

ROLE OF SOCIAL MEDIA IN BODY IMAGE ISSUES

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1.1 ABSTRACT

This paper examines various issues concerned with body image and usage of social media.

Indeed Social media has made forefronts in being the most popular sources of communication in the current generations. The youth of today explores various platforms of social media and is flooded by content in pictures and comments. These create an unrealistic images in mind about beauty and linear weight and thus the self-obsession to match up those ideal images and pictures. Further to this the comparisons to these images create an erosion of self-image. These forms of self-destructing thought patterns influence the youth to an extent that extreme steps in some cases, are towards death. Thus the heavy usage of social media and body image creates a negative image in many men and women and the relationship strongly indicates that.

Key words: social media, body image, negative, self-objectification, beauty

Role of Social Media on Body Image

Globally the epidemic of Body shaming with usage of social media has escalated and it has caused to stir hornet's nest. More than many teenage girls and boys experience lost self-confidence and indulge in eating disorders and behaviors such a following various kinds of crash diets and anorexic behaviors. Various studies have indicated that with young girls and boys more time spent by them on social media, they run a far greater risk of developing negative body images. Other studies refer to the correlation between Facebook users and developing of eating disorders.

How Social Media Contributes to the problem

Surprisingly the growing popularity of websites as of pro-anorexia, pro-bulimia these sites welcome and encourage people to post their content and photos of their progressive weight loss and such behavioral disorders. These groups further suggest ways and techniques to lose weight by throwing up and suppressing hunger. Social media with such outlets and means of communication has influenced people and created dents in their confidence and self-perception. The likes, the comments and such content further cheer on neurotic personality disorders to be fetish about body images.

Mental health experts observe that too much time spent on social media can lead a and trigger the symptoms of Body shaming as well as body obsessions , ,comparisons , and objectification of self with over endurance to eating disorders.

Literature Review:

- Makwana et al (2018) the various social media platforms allow to alter the images and selfies and the youth of today is adept in such editing and processes. The various free applications touch, shape up, and beautify the body images with a swipe and click. The contours and facial shapes, the blemishes, body sizes to look bigger or smaller can be easily handles by these software's.
- Tackett Brittany ,MA (2014) the author highlights the need of adolescents girls and young women in whose life social media plays a pivotal role and influences their body image and their perception of beauty. This has gone to the extent of development of eating disorders and body shaming both in males and females.
- Percy Lindsay (2018), in His study on WHAT A NEW STUDY REVEALS ABOUT SELFIES AND TEENAGE BODY IMAGE, share a very special and unique set of challenges for the ones who are prone and vulnerable in their perspectives. Internet has become synonym to them as their life. And they get a sense of belonging through it.

Objectives of the study

- To examine the relationship of social media engagements with body image.
- To understand the quantum of time spent on social media platforms.
- To gauge the capacity of Social Media as Identity Crises platform.

Scope of the Study

The study is undertaken in the city of Mumbai. Primary data is collected from college students of 5 areas in metro city of Mumbai. Views of 100 respondents as sample size are gathered in this study.

Research Design

This study is descriptive and exploratory in nature. Both primary as well as secondary analysis of data is undertaken. The researcher has made an attempt to satisfy the objectives of the study by testing the hypothesis. Secondary data is collected through the books and related websites. The instrument used to collect primary data is structured questionnaire which is duly filled by the women.

. The sample size is 100.

Limitations of the study

1. Only ratio analysis has been used for primary analysis.
2. Due to limitation of time and cost the sample size is kept small.
3. The sampling universe is also limited to Mumbai only.

Hypothesis of the study

H0:

There is no relationship between role played by Social Media and Body Image.

H1:

There exists a relationship between role played by Social Media and Body Image.

Sample Distribution

| | | | | | |
|---|----|----|----|----|----|
| Six Undergraduate Courses Colleges for Survey | C1 | C2 | C3 | C4 | C5 |
| Sample size | 20 | 20 | 20 | 20 | 20 |

Table 5.6.3: Mumbai Undergraduate Courses Colleges with Sample size for survey

These six **undergraduate courses colleges** were allocated 20 sample size each for survey of respondents.

CATEGORY WISE Distribution

| | | | | |
|----------------------|-----------------|----------------|-----------------|---------------------|
| Sample Size Category | Age | Smart | Active on | Working |
| Wise | 17- 20 years | Phone users | Social Media | (Full/Part time) |
| 100 | 25 | 25 | 25 | 25 |

The following table is presented to see, how much time is spent on ‘Social media’.

| | | | | |
|-------------------|--------------|--------------|--------------|--------------|
| | | | | |
| No of hours spent | 6-8 Hours | 4-6 Hours | 2-4 Hours | 1-2 Hours |
| 100 | 60% | 30% | 8% | 2% |

The following table is presented to see, how many post appearance-related content and comments on their ‘Social media’ within their time spent there.

| | | | | |
|-------------------|--------------|--------------|--------------|--------------|
| | | | | |
| No of hours spent | 6-8 Hours | 4-6 Hours | 2-4 Hours | 1-2 Hours |
| 100 | 40% | 25% | 25% | 10% |

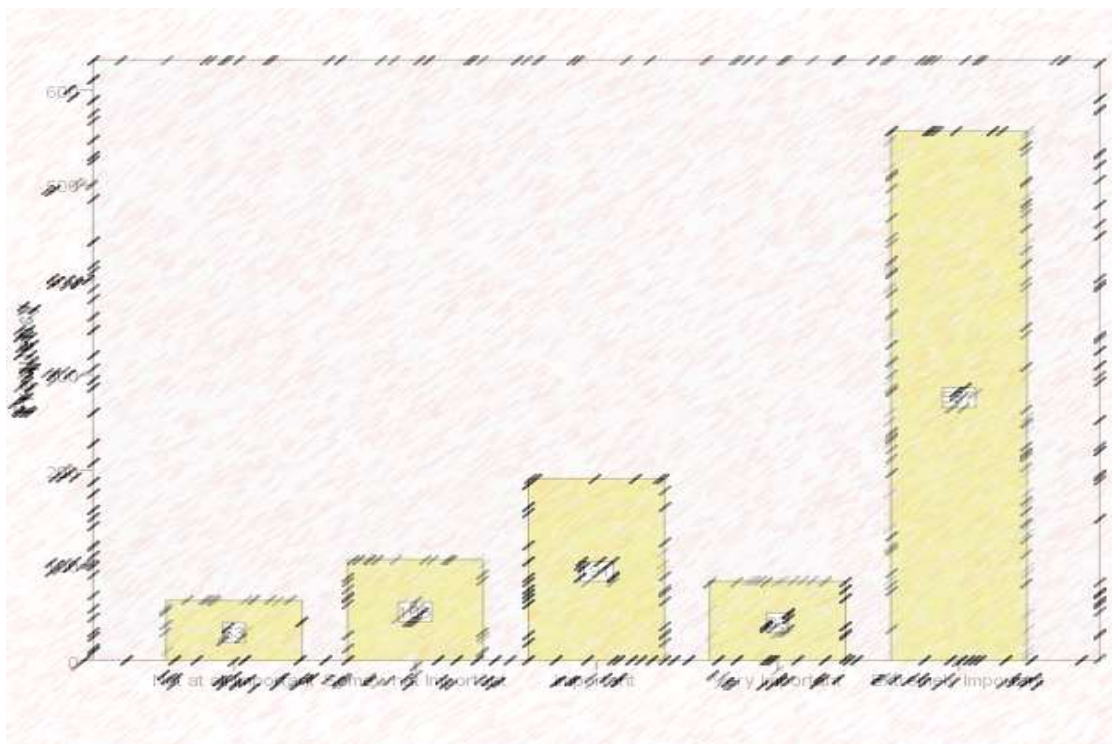
Table: 6.3.17:

The following table is presented to understand the relation of uploading images of idealized version of self on Social Media on Body Image.

| Dimension | Frequency | Percentage (%) |
|----------------------|-----------|----------------|
| Not at all Important | 6 | 6 |
| Somewhat Important | 11 | 11 |
| Important | 19 | 19 |
| Very Important | 10 | 10 |
| Extremely Important | 55 | 55 |

Source: Compiled from the questionnaire

Graph 6.3.17: Relation of uploading images of idealized version of self on Social Media on Body Image.



Inference: Table 1Graph 1shows that out of 100 respondents, 6 % feel social media has not at all played an important role in Body Image, 11% feel it somewhat plays an important role, 19% feel has played an important role, another 10% feel it’s played a very important role and a majority of **55% feel it has played an extremely important role.**

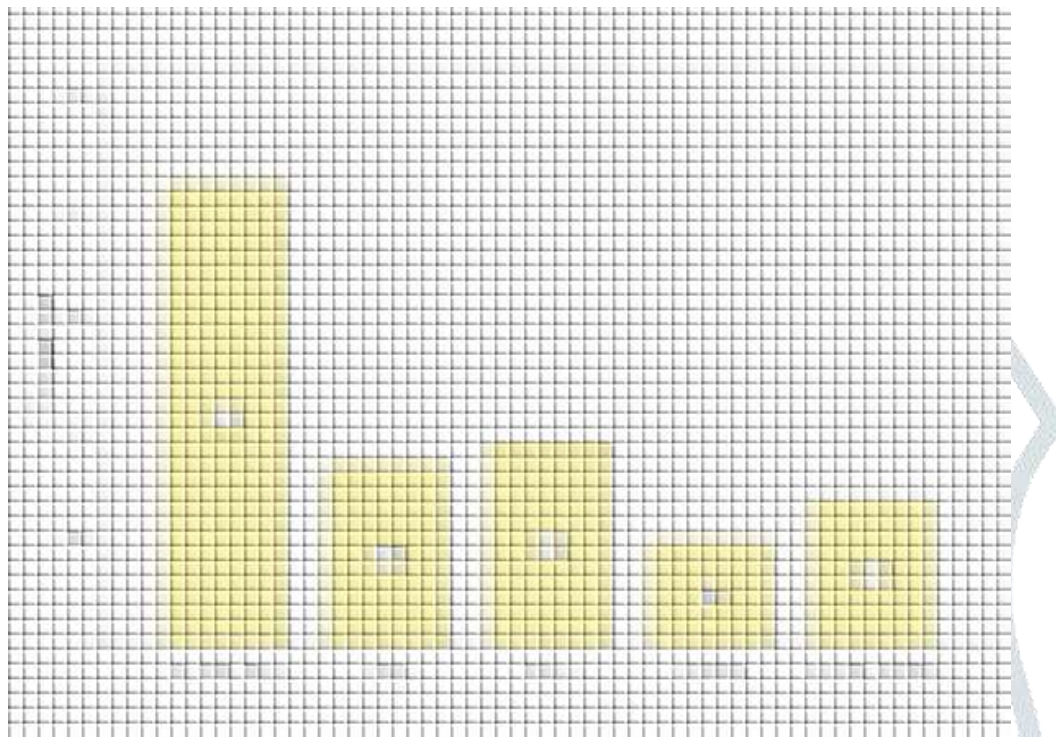
The following table is presented to understand negative change with Social media aiding Self Objectification.

Table 6.3.41: Negative change with Social Media aiding Self Objectification.

| DIMENSION | FREQUENCY | PERCENTAGE |
|-------------------|-----------|------------|
| Strongly Agree | 18 | 18 |
| Agree | 62 | 62 |
| Neutral | 10 | 10 |
| Disagree | 6 | 6 |
| Strongly Disagree | 4 | 4 |

The following graph is presented to understand negative change with Social media aiding Self Objectification.

Graph 6.3.41: Negative change with Social media aiding Self Objectification.



Source: Compiled from the questionnaire

INFERENCE:

Table 2 and graph 2 shows that out of 100 respondents, 18% Strongly believe that role played by Social media has made in Self Objectification, 62% agree as well, 10% are neutral in this aspect, 6% disagree with this and 4% strongly feel that there has been no such change.

The amount of time spent on social media gears up a negative body image building and the sharing of content encourages comparisons and body shaming. With increasing of number of people in society spending more time on social media and uploading content towards their body image, the comparisons and objectification of self, gains priority in life.

Thus the analysis clearly points out that the H1 HYPOTHESIS: *There exists a relationship between role played by Social Media and Body Image* has been proved correct.

Associating Social Media and the pitfalls of Body Shaming is a very big concern in today's society. The concerns of body objectification and body appearance ranks high in priority list for users of social media. The abuse by self-image on comparisons with peers is eroding self-confidence of many children and adolescents. The Media Academicians and media Literacy programs need to intervene and take

steps to educate and appraise society of such dangers. Intervention programs need to address the dangers of issues and concerns of self-images comparisons on social media.

Suggestions and Recommendations

- **Social Media being a powerful source of sharing and information to family in both urban and rural sector may be harnessed to extend through its programs and soaps with issues and many causes of empowerment –of mind and body and create a positive self-perception.**
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- **Various Social Media platforms have lot of health centric programs And these must be used as a means to broaden the vision of society.**
- **It is very important that young girls and boys should get over their fears of talking about their molestations, sexual harassment and eve teasing and body shaming concerns both at home, or at work place.**
- **The need of the hour is that family and society should believe and respect the body image of their members.**
- **Educative programs for self-positive image of body in spite of its shape should be encouraged.**
- **Start a streaming and live FB page talk show discussing positive self-image building methods.**

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