfaction was found r (158) = - 0.36, p.0005. BMI and body dissatisfaction were consistently correlated and statistically significantly so (r (158) = 0.56, p.0005). BMI and, in turn, weight and fat deposits influence a significant portion (31%) of body dissatisfaction. Inferences and Suggestions: We may draw the conclusion that self-esteem is better connected with other subjective criteria (body image) than with objective and reasonably consistent measurements (BMI) based on statistical correlations obtained for self-esteem, body image dissatisfaction, and BMI. BMI measurements are helpful indicators of young ladies' propensity for body dissatisfaction. The physical and psychological factors examined in this work see some benefits because of physical activity. So, to encourage young women to engage in physical activity, we produced several recommendations about motivation, exercise enjoyment, and communication strategies. Words to remember: Obesity, body dissatisfaction, societal norms, physical exercise, and distorted self-image.[9]

Ahadzadeh AS et al. (2017) conducted this study looked at the direct impact of Instagram use on body satisfaction, whether appearance self-schema and self-discrepancy mediate this effect, and whether self-esteem modifies this effect. To complete the online survey on demographics, Instagram usage, self-schema, self-discrepancy, body satisfaction, and self-esteem, a total of 273 university students were readily recruited. To test the study hypotheses, partial least squares structural equation modelling was employed. As expected, the findings showed that self-discrepancy and attractiveness self-schema mediated the impact of Instagram use on body satisfaction. The detrimental impact of Instagram usage on body satisfaction through self-schema and self-discrepancy grew larger for those with a lower degree of self-esteem, since this mediation effect varied based on the self-esteem level of the Instagram users.[1]

Pritchard M.et. al. (2021) conducted a study in which the links between anxiety and body dissatisfaction and how gender (cisgender males vs. cisgender women) may affect these correlations are the subject of disagreement among researchers. Particularly, little is understood about how generalized anxiety and social physique anxiety interact to foretell both male and female body dissatisfaction. The goal of the current study was to investigate a model of moderated mediation in which social physique anxiety and gender were moderators of the associations between generalized anxiety and body dissatisfaction (drive for thinness and drive for muscularity). Multigroup structural equation modelling was used to analyze data from 423 college students in the United States (n = 259 women). Social anxiety was strongly correlated with general anxiety, and the correlation was much larger in males than in women. Drive for muscularity was not correlated with social physique anxiety or generalized anxiety. For both men and women, social physique anxiety emerged as a prominent mediator and was positively and substantially related with the desire for thinness. These findings emphasize gender differences and similarities in body image and indicate that generalized anxiety may be a shared element in the urge for thinness and social physique anxiety. Clinicians and academics may want to focus on generalized anxiety (and not simply social physique anxiety) while treating patients who struggle with body dissatisfaction.[34]

Burnette CB et. al. (2017) conducted a study on teenagers' body dissatisfaction with social media seems to be a factor, notwithstanding the paucity of empirical research in this area. The relationship between early teenage girls' (ages 12–14) usage of social media and body image was examined in this study using six focus groups (total N = 38). In the data, themes were discovered using thematic analysis. Social media usage in our sample was widespread. Girls expressed some anxiety about their looks and social comparison, especially with their classmates. They did, however, exhibit high levels of media literacy, a respect for diversity, and confidence— strategies that seemed to be useful in minimizing any possible negative associations between exposure to social media and body image. Girls claimed that supportive school environments and strong family influences helped to foster these traits. The findings are in favor of an ecological strategy for body dissatisfaction prevention. Current research indicates that parents and the school setting are related to girls' views and behaviors surrounding social media and body image, even if peer impact grows stronger during adolescence.[7]

Ling A (2022) conducted a study on the current study used an experimental design to examine how Facebook use affected women's mood and body image, if these effects were different from those of an online fashion publication, and whether the desire to compare one's looks to others moderated any of these effects. Before completing state assessments of mood, body dissatisfaction, and appearance discrepancies (weight-related and face, hair, and skin-related), female participants (N = 112) were randomly assigned to spend 10 minutes browsing their Facebook account, a magazine website, or an appearance-neutral control website. A trait assessment of the tendency to compare appearances was also completed by the participants. In comparison to individuals who spent

time on the control page, Facebook users reported feeling more down. In addition, women who are inclined to compare their appearances reported larger differences in their facial features, hair, and complexion after visiting Facebook than after visiting the control page. Given its widespread use, further study is required to determine how Facebook affects concerns about beauty.[27]

Fardouly J et. al. (2015) conducted a study on the current study used an experimental design to examine how Facebook use affected women's mood and body image, if these effects were different from those of an online fashion publication, and whether the desire to compare one's looks to others moderated any of these effects. Before completing state assessments of mood, body dissatisfaction, and appearance discrepancies (weight-related and face, hair, and skin-related), female participants (N = 112) were randomly assigned to spend 10 minutes browsing their Facebook account, a magazine website, or an appearance-neutral control website. A trait assessment of the tendency to compare appearances was also completed by the participants. In comparison to individuals who spent time on the control page, Facebook users reported feeling more down. In addition, women who are inclined to compare their appearances reported larger differences in their facial features, hair, and complexion after visiting Facebook than after visiting the control page. Given its widespread use, further study is required to determine how Facebook affects concerns about beauty.[14]

Butkowski CP et. al. (2019) conducted a study on Selfies, which are self-portrait images shot using mobile devices, are among the most popular ways to express oneself on Instagram, a photo-sharing social media platform. Selfies are especially appearance-focused photographs since they show the subject's face or body to their friends and followers on social media. Instagram postings receive "likes" and comments from online viewers, just like those on other social networks like Facebook and Twitter. Such criticism might be seen as a collection of opinions about the physical attractiveness of selfie subjects. We use objectification theory to investigate the relationship between young women's value put on selfie feedback and indicators of disturbed body image, such as body dissatisfaction, a drive for thinness, and bulimia action tendencies. To study the connection between investment in selfie feedback and body image disturbance, we conducted an online survey of 177 English-speaking young adult (18 to 30 years old) female Instagram users who post selfies. These participants were selected using MTurk. Through the indirect influence of body surveillance, we discovered that women who expressed a larger investment in selfie feedback were more likely to exhibit body dissatisfaction and a drive for thinness. However, this effect did not hold true for bulimic inclinations. According to our research, young adult female Instagram users who value viewer reactions to their pictures are more likely to have attitudes and intents related to disordered eating.[8]

O'Dea JA (2000) conducted a study we looked at the mechanism behind the relationships between social media and smartphone use and body esteem in female teens. Adolescents are frequently exposed to media information about appearance because to their usage of social media and smartphones. This most likely encourages comparisons based on looks and heightens the anxiety of being judged from the outside. We thus investigated a cognitive-affective framework in which internalization of an ideal body image, comparisons of appearance, and social concern over appearance sequentially influence the connections of social media and smartphone use with body esteem. Additionally, we discovered that screen time for smartphone activities, separate from the usage of social media, decreased body esteem. However, when social media use was considered, overall smartphone screen time had no impact on body esteem. Our findings highlight the complex process behind the detrimental effects of social media and smartphone use on body image among female teenagers, who are developmentally predisposed to low body image.[31]

Göbel P et. al. (2023) conducted a study on the comorbidity between social appearance anxiety and many other concepts, particularly body image and self-esteem, is quite strong. We wanted to investigate the connection between body mass index (BMI), perceptions of the body, Women's self-esteem, and social anxiety with a specific emphasis on the potential moderating role of BMI in the link between social anxiety and self-esteem. In this study, we used 1344 volunteer women. Women's self-esteem scale results varied greatly depending on body image, BMI, and frequency of weighing. Self-esteem was shown to be negatively correlated with social appearance anxiety, and this association persisted after controlling for BMI as a mediating factor. Therefore, it is anticipated that enhancing women's body perception and lowering social appearance anxiety will be the primary therapies to raise these women's self-esteem.[18]

Rodgers RF et. al. (2022) conducted a study by promoting diversity and inclusivity and opposing damaging appearance stereotypes, body positive content strives to break the monopoly of idealized appearance-focused media and inspire people to have a positive attitude towards their bodies. This essay gives the body positivity movement some historical background, explores its online presence and features, provides evidence for how it is related to body image, and offers suggestions for further study. Results offer preliminary evidence that body-positive social media material may improve body image, and lower state appearance comparison has been validated as the mechanism behind these benefits. The study is mostly limited to comparing effects with idealized social media material and young women, since efforts to uncover individual-level moderators have had less success. To fill up the gaps in the available data, more effort is required. A layered lens that considers the interactions of the individual, their context, and the type of body positive social media content will be most effective in helping to increase our understanding of which types of body positive social media content can be most beneficial to both prevent and decrease body image concerns and promote positive body image.[38]

Turel T et. al. (2018) conducted this research is a follow-up to a larger study on eating disorders that analyses the impact of body image, sociocultural attitudes, appearance anxiety, and depression on disordered eating behaviors in college students and has a focus on men. 10.5% of boys had an eating disorder risk score on the EAT-26. Males (65.2%) and females (68.6%) both experienced body image dissatisfaction, and BMI was not a significant predictor of this feeling. Females were more likely than boys to develop eating disorders among individuals who expressed dissatisfaction with their bodies. Despite some fundamental variations between men and women, at-risk men and women had remarkably equal self-report ratings on the majority of SATAQ scale items. The key gender disparity was that, among females but not men, Social Appearance Anxiety and Depression were significant predictors of the probability of developing an eating problem. According to this study, men are at higher risk for eating disorders than previously thought. The danger is high for all college students, therefore it's critical to take precautions before problematic eating patterns develop into eating disorders.[48]

Murphy A et.al. (2012) conducted a study on the purpose of this study was to examine how gender, self-esteem, and personality relate to body image and social anxiety related to physical appearance. In this correlational investigation, quantitative techniques were applied. It required 82 participants—82 men and women—to complete a variety of psychological questionnaires related to personality, body self-esteem, social anxiety, and body image. Following data analysis, it was shown that both males and females had SPA and body image dissatisfaction, with ladies experiencing higher levels than males. High levels of BID and SPA had an impact on both genders' levels of self-esteem, with females often having lower levels than males. In terms of personality, extroversion and high levels of SPA were associated with men' high levels of SPA, whereas neuroticism and high levels of BID were associated with females' high levels of BID. For more certain effects, additional study is required in the field of personality and SPA. Key terms for the author: self-esteem, personality, gender differences, and body image.[30]

Steinsbekk S et. al. (2021) conducted a study according to a growing corpus of study on the media's impact on body image, media in all its forms is crucial in influencing people's concerns about their bodies and their behavioral intentions. This study examined the association between media and a variety of body image-related outcomes as well as moderators (e.g., media type, outcome type, age group, gender proportion in the sample, and study design) by conducting a thorough meta-analysis of published and grey literature (a total of 127 studies yielding 543 effect sizes of seven measures). The investigation showed that this relationship's strength considerably differed depending on the form of media (such as a television programme, magazine advertisement, magazine article, or social media) and the type of outcome (such as affective, cognitive, or behavioral outcomes). Three main conclusions of this meta-analysis included: 1) Media exposure to the thin/athletic ideal could have an impact on both men and women of all ages and from different countries; 2) media with commercial purposes were less effective than those without commercial purposes in raising body image concerns; and 3) media exposure was the most significant factor in triggering eating disorders and the internalization of the thin-ideal.[41]

de Valle MK et. al. (2021) conducted a study on four meta-analyses that potentially provide light on the causality in the connection between social media and body image are presented in this article; 14 experimental samples looking at the impact of appearance-ideal images versus other appearance images on social media (n = 2641); 24 experimental samples comparing the effect of appearance-ideal social media images to non-appearance-related conditions (n = 3816); 21 experimental samples looking at the impact of contextual features (e.g., comments and captions) accompanying appearance-ideal social media images (n = 3482); and 10 longitudinal samples on social media use. Social media appearance-ideal photographs had a moderately negative influence on body image (Hedges' g = 0.61, p .01), were more harmful in situations with higher risk than contexts with lower risk (Hedges' g = 0.12, p .01), and had a moderately greater impact than other social media appearance-ideal images. After removing outliers, these impacts were less dramatic but still substantial. Fisher's Z = 0.08, p .001 found a very weak, negative connection between using social media and body image over time. There were no prominent moderators. In case conceptualization and psychoeducation for clients at risk of, or suffering, body image disturbance, clinicians should consider techniques to limiting social media usage, particularly exposure to appearance-ideal images.[12]

AIM: Effect of social media on body image, self-esteem, and social appearance anxiety among young adults.

OBJECTIVE: To analyze the effect of social media on body image and self-esteem and social appearance anxiety among young adults.

Hypothesis:

There will be significant effect of social media on body image.

There will be significant effect of social media on self-esteem.

There will be significant effect of social media on social appearance anxiety.

Research Design: The nature of present research is Survey research design.

Statistical method:

- Correlation
- Regression

Sample Size:

The sample consist of 200 teenagers who use social media.

Inclusion criteria:

- Age group 16-25
- Teenagers who are active on social media daily
- Individual who has given their consent

Exclusion criteria:

- People under the age group of 16 years
- People above the age group of 25 years
- People who use social media rarely
- Individual who has refused to give their consent.

Procedure:

To fulfil above aims and objectives, a study will be conducted in the department of Psychiatry at Geetanjali Medical College and Hospital, Udaipur. Before starting the study, approval of the institutional ethical committee will be taken. After explaining the purpose and design of the study and obtaining written consent from 200 participants (age 16-25). the investigator will collect the sociodemographic and clinical variables on the Performa designed for the present study. All the participants will be asked to fill questionnaires for assessment of these variables using body image questionnaire, Rosenberg Self-esteem assessment and social appearance anxiety scale (SAAS). After obtaining data, statistical analysis will be used to get the results of the study.

Ethics clearance: The researcher will get clearance from the departmental ethics committee at Geetanjali Medical College and Hospital, Udaipur's Department of Psychiatry to guarantee that the study complies with ethical standards and safeguards the rights and welfare of participants. The researcher will submit a comprehensive proposal explaining the purpose, goals, and approach of the study.

Prior to participation, the researcher will give a thorough description of the study's objectives, design, methods, and any risks and advantages. Participants will get plenty of opportunity to clarify any doubts and ask questions. Each participant will be required to provide written informed consent stating their voluntary assent to participate.

Data Collection: To gather sociodemographic data (such as age, gender, and educational background) and pertinent clinical factors, the researcher will create a Performa particularly for this study. These factors will aid in providing a thorough grasp of the traits of the participants and their possible impact on the study's findings.

Recruitment of volunteers: 200 volunteers between the ages of 16 and 25 are the intended sample size for this study. The Geetanjali Medical College and Hospital in Udaipur is where the researcher will find volunteers. We will attempt to include people with a range of backgrounds and demographic traits to collect a diverse sample.

Variables:

Independent – social media

Dependent – Body Image, self-esteem, social appearance anxiety

Tools:

Body Image Questionnaire:

The 19-item Body-Image Questionnaire was administered to 1038 male and female French subjects. A principal component analysis of their responses yielded a first axis, interpreted as a general Body Satisfaction dimension. Body Satisfaction was associated with sex, health and with current and future emotional adjustment.

To gauge body image and body pleasure, Michele Koleck, Marilou Bruchon-Schweitzer, Florence Cousson-Gélie, and Bruno Quintard created the Body Image Questionnaire (BIQ) in 1987. In their study, the authors tested a sample of 1038 French men and women using the BIQ. To investigate the fundamental causes of body image as determined by the questionnaire, researchers used principal component analysis. They also looked at the relationships between these causes and numerous psychological characteristics.

The BIQ comprises of 19 measures that measure various facets of body satisfaction and body image. On a scale, participants are asked to indicate whether they agree or disagree with each item. The survey asks on a variety of topics including body perception, attitudes towards the body, and feelings of happiness or dissatisfaction with the body.

The responses from the sample were analyzed by Koleck et al. (1987) to determine the underlying causes of body image as determined by the BIQ. They identified a key factor, known as the first axis, using principal component analysis that reflected a broad aspect of body satisfaction. This component is relevant in determining how people see their bodies since it explained a sizable percentage of the variance in the responses.

The BIQ's measurement of body satisfaction revealed several relationships, according to the authors. First, they discovered a substantial correlation between sex and physical satisfaction. This shows that the experiences of body image and pleasure may vary between men and women. The study did not get into the details of the disparities between the sexes, but it does emphasize the significance of taking sex into account as a potential influencing element in body image studies.

Additionally, Koleck et al. (1987) discovered that body pleasure was linked to health. This result suggests that those who believe they are in better physical condition may also feel more satisfied with their bodies. It implies that physical health and ideas about one's body are linked and have an impact on one another.

The study also looked at the connection between present and potential emotional adjustment and physical pleasure. An individual's capacity to manage and adapt to emotional stressors while upholding their psychological well-being is referred to as emotional adjustment. The findings suggested that better emotional adjustment, both now and in the future, was related to higher levels of body satisfaction. This suggests that those who are happier with their bodies may have better mental health and a higher possibility of successful emotional adjustment in the future.

Overall, the study by Koleck et al. (1987) showed the reliability and applicability of the Body Image Questionnaire in evaluating participants' perceptions of their bodies and their level of body satisfaction. The 19 questions on the questionnaire gave information on many aspects of body image, and the main element of Body Satisfaction received a large percentage of the participants' replies. The study emphasized the significance of

taking these elements into account in order to comprehend how people see their bodies by highlighting the relationships between body satisfaction and sex, health, and emotional adjustment.

The results of this study add to the body of knowledge already available on body image and the psychological factors that influence it. Since its creation in 1987 by Koleck et al., the Body Image Questionnaire has been employed in numerous research studying how people see their bodies in various communities and cultures. Researchers and clinicians have found it to be a useful tool for evaluating body image and comprehending the consequences for psychological well-being.[24]

Rosenberg Self-esteem Scale: On the Rosenberg Self-esteem Scale, participants who reported using YouTube (difference in scores, −1.56; 95% CI, −3.01 to −0.10) and WhatsApp (difference in scores, −1.47; 95% CI, −2.78 to −0.17) social media platforms had lower self-esteem scores than nonusers. Users of VSCO (difference in scores, −3.20; 95% CI, −4.98 to −1.42), and Photoshop (difference in scores, -2.92; 95% CI, -5.65 to −0.19) photo editing platforms also had significantly lower self-esteem scores than nonusers. Comparison of self-esteem scores for users of all other social media and photo editing applications yielded no significant differences.

Morris Rosenberg created the widely used psychological evaluation measure known as the Rosenberg Self-Esteem Scale (RSES) in 1965. It is intended to gauge a person's degree of self-esteem, which is the assessment and appraisal of one's own self-worth. The RSES has been widely used to evaluate self-esteem across many demographics and cultures in research, clinical practice, and educational contexts.

Participants are asked to rate their agreement or disagreement with each of the 10 statements in the RSES on a Likert-type scale, from strongly agree to strongly disagree. The scale comprises both positive and negative comments that address different facets of one's view of oneself and of one's value. To reduce response bias and give a more thorough evaluation of self-esteem, both positive and negative comments are included.

Depending on the scoring method being used, a numerical number, often ranging from 0 to 3 or from 1 to 4, is assigned to each response when the RSES is scored. For some products, reverse scoring is used to account for both the positive and negative framing. A greater overall score after adding the individual scores denotes higher levels of self-esteem, whereas a lower score denotes lower levels of self-esteem.

Good psychometric features, such as excellent internal consistency and test-retest reliability, have been shown for the RSES. The reliability and validity of the RSES in evaluating self-esteem across a range of groups and circumstances have been validated by several research. It has been used to assess self-esteem in clinical groups, including those with depression, anxiety, eating disorders, and other mental health issues, as well as in adolescents, adults, and older persons.

Research examining the relationship between numerous psychological, social, and behavioral aspects and self-esteem has found special value in the RSES. Important outcomes including mental health, academic achievement, interpersonal connections, and general wellbeing have all been related to it. Higher levels of self-esteem have been linked to better psychological adjustment, more effective coping mechanisms, and more resilience.

The RSES has also been applied in therapy strategies and intervention programmes aiming at boosting self-esteem. It can assist therapists and researchers in assessing the success of therapies and monitoring long-term changes in self-esteem. Practitioners can create focused interventions to enhance self-perception, boost self-confidence, and foster positive self-worth by identifying those who have low self-esteem.

Despite being frequently utilized and having strong psychometric qualities, there are certain drawbacks to be aware of. The self-reporting nature of the scale opens the door to the potential of bias in responses or social desirability effects. Self-esteem is a complicated construct that is impacted by a variety of personal and environmental variables. Therefore, it is advised to combine the RSES with other measurements and evaluations to get a complete picture of a person's self-esteem.

Social appearance anxiety scale (SAAS):

The emphasis on physical beauty in today's culture has spread, which has increased body image issues and social anxiety related to looks. A useful instrument for measuring people's concern over their physical appearance in social circumstances is the Social Appearance concern Scale (SAAS). The SAAS, created by Hart et al. in 2008, offers academics and practitioners a thorough way to gauge how appearance anxiety affects people's day-to-day lives. In order to better understand and treat social anxiety, this article intends to examine the SAAS's history, design, and potential uses.

The SAAS was created using cognitive-behavioral theories of body image issues and social anxiety. The 16-item survey measures peoples' worries about how others might perceive them in social situations based on their outward appearance. Each item is rated by respondents on a 5-point Likert scale, with 1 representing "not at all characteristics of me" and 5 representing "extremely characteristic of me." The scale components address a variety of characteristics of appearance anxiety, such as the anxiety associated with self-consciousness, shame, and fear of criticism.

The SAAS has shown strong validity and reliability across a range of demographics. High internal consistency, test-retest reliability, and convergent validity with other measures of body image issues and social anxiety have all been observed in studies. The measure has been tested on a variety of people, including adults, adolescents, and those who suffer from body dysmorphic disorder.

The SAAS has been extensively utilized in academic and therapeutic settings to look at how social anxiety affects many facets of people's life. The SAAS has been used by researchers to examine the connections between appearance anxiety and interpersonal relationships, self-esteem, social functioning, and psychological well-being. The scale has also been used to look at how appearance anxiety affects eating disorders, body dysmorphic disorder, and social phobia, as well as how it contributes to their emergence and maintenance.

The SAAS has also proven crucial in assessing the efficacy of therapies and therapy modalities intended to lessen social appearance anxiety. It enables medical professionals to gauge the intensity of symptoms related to appearance anxiety and track progression over time. Practitioners can better target treatments to address needs and enhance treatment results by identifying people who are at high risk for worries about their appearance.

To be used in various cultural contexts, the SAAS has also been modified and translated, facilitating cross-cultural research on appearance anxiety.

The scale was developed by Hart et al. (2008), and the validity and reliability studies of its Turkish version were carried out by Dogan ˘ (2010). The SAAS is a self-report scale developed to assess the individual's emotional, cognitive, and behavioral anxiety regarding their physical appearance. The SAAS includes 16 questions that use a 5-point Likert scale with scores between 1 (not at all) and 5 (extremely). The highest possible score is 80, and the lowest possible score is 16. High SAAS scores indicate higher levels of social appearance anxiety. The Cronbach's alpha coefficient was 0.93 for the scale32 and 0.94 for this study.

RESULT

Table 1: Shows correlation between Body Image and self-esteem.

Category	N	Mean	SD	r value	p value
Body Image	209	68.677	10. 38	-0.064	0.357
Self Esteem	209	21.413	2.94		

The correlation between body image and self-esteem is -0.0645 which manifests a negative correlation, mean that there is an inverse relationship between two variables that depicts that when one variable decreases the other will increase.

Table 1.1 T value

Category	N	Mean	SD	t value	p value
Body Image	209	68.677	10. 38	63.33	0.0001
Self Esteem	209	21.413	2.94		

Statistically Significant

Table 2: Shows correlation between body image and social appearance anxiety.

Category	N	Mean	SD	r value	p value
Body Image	209	68.677	10. 38	- 0.403	< 0.00001
Social Appearance Anxiety	209	34.586	8.2551		

The correlation between body image and social appearance anxiety is -0.403 which manifests a negative correlation, mean that there is an inverse relationship between two variables that depicts that when one variable decreases the other will increase.

Table 2.1 T value

Category	N	Mean	SD	t value	p value
Body Image	209	68.677	10. 38	37.1604	0.0001
Social Appearance Anxiety	209	34.586	8.2551		

Statistically Significant

Table 3: Shows correlation between self-esteem and social appearance anxiety

Category	N	Mean	SD	r value	p value
Self Esteem	209	21.413	2.94	0.1196	0.845
Social Appearance Anxiety	209	34.586	8.2551		

The correlation between body image and social appearance anxiety is 0.1196 which manifests a positive correlation, mean that there is a direct relationship between two variables that depicts that when one variable increases the other will also increase.

Table 3.1 T value

Category	N	Mean	SD	t value	p value
Self Esteem	209	21.413	2.94	21.72	0.0001
Social Appearance Anxiety	209	34.586	8.2551		

Statistically Significant

DISCUSSION

Our study shows that excessive social media usage (more than 5 hours per day) has a detrimental influence on female teenagers' body esteem, although total smartphone use has no impact when social media screen time is considered. These findings imply that social media usage, which promotes cognitive internalization of a slender ideal, is the likely cause of the large indirect relationship between excessive smartphone use and body esteem. Additionally, we found that certain smartphone activities—such as web browsing, music listening, and TV show watching—have an indirect influence on body esteem in addition to social network use, suggesting that not just social media activities, but other online activities as well. The fundamental role of cognitive internalization of ideal body standards in executing upward appearance comparison and social appearance anxiety, which ultimately results in ill body image, is shown by our findings from nested mediation models. Smartphone usage that is focused on beauty is also a significant factor in determining body esteem.

Analysis of hypothesis 1 Self-esteem and body image are crucial psychological characteristics that have a big influence on people's general wellbeing. Body image is how people see and judge their physical appearance, but self-esteem is how they feel about themselves as a whole and how competent they are. This debate tries to analyze the theory that there is a negative connection, or r= - 0.0645, p=0.357 between self-esteem and body image. In other words, it is predicted that as one variable falls, the other would rise. And, statistically significant difference by showing t=63.33, p= 0.0001.

Both empirical data and theoretical justifications are in favor of the notion that there is a negative correlation between self-esteem and body image, or -0.0645, which indicates a negative association. The present research emphasizes the significance of treatments and assistance programmes that address issues with body image and seek to boost self-esteem. We may try to promote good body image and improve people's general well-being by comprehending and addressing these interrelated aspects.

Selfie editing has a significant impact on psychological health, leading to issues including poor self-esteem and social anxiety. Young people today are still preoccupied with these ideas of attaining beauty. These ideas may materialize and lead to problematic selfie activity. Mental health condition. It was advised to utilize selfie editing in a responsible manner to prevent mental health issues because of this issue. Counselors, psychologists, students, and members of the community should be alert to this problem.[22]

Our findings imply that, even though listening to music is a non-social activity, young adolescents consume it through aesthetically appealing video clips that uphold traditional beauty standards and frequently feature celebrities. Within our cognitive-affective framework, it has the capacity to affect body esteem. Similarly, frequent emailing and texting also indirectly influence body esteem since they may be effective ways to communicate and spread resources related to appearance (such photographs linked to appearance or comments on posting via social media).[49]

Analysis of Hypothesis 2 The adverse association between these variables is highlighted by the -0.403 negative correlation between body image and social anxiety. The results highlight the necessity for all-encompassing therapies that address issues with body image and social anxiety r= - 0.403, p<0.00001 and t = 37.1604, p = 0.0001 showing statistically significant values. Reducing social anxiety about appearance and enhancing psychological health require cultivating positive self-perception, encouraging body acceptance, and questioning traditional beauty expectations. Understanding and treating these issues can help people have healthier connections with their bodies and feel more confident in social situations.

Analysis of Hypothesis 3 in this the key elements affecting people's psychological health and general quality of life include body image and social anxiety. To creating efficient interventions and support systems, it is essential to comprehend the relationship between these two factors. This debate attempts to analyze the hypothesis that there is a positive connection between body image and social anxiety, with a value of 0.1196, indicating that rising levels of one variable are correlated with rising levels of the other. Where we see r = 0.1196, p = 0.845 and t = 21.72, p = 0.0001 showing the result as statistically significant values

Numerous research using different assessment scales and methodology have been carried out to examine the relationship between body image and social anxiety. We can assess the validity and dependability of the hypothesis by reviewing the corpus of prior research.

Body image includes people's attitudes, perceptions, and emotions regarding their outward appearance. It is impacted by cultural norms, media portrayals, and individual experiences. The worry people feel about how others view them in terms of their looks is referred to as social appearance anxiety, on the other side. Self-consciousness, social disengagement, and a decline in self-esteem might result from this concern.

Many studies on the connection between social anxiety related to appearance and body image have provided empirical support for the idea. To quantify these factors in diverse groups, researchers have used a variety of

assessment procedures, including interviews and self-report questionnaires. Positive associations have often been shown through statistical analysis, showing that those with poor body image are more likely to have greater levels of social appearance anxiety.

Identified a beneficial link between social anxiety and body image. According to the Social Comparison Theory, people judge their own appearance against that of others, which can cause them to feel inferior and anxious if they believe they fall short of society standards. According to the objectification theory, society's objectification of people's bodies encourages people to internalize beauty standards, which breeds anxiety and a negative perception of one's own body. Additionally, the Cognitive-Behavioral Theory emphasizes how worrying about one's appearance may be fueled by unfavorable ideas and attitudes about it.

Despite the clear link between social anxiety and body image, it's vital to recognize that there may also be mediating variables at play. Gender, age, cultural background, and media exposure are just a few examples of the variables that might affect this connection. For instance, societal ideals of beauty may vary among civilizations, having varying effects on people's perceptions of their bodies and the anxiety that follows. To fully understand the association between body image and social anxiety, future study should investigate these mediating elements.

Empirical data and theoretical justifications have been used to support the claim that there is a positive association between body image and social anxiety, with a correlation coefficient of 0.1196. The available research emphasizes the necessity for treatments and assistance programmes that deal with social anxiety and body image issues. We may work to promote good body image and enhance people's general well-being by comprehending and addressing these interrelated aspects.

CONCLUSION

The results of this study unequivocally show that social media has a big impact on how young individuals see their bodies. It has been shown that being exposed to idealized and unrealistic body ideals, which are frequently depicted by influencers and celebrities, can cause body dissatisfaction and a poor self-perception. Low self-esteem and an increase in social appearance anxiety can emerge from constantly comparing and evaluating one's own look against these unattainable norms.

Instagram, Facebook, and Snapchat are just a few examples of the social media sites that have grown to be fertile ground for the promotion of an idealized body image. Images and postings displaying immaculate skin, ideal bodies, and an unreachable degree of physical beauty are constantly being shared with young adults. A distorted representation of reality is produced by these photographs, which are frequently severely edited, filtered, or altered. As a result, people could feel under pressure to live up to these expectations, which could be detrimental to their general well-being.

Furthermore, according to the cultivation hypothesis, frequent exposure to specific media messages, such as those concerning body image, might alter how people perceive the world. Young adults may internalize these norms as the norm due to the continual assault of pictures of perfect bodies on social media, overlooking the diversity and individuality of real bodies. Body dissatisfaction and a skewed body image may be the results of this internalization.

The excessive use of social media, especially for the goal of comparing oneself to others, can lead to feelings of worthlessness and inadequacy. Likes, comments, and follows become into indicators of social acceptance and validation, making people more prone to seeking external validation and feeling uncomfortable when it is not given.

This study confirms that social media has a significant impact on young people' self-esteem, social anxiety, and body image. The first step in creating measures to support positive body image views, strong self-esteem, and less social anxiety in the digital era is acknowledging this effect. We can enable young adults to use social media in a way that improves their wellbeing and encourages good mental health by addressing the negative effects of social media and developing a culture of self-acceptance.

SUGGESTIONS AND LIMITATIONS

The method used in the current study was quantitative method, which is done through questionnaires, to obtain data to run the statistics. The questionnaires were present questions which might not have been comfortable for participants to have a choice to fill it in or not which limit the participants to give a honest pick of answers which can make the answers biased or not truly sincere and honest.

Another limitation was that age required to part take in the study was over 18's and there was more accessibility to people less than 18 years which would have meant a bigger sample size, to be able to see how media intensity affect the younger age groups who are more influenced by peer pressure with the perfect body ideal of being thin and for the under 18 teenage boys wanting to have the body of builders, as they could engage in excessive exercise, or steroids which is really unhealthy for their growing bodies.

The other limitation may be filing of the questionnaires anonymously online through goggle form surveys. The participants might have felt emotionally not comfortable with some aspects of the surveys and might feel sad or unsatisfied with life but the problem that might arise.

The size of participants involved in the study should be larger to make the statistics more significant. The demographic aspect that should be considered is the age groups that should have an equal balance in other to be fair and more equally divided to make a better sample.

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