



THE ANALYSIS OF THE IMPACT OF SOCIAL MEDIA (FACEBOOK) ON TEENAGER PERSONALITY IN TERMS OF BODY IMAGE

Biju Sebastian¹, Dr. Kuldeep Singh²

^{1,2}Department of Journalism & Mass Communication, OPJS University, Churu, Rajasthan

Abstract

Social media addiction is a sort of online addiction that affects all ages, especially teens. Social media addiction is a subcategory of internet addiction. Facebook users trust each other and are more politically engaged. They also value maintaining relationships. Addiction to Facebook, like addiction to narcotics, gambling, video games, overeating, etc., interferes with daily life. "Facebook addiction" is excessive Facebook use. Self-evaluation places cognitive, behavioural, and emotional value on the body. Body image satisfaction ranges from high to low. This study examines how Facebook affects teens' body image. Purposeful sampling was used to choose 120 Facebook addicts from Udaipur, Rajasthan, for the study. A two-way Anova test assessed the data. The findings show that social media addiction status affects teen body image.

Keywords: Social Media addiction, Facebook addiction, Body image, teenager's personality

Introduction

It has been demonstrated that female and male adolescents using highly visual, photo-based social media platforms like Facebook and Instagram are more likely to experience an increase in body image problems as a result of their usage of these platforms. The findings of different studies on whether or not the total amount of time spent on social media or the manner in which it is employed are variables on the user's body image worries are inconsistent. "Many adolescents spend more time-consuming television rather than engaging with their parents," according to a recent study. "Facebook may degrade the quality and depth of human connections and damage people's communication abilities," as one author put it. A significant number of young people today choose to communicate with one another on Facebook rather than in person. Teenagers are powerless in the face of real-life dangers such as Facebook sadness and cyber bullying because they lack the ability to exercise self-control and are sensitive to the influence of their peers. The term body-image embraces individuals' collective attitudes, feelings and fantasies about his body regardless to their level of awareness. Body image is a continuum which is ranging from more favorable satisfaction to less favorable dissatisfaction.

Literature Review

Eric. Sparhawk, Julie (2003) found visual social media connected to body image issues and internalizing symptoms. Grabe, Hyde & Ward, (2008) suggested that social media use may affect body image. Friends and semi-accounts like vacation profiles didn't require thinness. Fitness and celebrity accounts linked to slim idealization. Instagram users were more self-conscious and leaner than Facebook users. Photo-based networks like Facebook, Myspace, and Instagram may harm body image and motivate users to be slim more than text-based platforms like Tumblr and LinkedIn.

In a follow-up study, Kamdar, (2014) showed that men and women who used social media at measure one had better body satisfaction at measure two. Depressive symptoms in the first test didn't predict social media use in the second. Lyvers, (2016) linked social media use to binge



eating and body dissatisfaction. They also found a positive correlation between these issues and negative peer feedback in the form of photo-based comments and likes/dislikes. Educational attainment and parental involvement seem protective.

Masthi & Pruthvi, (2017) found that social networks attract students' attention and focus, which they then direct toward inappropriate, immoral, or instructional behaviour. These include pointless chatter, aimless online searches, and evading assigned tasks. Social networking platforms can entertain and relax teens. However, studies have shown that utilising the web for academic reasons and proper tasks, including teaching and downloading instructional information, is very useful. However, research demonstrates that utilising the internet for social media is unneeded and perhaps detrimental.

Morrison, Kalin & Morrison, (2004) studied how planned behaviour affects young people's social media use. They targeted Facebook and MySpace. The poll included 233 high school students, with 64% female. High usage was defined as four or more daily social media visits. Strong self-identity and group membership predicted social media addiction. Thus, self-identifiers and those who sought approbation on social media were more likely to develop a commitment to their use.

Research Aim & Objective

To analysis of the impact of social media (Facebook) on teenager personality in terms of Body Image.

Research Hypothesis

H0: There will be no significant difference between male and female teenagers on their measure o body image.

H1: Social media addiction status will be significant on measure of body image of teenagers.

Research Method and Material

Research Design

The Independent Group Design was utilised in order to make a comparison between teenagers who were addicted to social media and those who were not addicted to social media in relation to their gender, which was either male or female, on their measures of addiction to social media, Body Image.

Sample Size

The entire sample included 120 participants, all of whom were between the ages of 15 and 19 and came from a variety of educational institutions located in the city of Udaipur in the Indian state of Rajasthan. Teenagers who reported participating in activities related to social media were prioritised for inclusion in the study after employing a purposeful selection technique to choose the participants for the sample.

Data Analysis

A two-way ANOVA test examined how gender and social media addiction affect kids' body image. This five-point scale includes thirty daily self-esteem statements. Each question has five answers: always, most of the time, don't know, sometimes, and never. How often one agrees or disagrees with the statement determines the ideal response.

Results and Discussion

Hypothesis H0:

There will be no significant difference between male and female teenagers on their measure of body image.

Table 1.1

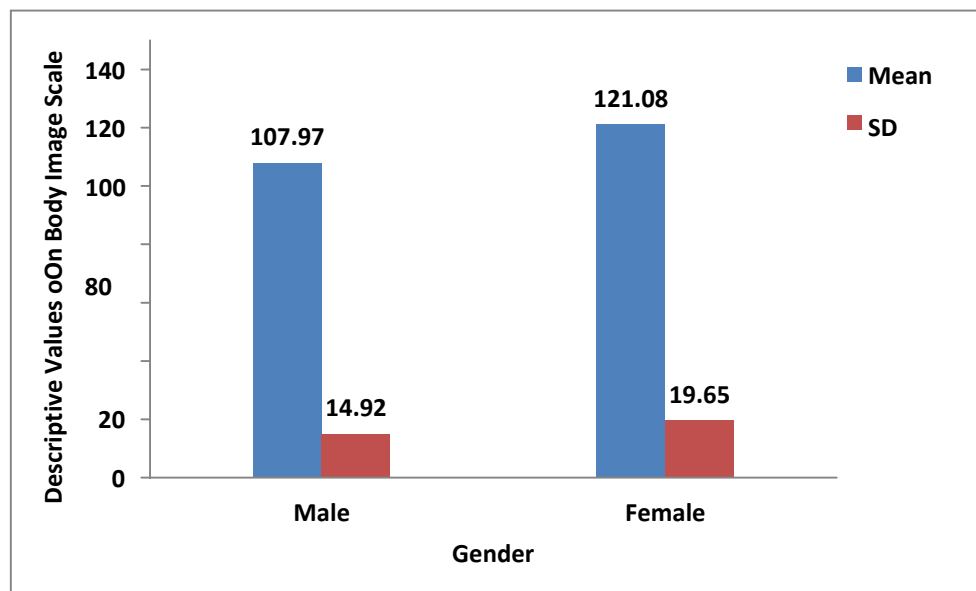
Descriptive and f value for Gender on Body Image (BI)

✓	Gender	Mean	SD	f	p
	Male	107.97	14.921		
				4.32	0.033*
	Female	121.08	19.654		

*Significant at 0.05 level, ** Significant at 0.01 level

Figure 1.1

Graphical Representation of Descriptive Values for Gender on Body Image (BI)



Above result table 1.1 elucidates analysis of variance (F value) for gender on measure of teenagers body image which is substantiated as significant at .05 level ($F = 4.32$, $p = 0.03$). More specifically descriptive values for gender with respective figure shows that female teenagers possess more favourable attitude about their body as compared to their male counterparts. To conclude the finding the variance in teenagers' body image can be attributed on their gender difference.

Social media addiction status will be significant on measure of body image of teenagers

Table 1.2

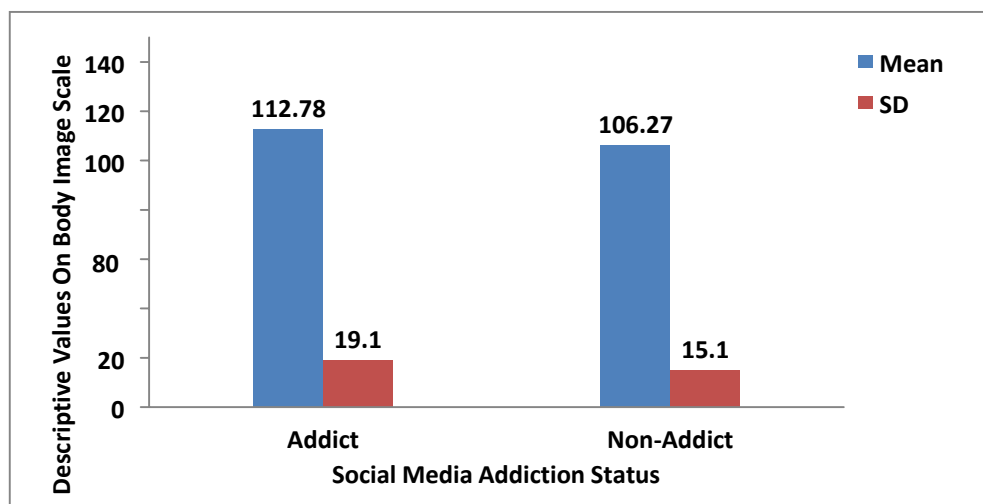
Descriptive and f value for Social Media Addiction Status on Body Image (BI)

<i>Addiction Status</i>	<i>Mean</i>	<i>SD</i>	<i>f</i>	<i>p</i>
<i>Addict</i>	<i>112.78</i>	<i>19.09</i>		
<i>Non-Addict</i>	<i>106.27</i>	<i>15.095</i>	<i>4.269</i>	<i>0.041*</i>

*Significant at 0.05 level, ** Significant at 0.01 level

Figure 1.2

Graphical Representation of Descriptive Values for Social Media Addiction Status on Body Image (BI)



Result table 1.2 presents analysis of variance for social media addiction status on measure of body image among teenagers which is substantiated as significant in favor of social media addict ($F = 4.269$, $p = 0.041$). To elaborate social media addict group possess substantially more favourable body image as compared to non-addict of socialmedia group. On the basis of finding it can be concluded that excessive engagement in social media activities on net bring higher satisfaction about own body. An individual's body image is their mental representation and self-perception of how they seem to others. It may also be seen of as a person's internal experiences with thoughts, feelings, and impressions of their physical form.

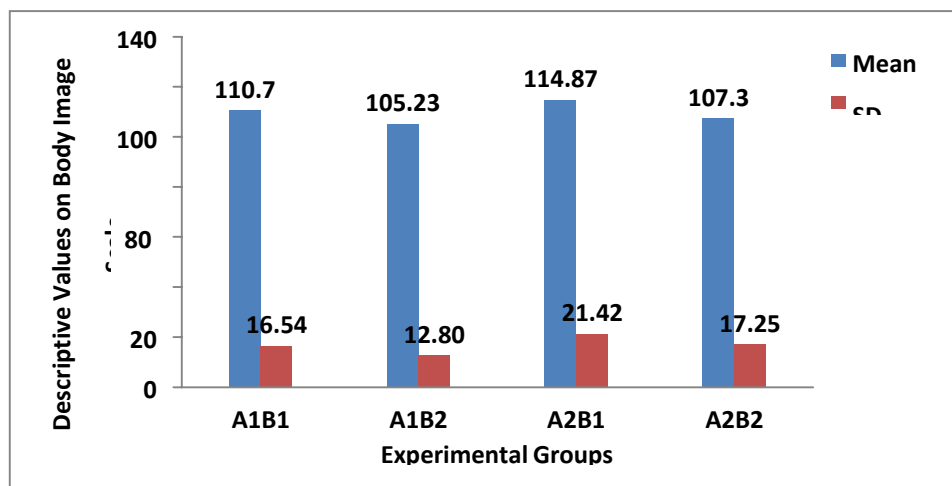
Table 1.3
Descriptive and F Value for Interaction on Body Image (BI)

<i>Experimental Groups</i>	<i>Mean</i>	<i>SD</i>	<i>f</i>	<i>P</i>
<i>A1B1</i>	<i>110.7</i>	<i>16.541</i>		
<i>A1B2</i>	<i>105.23</i>	<i>12.803</i>	<i>0.111</i>	<i>0.74</i>
<i>A2B1</i>	<i>114.87</i>	<i>21.42</i>		
<i>A2B2</i>	<i>107.3</i>	<i>17.247</i>		

Where = A1 – Male, A2 - Female, B1 –Social Media Addict & B2–Social Media Non-Addict edia addiction.

Figure 1.3

Graphical Representation of Descriptive Values for All Experimental Groups on Body Image (BI)



Result table 1.3 presents the analysis of variance (ANOVA) for interaction between gender and social media addiction status on measure of body image (Body Image Scale) among teenagers which revealed f value as insignificant ($F = 0.111$, $p = 0.74$). To conclude male and female teenagers of both social media addict and social media non-addict groups are not significantly different in their perceptions and attitudes about own physical appearance.

Conclusion

Social media is the most popular pastime among kids and teens. Teens use social media for enjoyment, communication, and academic improvement. Thus, parents, educators, mental health providers, and psychologists must understand social media and its health effects. The latest knowledge on social media addiction may encourage healthy use and warn parents and educators about possible issues. In light of the aforementioned, this study examined the impact of teens and



social media addiction on personality traits. Shape. ($F = 4.32$, $p = 0.03$). Teenage attitudes showed this. Social media addicts have a considerably better body image ($F = 4.269$, $p = 0.041$). Teens who are hooked to social media and those who are not have similar opinions on their looks ($F = 0.111$, $p = 0.74$). Teenage boys and girls experience this.

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