

To Study The Impact of Social Media on Body Image Dissatisfaction and Cyberbullying Among Young Adults

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ABSTRACT

The aim of this study is to uncover the whole interconnectedness of the social media use and the construction of ideal body-image standards by the young adults within the age-range from 18 to 24. Social media platforms such as Instagram and Snapchat give their users access to beauty standards that are tailor-made, ending up being surreal beauty ideals. The processes of social comparison via and among peers through social media platforms create a digital eco-system that rewards conformity to these standards of beauty. The study looks into the underlying processes that lead to body image perception being channeled through social media and, ultimately, to body dissatisfaction in this group of people. The study explores the frequency of cyberbullying, psychological implications, and effects on a general well-being to yield clues into the complicated relationship between social media and body positive standards. Comprehending this dynamic is the core to building up interventions and strategies to improve thoughts of body image and to lessen the adverse effects of social media on young people.

Keywords: Social media, Body image, Idealized standards, Young Adults, Cyberbullying, Psychological consequences.

INTRODUCTION

The ubiquitous impact of social media across many facets of peoples' life has been more noticeable in the last few years. The influence on body image and the frequency of cyberbullying are among the many negative effects between this digital revolution that should worry us, especially for young people between the ages of 18 and 24. This research explores the complicated interrelationships within this particular demographic between cyberbullying, body image dissatisfaction, & social media, aiming to identify the many interrelated elements that contribute to these occurrences. The emergence of social media platforms has brought about a profound shift in how people see themselves and other people. Particularly young people are engrossed in a virtual environment where narratives and visuals are deliberately chosen to convey and cultivate ideals of acceptance, success, and beauty. This carefully controlled online space might foster unattainable beauty standards and serve as a fertile ground of body

image issues among the susceptible 18 to 24 year old demographic. People who use these platforms often may have increased feelings of inadequacy and uncertainty about their own bodies since they promote continual comparison and self-evaluation.

Furthermore, the interconnectedness of social media has made it easier for cyberbullying to spread like wildfire. Online platforms provide people with the anonymity and distance necessary to participate in harmful behaviours, such as body shaming, harassment, as the spread of offensive information. In order to shed light on the processes via which these phenomena develop and interact, this research attempts to study the complex dynamics between the influence of social media upon body image dissatisfaction & the subsequent escalation towards cyberbullying.

Comprehending the intricate relationships among body image dissatisfaction, social media, and cyberbullying is essential in devising efficacious approaches to alleviate the detrimental effects on the psychological state and overall welfare of young people. This research aims to provide important insights for academic discussion, mental health specialists, educators, as well as policymakers by investigating the root causes that contribute to all these issues. In the end, the research hopes to foster a healthier and more secure digital environment for today's and tomorrow's young adults.

SOCIAL MEDIA AND IDEALIZED BODY IMAGE STANDARDS

The rise of social media has brought about a new age when visual storytelling, self-presentation, and online relationships all come together, greatly impacting how young people see their own bodies. In our ever-changing digital world, the relationship between social media & the spread of unrealistically high ideals of physical beauty is complex. Curated feeds display an unrealistically limited range of attractiveness in their carefully prepared photographs. Social media users are constantly bombarded with photos that have been digitally manipulated and heavily filtered in order to achieve certain standards of beauty and success, all in the name of gaining likes, shares, and validation. A culture of comparison has taken root as a result of people constantly comparing their own value to the apparently perfect body types shown online in these idealised photographs. The upshot is a higher risk of body image dissatisfaction amongst young people (those between the ages of 18 and 24), a group that is now going through a period of intense personal growth and development. (Halliwell, E.2015)

This topic delves at the ways in which the carefully selected material on social media sites affects the mental health of young people and how their idealised views of their bodies are shaped by this content. Our goal is to clarify the nuances of online body image dissatisfaction by dissecting the ways in which social media promotes unrealistically slim ideals

AIM OF THE STUDY

This study aims to examine the relationship between social media use and its impact on cyberbullying and body image dissatisfaction in young adults (18–24 years old).

OBJECTIVE:

- To examine the impact of social media on body image dissatisfaction among young adults.
- To examine the impact of social media on cyberbullying among young adults

- To investigate whether demographic factors influence the impact of social media on body image dissatisfaction among young adults.
- To examine the relationship between body image dissatisfaction and cyberbullying among young adults.

HYPOTHESIS:

- There is no significant impact of social media on body image dissatisfaction among young adults.
- There is no significant impact of social media on cyberbullying among young adults
- There is negative relationship between social media and body dissatisfaction among young adults.
- There is a negative relationship between body image dissatisfaction and cyberbullying among young adults.

VARIABLES OF THE STUDY

Independent Variable:

Social Media Usage: This variable serves as the independent factor in this study, representing the extent and nature of participant's engagement with social media. Social media usage is considered the manipulated variable that is expected to have an impact of participants towards their body and engagement in cyberbullying behaviours.

Dependent Variables:

Body Image Dissatisfaction: This variable identifies individual's subjective feelings and perceptions about their own physical appearance. It is expected to be influenced by the frequency and nature of social media use, as an outcome measure.

Cyberbullying: This variable identifies cyberbullying behaviours through social media platforms. The frequency and intensity of cyberbullying behaviours are likely to depend on the extent of social media activity.

METHODOLOGY

PARTICIPANTS OF THE STUDY

The sample consists of 150 individuals and the sampling design will be purposive sampling which include both male and female participants. The sample mainly consists of people of age group 18- 24 years.

DATA COLLECTION INSTRUMENTS

The data in this particular study will be obtained with the help of the scales named "**Social networking usage questionnaire, Body Image Avoidance Questionnaire and Cyber Bullying Victimization Scale**" as well as demographic form.

DATA COLLECTION PROCEDURE

The data will be gathered using three questionnaires: the "**Social networking usage questionnaire, Body Image Avoidance Questionnaire and Cyber Bullying Victimization Scale**". After explaining the study's goals, participants will be requested to take part and will be given a questionnaire package

that includes information about the study, concerns about privacy, the researcher's contact details, and other measures. Ten minutes will be needed to describe the instruments.

STATISTICAL ANALYSIS

For this study SPSS software will be used. Descriptive statistics test Pearson Correlation analysis as well as Regression Analysis was used to prove the hypothesis.

FINDINGS

We delve into the interpretation of the findings from our study on the impact of social media on body image dissatisfaction and cyberbullying among young adults aged 18 to 24. We aimed to understand the complex interplay between social media usage, perceptions of body image, and experiences of cyberbullying within this demographic through the responses collected with help of a survey questionnaire.

Table 1: Demographics of respondents (gender)

Gender	Count of Gender
Female	58
Male	92
Total	150

The table depicts the gender distribution of 150 young adults aged 18-24 years, with 58 females and 92 men included. This distribution is significant for evaluating the influence of social media on body image dissatisfaction and cyberbullying among young adults.

Table 2: Demographics of respondents (Educational Status)

Educational Status	No. of Respondents
Graduate	62
Postgraduate	41
Undergraduate	47

The table illustrates the educational status of respondents, indicating 62 graduates, 41 postgraduates, and 47 undergraduates.

Table 3: Descriptive statistics of all variables

	Social Media Usage	Body Image Dissatisfaction	Cyberbullying
Mean	63.42666667	31.73333333	71.11333333
SD	11.79599902	11.69045194	21.20609532
N	150	150	150

The table shows the means, standard deviations, and sample sizes for social media use, body image dissatisfaction, and cyberbullying among respondents. These statistics are critical for understanding the relationship between social media use and its impact on body image dissatisfaction and cyberbullying among young adults (18-24 years old).

The mean scores show that respondents reported moderate levels of social media usage (63.43), body image dissatisfaction (31.73), and cyberbullying (71.11). The standard deviations show how these scores vary throughout the sample, implying that people have different levels of influence and experiences.

Table 4: Regression analysis of impact of social media usage on body image dissatisfaction of young adults.

Regression Statistics	
Multiple R	0.167760274
R Square	0.02814351
Adjusted R Square	0.021576912
Standard Error	20.9760667
Observations	150

ANOVA	df	SS	MS	F	Significance F
Regression	1	174.3166897	174.317	3.33035	0.02506
Residual	148	19392.51664	131.031		
Total	149	19566.83333			

Null Hypothesis (H₀): There is no significant impact of social media on body image dissatisfaction among young adults.

Alternative Hypothesis (H₁): There is significant impact of social media on body image dissatisfaction among young adults.

The F-value in this case is 3.330 The significance value is 0.025, which is less than the conventional significance level of 0.05. Since the significance value (0.025) is less than 0.05, the alternative hypothesis (H₁) is accepted. Therefore, the results indicate that there is significant impact of social media on body image dissatisfaction among young adults.

Table 5: Regression analysis of impact of body image dissatisfaction on cyberbullying of young adults.

Regression Statistics	
Multiple R	0.167760274
R Square	0.02814351
Adjusted R Square	0.021576912
Standard Error	20.9760667
Observations	150

ANOVA	df	SS	MS	F	Significance F
Regression	1	1885.757931	1885.758	4.285858535	0.040168

Residual	148	65119.3154	439.9954		
Total	149	67005.07333			

Null Hypothesis (H₀): There is no significant impact of social media on cyberbullying among young adults.

Alternative Hypothesis (H₁): There is significant impact of social media on cyberbullying among young adults.

The data from the table indicates influence of social media on cyberbullying among young adults. With an F value of 4.285 and a significance level below 0.05 (specifically 0.040), we have sufficient evidence to reject the null hypothesis (H₀). Thus, we accept the alternative hypothesis, suggesting a meaningful impact of social media usage on cyberbullying among young adults.

Table 4: Pearson correlation analysis of relationship between social media and body dissatisfaction

CORRELATION		
	Social media	Body Dissatisfaction
Social media	1	0.943863544
Body Dissatisfaction	0.943863544	1
Correlation is significant at the 0.01 level (2-tailed).		

Null Hypothesis (H₀): There is negative relationship between social media and body dissatisfaction among young adults.

Alternative Hypothesis (H₁): There is positive relationship between social media and body dissatisfaction among young adults.

The correlation coefficient measures the strength and direction of the relationship between two variables. It ranges from -1 to +1, where -1 indicates a perfect negative correlation, +1 indicates a perfect positive correlation, and 0 indicates no correlation.

The table shows that there is a positive correlation between social media and body dissatisfaction, as indicated by the Pearson correlation coefficient of 0.9438 (where indicates significance at the 0.01 level). This means that as social media usage increases, body dissatisfaction tends to increase as well.

Therefore, we can reject the null hypothesis (H₀) that is negative relationship between social media and body dissatisfaction among young adults and accept the alternative hypothesis (H₁) that there is a positive relationship social media and body dissatisfaction among young adults.

Table 5: Pearson correlation analysis of relationship between body dissatisfaction and cyberbullying among young adults.

CORRELATION		
	Body dissatisfaction	Cyberbullying
Body dissatisfaction	1	0.4212297387
Cyberbullying	0.4212297387	1
Correlation is significant at the 0.01 level (2-tailed).		

Null Hypothesis (H₀): There is negative relationship between body dissatisfaction and cyberbullying among young adults.

Alternative Hypothesis (H₁): There is positive relationship between body dissatisfaction and cyberbullying among young adults.

The table shows that there is a positive relationship between body dissatisfaction and cyberbullying among young people, as shown by a Pearson correlation value of 0.421. This coefficient, which ranges from 0 to 1, shows a significant positive relationship. As a result, there is sufficient evidence to support the alternative hypothesis, which suggests that there is a positive relationship between body dissatisfaction and cyberbullying among young adults, while rejecting the null hypothesis, which indicates a negative relationship between these variables.

DISCUSSION

The study's results provide insight into the intricate relationship among cyberbullying, social media use, and body image dissatisfaction among young people (aged 18–24). The descriptive data highlights the prevalence and effect of cyberbullying, body image dissatisfaction, & social media usage among the respondents.

Among young adults, regression analysis shows that cyberbullying and body image dissatisfaction are significantly impacted by social media usage. According to the accepted alternative theories, cyberbullying and body image dissatisfaction are more common among those who spend more time on social media. This confirms what other research has shown: that spending too much time on social media might have negative effects on mental health, especially in the areas of body image and cyberbullying.

Cyberbullying, selfies, & social media use in relation to exercise was the subject of one pertinent research. It was more common for women to experience mixed emotions, including envy and encouragement, while seeing these fitness selfies. Another piece of proof that fitness selfies primarily influence women is the fact that males are unaffected by them. In general, the research found that technology & social media have some good and practical uses. Furthermore, in order to equip young people for the future using work and life in general, it is important to teach them both the positive and negative uses of social media. (Olenik-Shemesh, 2017)

In another study a random selection of 560 female students from 20 different schools The students' sociodemographic information, results from the Social Media Participation Scale of Adolescents (SMES-A), and their body image assessment scale were all part of the study's instrument. There was a statistically significant link between the percentage of high-female students who used social media somewhat and the percentage who had a normal perception of their body image (74.5%). On the other hand, social media usage differs significantly by grade, monthly income, and age and there was a notable disparity between the two variables (monthly income and body image). (Sultan, S. N. 2023)

Furthermore, Pearson correlation analyses offer further information about the connections between these variables. The substantial positive associations between social media usage and body dissatisfaction, as well as between body dissatisfaction and cyberbullying, highlight the interconnectedness of these problems. These data suggest that when social media use grows, so does body dissatisfaction, which may lead to increasing rates of cyberbullying among young people.

RECOMMENDATIONS

- **Heightened Body Image Concerns:** The findings suggest that extensive use of social media may contribute to increased body image dissatisfaction among young adults. This implies a potential negative impact on mental health and well-being.
- **Influence of Social Media Content:** Understanding the specific aspects of social media content that contribute to body dissatisfaction is crucial.
- **Targeted Mental Health Support:** Given the link between social media use and body dissatisfaction, mental health support systems tailored for young adults may be necessary. This could involve educational programs and counseling services to address the psychological impact of online experiences.
- **Media Literacy Programs:** Integrating media literacy education into school curricula and community programs can empower young adults to critically evaluate and navigate social media content. This may reduce susceptibility to unrealistic beauty standards perpetuated online.
- **Anti-cyberbullying Policies and Interventions:** Promote the establishment of comprehensive anti-bullying policies in schools, businesses, and online communities.
- **Parental Guidance:** Provide guidance and support to parents on how to navigate their children's social media usage responsibly.
- **Promotion of Body Positivity:** Launch initiatives and campaigns to promote body positivity and self-acceptance among young adults.

CONCLUSION

The study's results show that young people aged 18 to 24 who use social media can have problems with their bodies and be abused. Along with finding a link between mental health and how people use technology to communicate, this study also found something troubling. The study said there is a strong link between using social media, being unhappy with your body image, and abuse. This clearly shows how dependent this group of people is on each other. The results show that people in this age group that use social media greater are more likely to be unhappy with their bodies and to be bullied online. So, the large number of fake and false pictures can make people less confident, leaving them open to harassment and violence. The study's results show how important this kind of help can be and how important it is to teach young people safe and healthy digital habits. Teachers, parents, politicians, and mental health workers should all step in to help kids learn how to use the internet, accept their bodies, and not let cyberbullying hold them back.

Finally, the study shows how important this is to keep looking into and talking about how social media can impact the mental health of people who are more likely to be affected by it, like teens and young adults. Some of these things could be fixed to make the web a safer and better place for the next generation.

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