



## Association of social networking addiction and body dissatisfaction

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### Abstract

Eating Disorder attitudes are very fast becoming a popular problem among the adolescents and teenagers, especially among young women in their twenties. A very vital factor is social media, by which the unrealistic beauty ideals are popularized and may lead to these behaviour. The objectives of this study are to determine the correlation between disordered eating behaviour and social media usage such as the use of social network sites, the findings presented in this study suggest a correlation between body dissatisfaction, and addiction of social media. Higher the addiction of Social networking sites more will be the body dissatisfaction among teenagers.

**Keywords:** Social networking addiction, body dissatisfaction, eating disorder

### Introduction

#### What is Body Image?

Body image is self-perception of one's own physique, body shape and body structure in terms of beauty. Today's generation especially the teens are very much conscious of their body image.

College-aged women may be at particular risk for body dissatisfaction and disordered eating practices due to the unhealthy weight gain that often occurs during this life stage<sup>[3, 31]</sup>. The growth of social networking sites (SNS), such as Facebook or Instagram, has also increased the exposure to thin and fit ideals Fardouly J., Vartanian L.R. 2015<sup>[2, 43, 44]</sup>. Social media plays a very vital role as a means of communication. These internet-based sites pulled the users to create personal profiles and share, view, comment and 'like' peer-generated content 20]. Eichler A., Heinrich H., Moll G.H., Beckmann M.W.2018

Homan (2010) discussed how, among female college students, two principal beauty ideals coexist: the athletic-ideal and thin-ideal<sup>[61]</sup>. The internalization of the athletic-ideal predicts compulsive exercise<sup>[61, 62, 63]</sup>. Kantanista A., Glapa A., Banio A., 2018, Bruin A. P Oudejans 2018. A person's body image will range from positive, or satisfaction with their body, to negative, or dissatisfaction with their body. A negative body image can contribute to body dysmorphic disorder (BDD), eating disorders, and other conditions. A person with a negative body image feels dissatisfied with their body and their appearance.

#### The person may

1. Compare themselves with others and feel inadequate when doing so
2. Feel ashamed or embarrassed
3. Lack confidence
4. Feel uncomfortable or awkward in their body

See parts of their body, such as their nose, in a distorted way. In some cases, having a negative body image can lead to the development of mental health issues, such as depression. A person may also pursue unnecessary surgery, unsafe weight loss habits — such as crash dieting — or an inappropriate use of hormones to build muscles. There is a strong link between eating disorders and negative body image, according to the NEDA. Some people develop BDD. A person with BDD sees a part or all of their body in a negative way. They may ask for cosmetic surgery to “correct” their nose size, for example, when to everyone else, it appears normal. A body image does not develop in isolation. Culture, family, and friends all convey positive and negative messages about the body. The media, peers, and family members can all influence a person's body image. They can encourage people, even from a young age, to believe that there is an ideal body. The image is often an unnatural one. The fashion industry also sets an unhealthy example when they employ underweight models to display their products. Discrimination based on race, size, ability, gender orientation, and age also plays a role.

Exposure to daily micro aggressions at work and in society can cause people to feel that they do not measure up or that they are somehow lacking.

Illness and accidents can also have an impact. Skin conditions, a mastectomy for breast cancer, or a limb amputation can cause

people to rethink how they appear to themselves and to others. All of these factors can impact a person's mental and physical well-being. Studies have suggested that females who have greater resilience-linked to family support, gender role satisfaction, coping strategies, fitness, and well-being-are more likely to have a positive body image. This suggests that emotional insecurity may also contribute to a negative body image. Body disparaging conversations include "fat talk," which refers to when people talk about how "fat" they look or feel. These conversations can lead to further negative feelings, low mood, or negative eating patterns.

**Rationale of the study:** Body image plays a vital role in sustaining and maintaining self-esteem in adolescents. This study was undertaken to study the impact of using more social media platforms affects the body image and leads to eating disorder problem among adolescents or not in this techno prone world of teenagers.

### Objectives

To study the correlation between social networking addiction and body dissatisfaction among adolescents.

### Hypotheses

There is a positive high correlation between social networking addiction and body dissatisfaction among adolescents.

**Research Methodology:** The survey method was used for data collection. Randomly subjects from junior colleges of Aurangabad city were selected as a sample for the present study. The students were administered with the standard test of David E. Garner Eating disorder for measuring the body dissatisfaction among adolescents. The other test of Social Networking Addiction Scale (SNAS) by Dr. Ghazi Shahnawaz, Dr. Nivedita Ganguly, Manchong Limlunthang Zou was administered to the same sample for measuring the addiction level. The data was collected, tabulated and analysed.

### Sampling technique

Sample size: 913 students from different Junior colleges of Aurangabad city was selected as samples for the present study.

**Tools:** David E. Garner Eating disorder for measuring the body dissatisfaction among adolescents. The other test of Social Networking Addiction Scale (SNAS) by Dr. Ghazi Shahnawaz, Dr. Nivedita Ganguly, Manchong Limlunthang Zou was administered to the same sample for measuring the addiction level.

**Variables:** Independent Variable: Social networking addiction

**Dependent Variable: Body Dissatisfaction**

**Statistical technique:** Mean, Pearson product moment correlation technique was used for finding the correlation between social networking addiction level and body dissatisfaction among adolescents.

### Discussion of result

**Hypothesis:** There is a positive high correlation between social networking addiction and body dissatisfaction among adolescents.

**Table 1:** Table showing the correlation between social networking addiction and body dissatisfaction among adolescents.

Social Networking Addiction		
Body Dissatisfaction	Pearson Correlation	0.053
	Sig.(2-tailed)	0.109

### Interpretation

Table No. 1. The r value for the relation between Social networking addiction and body dissatisfaction among adolescents is 0.053 with the p value of 0.109. It represents that there is no significant positive relationship between Social networking addiction and body dissatisfaction among adolescents.

### Conclusion

**Hypothesis no. 1:** There is a positive high correlation between social networking addiction and body dissatisfaction among adolescents. The hypothesis no.1 is rejected as there is no significant relationship found between social networking addiction level and body dissatisfaction among adolescents.

### Suggestions

1. Spend time with people who have a positive outlook.
2. Practice positive self-talk. Say, "My arms are strong" rather than, "My arms are flabby."
3. Wear comfortable clothes that look good on you.
4. Avoid comparing yourself with other people.
5. Remember that beauty is not just about appearance.
6. Appreciate what your body can do, such as laughing, dancing, and creating.
7. Be actively critical of media messages and images that make you feel as if you should be different.
8. Make a list of 10 things you like about yourself.
9. See yourself as a whole person, not an imperfect body part.
10. Do something nice for your body, such as getting a massage or a haircut.
11. Instead of spending time thinking about your body, start a hobby, become a volunteer, or do something else that makes you feel good about yourself.
12. Aim for a healthful lifestyle, which might include eating a varied and nutritious diet

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