

Influence of Instagram On Body Image Perception and Satisfaction Among Young Female Undergraduate Student of Delta State University, Abraka

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Abstract

This work examined the influence of Instagram on body image perception and satisfaction among young female undergraduate students of Delta State University (DELSU), Abraka. The objectives of the study were to determine the level of exposure to Instagram use for body image satisfaction among DELSU female undergraduate students and to ascertain the perception of DELSU female undergraduate students towards body image. The descriptive survey research design was used for the study. The purposive sampling technique was used by the researcher. The population size for this study constituted only female students of Delta State University, Abraka. The instrument used for this study was questionnaire. The questionnaire on the influence of Instagram on body image perception and satisfaction among young female undergraduate students of Delta State University, Abraka was designed and distributed to the respondents to generate data for the study. The researcher used the simple percentage method in the tabulation of results. Findings from the study showed that DELSU female undergraduate students often upload edited and filtered photos on Instagram because they have low self-esteem. Even though they are very concerned about their body image, yet, they are highly exposed to Instagram use for body image satisfaction as a result of comparison with social media influencers. The study also revealed that the respondents greatly appreciated their body; more so, victims of body shaming are liable to have high body dissatisfaction. It is therefore recommended that usage of Instagram should be limited for their users as excessive use leads individuals to a high level of anxiety, depression, loneliness, sleep problems and fear of missing out. Also, body shaming should be frowned at by school management among others; thus, anyone who engage in such act should be given strict punishments within the academic space.

Keywords: Instagram, Student, Undergraduate, Low Self-Esteem, Body Dissatisfaction, Body Image Perception.

Introduction

With the emergence of Social Networking Sites [SNSs], such as Facebook and Instagram, people are now afforded with many more opportunities to compare their appearances with the appearance of others. Research has indicated that women who engage in appearance-related social comparisons on SNSs are at a higher risk of experiencing body dissatisfaction, which is a major risk factor for development of eating disorders (Fardouly et al. 2018). The intersexual competition model, derived from the Darwinian theory of sexual selection grounded in an evolutionary perspective, provides a theoretical model to better understand why users engage in social comparisons via SNSs. The theory posits that people, but women especially, engage in appearance-related comparisons to evaluate their own attractiveness among members of the same sex, with the ultimate goal of attracting and retaining high quality mates (Lobo et al., 2020).

In today's society, women are constantly surrounded by images of unrealistically thin-ideal bodies in media. The thin-ideal body is commonly perceived in Western societies as a slender, feminine physique with a small waist and little body fat. Notably, as modern women's body sizes have increased over the last two decades, this thin ideal that is portrayed in media has become progressively thinner. Several media scholars have examined the influence of exposure to media images depicting the thin-ideal body on body image. A meta-analysis of correlational studies demonstrated a consistent, positive relationship between media exposure to the thin-ideal and body image concerns (Grabe et al., 2008). In experimental studies, researchers have typically presented female participants with images of thin body-sized women, average body-sized women and neutral stimuli, and measured the extent to which these participants felt dissatisfied with their bodies before and after image exposure. In general, these studies have revealed that body image concerns are typically highest after exposure to thin body-sized women (Cash, 2012).

In more recent years, scholars have become interested in examining how body image concerns are influenced by exposure to thin-ideal images on SNSs (Perloff, 2014). Extant research shows that self-presentation may be a key motivator underlying activity on SNSs: users upload their most flattering images to SNSs in order to present themselves as they wish to be seen (Burnette et al., 2017). Prieler et al. (2021) analyzed the Facebook photo galleries of college students and found that female students tended to strike poses that were flirtatious and sexy in their photos, often with same-sex friends who are doing the same. Similar to Facebook, Instagram provides users with the ability to share photos with others online. Instagram has more than 400 million active users, with more than 80 million photos shared daily. When users open Instagram on a computer or mobile device a feed of photos and videos appears of people they follow, which can be anyone from celebrities to their friends and family. The two most common types of photos shared on Instagram are "selfies" – photographs that one has taken of oneself and uploaded to a social media web site - and photos of friends. Users of Instagram can not only choose the most flattering images of themselves to upload to the site, but also manipulate those images using filters to highlight their best features. This type of filter-manipulation makes it more likely that Instagram users will be exposed to the best representation of others on Instagram (Hu, 2018).

Just as body image concerns have been found to be associated with exposure to images in traditional media forms, recent evidence indicates that those concerns may be equally associated with exposure to images on SNSs. In a cross-sectional study, McLean et al. (2017) found individuals who had a Facebook account reported experiencing greater body dissatisfaction than individuals who did not have a Facebook profile. This relationship was strongest for young adult women. In addition, Prieler et al. (2021) investigated female high school students' photo-based activities on Facebook and found that engaging in these activities, such as posting a photo or liking someone else's photo, were positively associated with body image disturbance. Studies investigating the relationship between Instagram use and body image have revealed similar results. Cwynar-Horta (2016) found that Instagram usage was negatively associated with body satisfaction for college students and that this association was strongest for users with lower levels of self-esteem. Thus, this work will critically examine the influence of Instagram on body image perception and satisfaction among young female undergraduate students of Delta State University, Abraka (DELSU).

Statement of The Problem

With the emergence of photo-sharing SNSs, such as Facebook and Instagram, young women including female undergraduate students in tertiary institutions, are now exposed to the most flattering depictions of their friends, family, and celebrities and, indeed, early evidence indicates a similar negative influence of such depictions on young women's body image. Media scholars have applied several theories to explain the negative effects of media exposure on body image. Those with lower self-esteem may be more prompted to be concerned about body image perception and satisfaction leading to several forms of unhealthy comparisons especially among female folks on social media platforms like Instagram, TikTok, Facebook amongst others (Myers et al., 2012).

Obviously, individuals have a natural drive to compare their own attributes and abilities with the attributes and abilities of others. An upward social comparison is made when individuals compare themselves to someone who is perceived to possess superior attributes or abilities to their own, whereas a downward comparison is made when individuals compare themselves to someone who is perceived to possess inferior attributes and abilities to their own. Appearance-related social comparisons are comparisons based on physical attractiveness. For instance, when women compare themselves with a thinner target, a discrepancy between their body size and the target's body size becomes salient, which leads to negative evaluations of their own bodies (Cash, 2012). In order to reduce these discrepancies and associated negative evaluations, women may engage in risky health behaviors, such as restricting food intake or purging. Research has clearly shown that engaging in appearance-related comparisons can have several additional negative consequences, including experiencing lower appearance-related self-esteem, body dissatisfaction, and development of an eating disorder (Joshua et al., 2017). To this effect, the research meant to investigate the influence of Instagram on body image perception and satisfaction among young female undergraduate students of Delta State University, Abraka (DELSU)

Concept of Body Image

Body image refers to a person's emotional attitudes, beliefs, and perceptions of their own body. Experts describe it as a complex emotional experience. Body image relates to what a person believes about their appearance, how they feel about their body, height, weight, and shape, how they sense and experience their body. Positive body image is related to body satisfaction and acceptance, while negative body image is related to dissatisfaction and wanting one's body to be different (Derenne and Beresin, 2006). 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, psychoanalysis, philosophy, cultural and feminist studies; the media also often uses the term. Broadly speaking, body image consists of the ways people view themselves; their memories, experiences, assumptions, and comparisons about their appearances; and their overall attitudes towards their respective heights, shapes, and weights—all of which are shaped by prevalent social and cultural ideals (Grogan, 2016).

Body image refers to how an individual sees their body and their feelings with this perception. Positive body image relates to body satisfaction, while negative body image relates to dissatisfaction. Many people have concerns about their body image. These concerns often focus on weight, skin, hair, or the shape or size of a certain body part. The way a person feels about their body can be influenced by many different factors. A range of beliefs, experiences, and generalizations contribute to body image. Throughout history, people have given importance to the beauty of the human body. Society, media, social media, and popular culture often shape these views, and this can affect how a person sees their own body. However, popular standards are not always helpful. Constant bombardment by media images and social pressure can cause people to feel uncomfortable about their body, leading to distress and ill health. It can also affect work, social life, and other aspects of life (Grabe et al., 2008).

According to Cullari et al. (2002) body image is defined as the mental picture one forms of one's body as a whole, including its physical characteristics and one's attitudes toward these characteristics. It's how you see yourself, how you feel about your body and its shape, and how you physically feel in your body. Body image is the way we view ourselves physically. Body image can be negative ("body negativity"), positive ("body positivity") or neutral in character. A person with a negative body image may feel self-conscious or ashamed and may feel that others are more attractive. In a time where social media holds a very important place and is used frequently in our daily lives, people of different ages are affected emotionally and mentally by the appearance and body size/shape ideals set by the society they live in. These standards that are created and constantly being changed by society can contribute in part to body shaming - the act of humiliating an individual by mocking or making critical comments about a person's physiological appearance. Many factors contribute to a person's body image, including family dynamics, mental illness, biological predispositions and environmental causes for obesity or malnutrition, and cultural expectations (e.g., media and politics).

Body Dissatisfaction

Body dissatisfaction occurs when a person has persistent negative thoughts and feelings about their body. Body dissatisfaction is an internal emotional and cognitive process but is influenced by external factors such as pressures to meet a certain appearance ideal (Jung et al., 2009). Body dissatisfaction can drive people to engage in unhealthy weight-control behaviours, particularly disordered eating. This places them at heightened risk for developing an eating disorder (Chang, 2016).

Body dissatisfaction and overvaluing body image in defining one's self-worth are risk factors making some people more susceptible to developing an eating disorder than others. People experiencing body dissatisfaction can become fixated on trying to change their body shape, which can lead to unhealthy practices such as with food, exercise or supplements. Many people have concerns about their body image. These concerns often focus on weight, skin, hair, or the shape or size of a certain body part. Over time, these practices do not achieve desired results and often create a trap leading to intense feelings of disappointment, shame, guilt and, ultimately, increase the risk of developing an eating disorder (Ferguson et al., 2011).

Body Image and The Media

Longstanding research has documented the impact of viewing traditional appearance-focused media on the development of body image concerns. In recent years, one of the common external contributors to body dissatisfaction is social media. Social media portrays images that are filtered and edited and tends to show the 'highlights' of a person and their life. These images promote an unrealistic appearance ideal that cannot be achieved in real life. Research shows that social media use is associated with increased body dissatisfaction and disordered eating. Body dissatisfaction may occur when a person is viewing and comparing themselves to social media images and reading the appearance-related comments on social media, and feeling that they cannot live up to the ideal images presented. Careful consideration of how you use social media and the people you engage with is important in building and maintaining a positive relationship with your body (Pierce, 2016).

Today, social media is a factor that can have a big effect on someone's body image. For many people, social media shapes what defines beauty and attractiveness. And there are countless examples of people using social media to define themselves as individuals, it is placing more importance on the body and almost objectifying it. Social media can lead people to judge themselves harshly, if their bodies don't resemble what they see online. Being bombarded by images on social media can have a negative impact on body image, because in real life nobody will ever live up to the photoshopped or perfectly curated ideal they see in their Instagram feeds. The body image conversations on social media are not all negative. Social media can serve as another mental health resource when used mindfully and consumed critically. Instagram is one of the most popular social media platforms among young females. Idealized body images shared on the platform have been associated with lower levels of body satisfaction in this population, likely due to social comparison processes (McLean et al., 2017).

Empirical Review

A study was conducted by Joshua et al. (2017); according to them, similar to effects identified with traditional media forms, recent evidence indicates that body image concerns, such as body dissatisfaction and drive for thinness, may also be associated with exposure to images on Social Networking Sites. Utilizing social comparison theory, the current study sought to examine the relationship between female university students' photo-based activities on Instagram, which is a relatively new Social Networking Site, appearance-related comparisons, and two outcome variables: drive for thinness and body dissatisfaction. Mediation analyses using bootstrapping methods indicated that Instagram photo-based activities positively predicted both drive for thinness and body dissatisfaction through the mediating variable of appearance-related comparisons. These results suggest that Instagram use could be potentially harmful to individuals who find themselves frequently engaging in comparisons with others. Additionally, utilizing the intrasexual competition framework, the second aim of this study was to determine whether individual differences in competitiveness for mates influenced individual tendencies to engage in appearance-related comparisons on Instagram. A significant positive relationship emerged between intrasexual competitiveness for mates and appearance-related comparisons on Instagram.

A more recent study investigated appearance-related comparisons on Facebook. Participants were randomly selected to browse their own Facebook account, magazine websites featuring female models, or a control website for 10 min. The authors verified via a pilot study that the magazine websites were equally as likely to trigger appearance-related comparisons as the Facebook accounts. Participants who were exposed to their Facebook accounts reported significantly more concerns over their faces, hair, and skin-related features than participants exposed to either the magazine or control websites. Furthermore, the tendency to compare one's appearance with others moderated the relationship, such that individuals with a higher tendency to compare – referred to as social comparison orientation – had more appearance concerns after exposure (Fardouly et al., 2015). Additionally, Fardouly and Vartanian (2015) found a significant positive relationship between Facebook use and body image concerns in a population of college undergraduates. Mediation analyses indicated that the appearance-related comparisons made on Facebook explained the relationship between Facebook use and body image concerns. Common targets for appearance-related comparisons are the women portrayed in media. Tiggemann (2015) demonstrated that appearance-related comparisons mediated the relationship between body dissatisfaction and exposure to thin models in advertisements. That is, when women engaged in appearance-related comparisons with a thin model in an advertisement, they were more likely to experience greater levels of dissatisfaction with their own body size and shape. More recently, media scholars have turned their investigations to appearance-related comparisons made on SNSs. Prieler et al. (2021) exposed participants to either physically attractive or physically unattractive online profiles. Participants reported feeling more unattractive and experiencing a decline in mood when exposed to profiles of attractive users of the same sex. Furthermore, Hu (2018) examined the relationship between exposure to other women on the Internet and drive for thinness, defined as having an excessive concern with dieting and pursuit of thinness.

Greater exposure to images of other women on the Internet was found to be associated with a greater drive for thinness, and this relationship was mediated by appearance comparisons. Prior studies on the link between Instagram use and women's body dissatisfaction mainly focused on social comparison behaviors with peers and specific features such as the role of "selfies" or the number of "likes".

Instagram includes a plethora of (seemingly) authentic pictures, and many of them represent body ideals. Physical appearance, in fact, plays an important role on Instagram, and studies have found that adolescents and young people experience distress, are dissatisfied with their bodies, and feel the pressure to look perfect on social media, especially when confronted with thin ideals. Since Instagram provides its users with the opportunity to edit their content before posting it on their profiles, users tend to resort to self-presentation behaviors (Tiggemann and Anderberg, 2020). In an interview study with 24 teenage girls, Chua and Chang (2016) found that, in order to please their followers, social media users tend to match anticipated expectations and preferences by presenting a "highly selective version of themselves". Among female adolescents and young women, self-presentation focuses to a great extent on physical aspects and the idea of beauty. The main reason behind self-presentation is the wish to receive attention for their posts, especially from peers. Yet, posting is not the most prevalent activity on Instagram. In fact, adolescent and young adult Instagram users more often engage in browsing through and "liking" the content on others' profiles. Longitudinal research found that browsing through other users' idealized images leads to higher depression levels over time. It can thus be assumed that different forms of engagement on Instagram have differential effects on body dissatisfaction.

Another study conducted by Pedalino and Camerini (2022) highlighted that Instagram is one of the most popular social media platforms among young females. Idealized body images shared on the platform have been associated with lower levels of body satisfaction in this population, likely due to social comparison processes. In the study, the researchers tested a mediation model linking Instagram use (i.e., browsing through others' profiles, commenting on others' looks, posting one's own photos or stories) to body dissatisfaction (i.e., body image discrepancy and lack of body appreciation), mediated by upward social comparison with close peers, distant peers, and social media influencers. The researchers applied structural equation modeling to self-report cross-sectional data collected from 291 female adolescents and young women. The final model results show that browsing on Instagram was associated with lower levels of body appreciation, fully mediated by upward social comparison with social media influencers, not close or distant peers. Commenting on others' looks and posting own content were not associated with body dissatisfaction. Being an adolescent female (compared to a young woman) and having a higher BMI were associated with worse body appreciation.

According to Lobo et al. (2020), body image represents the mental perception of body shapes and is a multifactorial structure that includes psychological, physical and emotional elements. The discrepancy between the subjective perception of body image and the desire for the ideal body type can interfere with the feeling of satisfaction and trigger the desire for changes in appearance, directly interfering with mental health and general well-being. Men and women may differ in body image satisfaction due to the different social influences and beauty standards imposed. The aim of this study was to evaluate the subjective perception of body image and satisfaction with body shapes among men and women. The sample consisted of 100 college students of both genders. Subjective perception of body image and satisfaction were measured through self-assessment, through scale figure silhouettes. There was a significant difference in the subjective perception of body image in the comparison between genders, and women presented greater discrepancy between the real and the perceived image. In the analysis of satisfaction with body image there were no differences between genders and both presented high percentage of dissatisfaction. In addition, 46.2% of men would like to decrease their body shapes, 53.8% would increase them. As for women, 76.1% would like to decrease their body dimensions and 23.9% to increase them. The strong pressures imposed by society and the standards set by the prevailing media in determining body image dissatisfaction or self-assessment negatively, regardless of gender.

As of yet, however, no studies have investigated the appearance-related comparisons users make on Instagram. Given the likelihood of individuals being exposed to highly attractive versions of friends on Instagram (i.e. ideal images of known peers), it is likely that users will engage in appearance-related comparisons on this SNS as well. Therefore, extrapolating from Fardouly and Vartanian (2015)'s findings on Facebook exposure to likely outcomes associated with Instagram, they predicted that appearance-related social comparisons on Instagram will be positively related to body dissatisfaction and drive for thinness. In an experimental study, Brown and Tiggemann (2016) showed participants attractive images of celebrities and unknown peers sourced from public Instagram profiles. Participants who were exposed to ideal (i.e. thin) images experienced significantly more body dissatisfaction than participants exposed to neutral travel photos.

Studies conducted by Tiggemann (2015) highlighted that adolescents' use of social media has increased in Türkiye, as in the rest of the world. Negative body image negatively affected social media usage awareness about appearance. Social media addiction negatively affected social media usage consciousness related to appearance. The study was conducted cross-sectionally with the aim of determining the factors affecting adolescents' Appearance Related Social Media Consciousness Scale, Social Media Addiction Scale for Adolescents and Body Image Scale scores and the extent to which social media addiction and body image perception predict social media consciousness scores. The population of the study consisted of adolescents between the ages of 12-18 years studying in the academic year 2022-2023. The study was completed with 1667 volunteer students. The Body Image Scale, Social Media Addiction Scale for Adolescents and Appearance Related Social Media Consciousness Scale were used to collect the data. When the models were evaluated, it was determined that being female, increasing the time spent on the internet, sharing pictures frequently, using filters on pictures and being uncomfortable with the sharing of unfiltered pictures, and spending the most time on social media sites were strong predictors of Appearance Related Social Media Consciousness Scale, Social Media Addiction Scale for Adolescents and Body Image Scale scores. As a result, in the study, as adolescents' negative body image perception and social media addiction increased, social media consciousness about appearance increased.

Theoretical Framework

This study was anchored on Persuasion Theory. The Persuasion Theory is a mass communication theory that deals with messages aimed at subtly changing the attitude of receivers. The theory was propounded by Carl Iver Hovland and developed through the years 1940s and 1950s. The cognitive response model of persuasion locates the most direct cause of persuasion in the self-talk of the persuasion target, rather than the content of the message. Anthony Greenwald first proposed the theory in 1968 (Kenrick et al., 2009).

According to the persuasion theory, the communication process is of three phase mode namely are communication, attitude and behaviour. Message communications are targeted at audience to make them change their attitude towards the product or service (McQuail, 2005). This in turn will elect continuous patronage; when this happens, we can say that the three models propounded by Carl Hovland's persuasion theory has taken place, as the use of Instagram use stand for the communication message, which is targeted at prompting body image perception and satisfaction amongst female undergraduate students of Delta State University, Abraka. Persuasion theory is aimed at attitude change and helps in positioning involvement and participation of customers (audience). The concept underlying the persuasion theory is that information is provided to influence receivers' behavior's. The theory is mostly applicable by audience through several communication mediums which usually employs persuasive communication during media houses' programmes and thereby causing attitude and behavioral changes in the target audience (Eagly and Chaiken, 1993). The continuous usage of Instagram for fancy, edited and photos and videos uploads tend to positively affect the body image perception and satisfaction of the target audience on social media platforms. The essence of the persuasion theory is for female undergraduate students of Delta State University, Abraka to boost their self-esteem and create positive body image perception, driving at obtaining body image satisfaction. This goes ahead to cause netizens begin comment on their photos or videos as well as fellow course mates in same or different institutes of higher learner.

Methodology

The research design used in this study was the descriptive survey design. The population size for this study constituted only female students of Delta State University, Abraka out of which a sample size of 150 was derived. The purposive sampling of non-probability sampling technique was adopted. The purposive sampling or judgmental sampling which involved hand picking was employed in the study as it was the most appropriate to get the desired sampling elements in order to ensure that such elements are included in the sample. Questionnaires were distributed to female students of Delta State University, Abraka and these questionnaires were collected back that same day by the researcher. For the purpose of this study, data was collected from both primary and secondary sources. The primary source of data entails the use of questionnaire. The researcher sourced for primary data from the respondents by administering questionnaire which contains questions relating to the topic under study. Items in the questionnaire were to be given responses using a 5-Likert scale comprising of strongly agreed, agreed, strongly disagreed, disagreed and undecided. A total of 150 copies of the questionnaire were administered to female students of Delta State University, Abraka out of which 120 were retrieved giving a return rate of 80%. The questionnaires were distributed to the respondents in the area of study by the researcher and an assistant to ensure high return rate. Each copy of the questionnaire was sent with a letter of introduction; directions on how to fill the questionnaires was given to the respondents. Data collected was analyzed by use of simple percentage analysis.

Result

The researcher administered 120 copies of the questionnaire to the respondents and same were retrieved and used as basis of analysis for this study.

Table 1: I often upload edited and filtered photos on Instagram

Responses	No of Respondents	Percentage
Strongly Agreed	36	30%
Agreed	60	50%
Strongly Disagreed	6	5%
Disagreed	12	10%
Undecided	6	5%
Total	120	100%

The table above shows that 36(30%) of the total respondents strongly agreed that they often upload edited and filtered photos on Instagram, 60(50%) agree, 6(5%) disagree, 12(10%) strongly disagreed, while 6(5%) were undecided. Thus, majority of the respondents (50%) concludes that they often upload edited and filtered photos on Instagram.

Table 2: I upload edited and filtered photos on Instagram because I have low self esteem

Responses	No of Respondents	Percentage
Strongly Agreed	30	25%
Agreed	48	40%
Strongly Disagreed	15	12.5%
Disagreed	18	15%
Undecided	9	7.5%
Total	120	100%

The table above shows that 30(25%) of the total respondents strongly agreed that they upload edited and filtered photos on Instagram because they have low self-esteem, 48(40%) agreed, 15(12.5%) disagreed, 18(15%) strongly disagreed while 9(7.5%) were undecided. Thus, majority of the respondents (40%) are of the opinion that they upload edited and filtered photos on Instagram because they have low self-esteem.

Table 3: I am very concerned about my body image

Responses	No of Respondents	Percentage
Strongly Agreed	54	45%
Agreed	26	21.7%
Strongly Disagreed	24	20%
Disagreed	13	10.8%
Undecided	3	2.5%
Total	120	100%

The table above shows that 54(45%) of the total respondents strongly agreed that they are very concerned about their body image, 26(21.7%) agreed, 24(20%) strongly disagreed, 13(10.8%) disagreed while 3(2.5%) are undecided. Thus, majority of the respondents (54%) opines that they are very concerned about their body image.

Table 4: Body appreciation and perceived body discrepancy are distinct indicators of body dissatisfaction

Responses	No of Respondents	Percentage
Strongly Agreed	24	20%
Agreed	36	30%
Strongly Disagreed	12	10%
Disagreed	30	25%
Undecided	18	15%
Total	120	100%

The table above shows that 24(20%) of the total respondents strongly agreed that body appreciation and perceived body discrepancy are distinct indicators of body dissatisfaction; 36(30%) agreed, 12(10%) strongly disagreed, 30(25%) disagreed while 18(15%) are undecided. Thus, majority of the respondents (30%) concludes that body appreciation and perceived body discrepancy are distinct indicators of body dissatisfaction.

Table 5: I am highly exposed to Instagram use for body image satisfaction as a result of comparison with social media influencers

Responses	No of Respondents	Percentage
Strongly Agreed	60	50%
Agreed	48	40%
Strongly Disagreed	3	2.5%
Disagreed	6	5%
Undecided	3	2.5%
Total	120	100%

The table above shows that 60(50%) of the total respondents strongly agreed that they are highly exposed to Instagram use for body image satisfaction as a result of comparison with social media influencers; 48(40%) agreed, 3(2.5%) strongly disagreed, 6(5%) disagreed while 3(2.5%) are undecided. Thus, majority of the respondents (50%) concludes that they are highly exposed to Instagram use for body image satisfaction as a result of comparison with social media influencers.

Table 6: Body image dissatisfaction is as a result of low self esteem

Responses	No of Respondents	Percentage
Strongly Agreed	36	30%
Agreed	45	37.5%
Strongly Disagreed	12	10%
Disagreed	24	20%
Undecided	3	2.5%
Total	120	100%

The table above shows that 36(30%) of the total respondents strongly agreed that body image dissatisfaction is as a result of low self-esteem; 45(37.5%) agreed, 12(10%) strongly disagreed, 24(20%) disagreed while 3(2.5%) are undecided. Thus, majority of the respondents (37.5%) of the respondents agreed that body image dissatisfaction is as a result of low self-esteem.

Table 7: I greatly appreciate my body

Responses	No of Respondents	Percentage
Strongly Agreed	30	25%
Agreed	39	32.5%
Strongly Disagreed	30	25%
Disagreed	9	7.5%
Undecided	12	10%
Total	120	100%

The table above shows that 30(25%) of the total respondents strongly agreed that they greatly appreciate their body; 39(32.5%) agreed, 30(25%) strongly disagreed, 9(7.5%) disagreed while 12(10%) are undecided. Thus, majority of the respondents (32.5%) agreed that they greatly appreciate their body.

Table 8: Victims of body shaming are liable to have high body dissatisfaction

Responses	No of Respondents	Percentage
Strongly Agreed	60	50%
Agreed	48	40%
Strongly Disagreed	3	2.5%
Disagreed	6	5%
Undecided	3	2.5%
Total	120	100%

The table above shows that 60(50%) of the total respondents strongly agreed that victims of body shaming are liable to have high body dissatisfaction; 48(40%) agreed, 3(2.5%) strongly disagreed, 6(5%) disagreed while 3(2.5%) are undecided. Thus, majority of the respondents (50%) concludes that victims of body shaming are liable to have high body dissatisfaction.

Discussion of Findings

This study focused on the influence of Instagram on body image perception among female students of Delta State University, Abraka. From table 1, it shows that majority of the respondents often upload edited and filtered photos on Instagram. This is in agreement with study done by Onkwawonye et al. (2022). They said, "Many young women in today's society are exposed to a lot of Instagram content, which typically creates a toxic and unrealistic reflection of a perfect body image and has affected their mental and physical health." Additionally, a study by Macaulay (2021) provided support for the current study by stating that young women are heavily exposed to Instagram and that this has resulted in decreased body satisfaction. Aminichai-Hamburger (2007) claims that Instagram allows users to submit videos from their mobile devices and to apply filters to create the ideal image.

Table 2 revealed that majority of the respondents do upload edited and filtered photos on Instagram because they have low self-esteem. This result is at odds with a study conducted by Mills et al. (2018), who claimed that "while individuals usually refrain from accepting that they indulge in social comparison, this can happen without one's knowledge and do potential harm to the self-esteem and confidence." The current findings is consistent with another study by Ajaegbu et al. (2021). Ajaegbu et al. (2021) found that exposure to Instagram body ideals had a substantial impact on the self-concepts of female students. These messages caused female undergraduates to change their perceptions of their bodies by encouraging them to exercise, restrict portion sizes, and use skin-lightening soaps and creams to improve the color of their skin.

Table 3 revealed that majority of the respondents are very concerned about their body image. The results of the current study are consistent with those of a study by Fardouly and Vartanian (2015). Fardouly and Vartanian (2015) state that women worry about the appearance of their bodies. According to DeLaMater (2002), young girls' self-esteem and academic progress are impacted by their body image. According to Quittkat et al. (2019), body image issues can affect both men and women, but women are more preoccupied with how their bodies look. Additionally, Banat (2016) discovered that senior high school students in the Cape Coast Metropolis had a high frequency of body image dissatisfaction.

Table 4 revealed that majority of the respondents asserted that their body appreciation and perceived body discrepancy are distinct indicators of body dissatisfaction. Tiggemann (2014), who believed that women and teenage girls experience disruptive eating patterns and body dissatisfaction more frequently than men, supports the findings. According to Mills et al. (2018), women have always had conversations about body image, but the minor information about body image that circulated among people was limited to the Westernized world. The concept of body image has been increasingly popular due to several factors (Cash, 2004).

Table 5 revealed that majority of the respondents opined that they are highly exposed to Instagram use for body image satisfaction as a result of comparison with social media influencers. The study's conclusions were supported by Onkwawonye et al. (2022). According to their findings, female students have a lot of exposure to Instagram and follow influencers and celebrities who promote a sexy, ideal body image. Additionally, a study by Cahill and Mussap (2007) supports the current study's claim that exposure to idealized body forms causes women to exhibit higher levels of tension and anxiety. According to a different study by Khor et al. (2009), young individuals attempt to mimic the appearance and body type of people who are socially valued, such as singers, artists, or well-known figures in the media.

Table 6 revealed that majority of the respondents were of the opinion that body image dissatisfaction is as a result of low self-esteem. According to research by Hosseini and Padhy (2019), body image issues can also result in despair, anxiety, mood swings, low self-esteem, low confidence, and consciousness about appearance. According to a different study by Datt (2023), women have always struggled with poor body image and body dissatisfaction. Gupta et al. (2022) claim that the media frequently presents celebrities as having faultless bodies and appearances, which might lead to adolescents' low self-esteem and body dissatisfaction. Additionally, Yahaya et al. (2021) concurred with the results of this study, which showed that students with body image issues were more likely to have low self-esteem.

Table 7 revealed that majority of the respondents asserted that they greatly appreciate their body. This contradicts a study by Pop (2016) that found that 79% of females expressed unhappiness with their physical appearance, indicating a predominance of body dissatisfaction. This is in line with a study conducted by Onkwawonye et al. (2022), which found that female undergraduates in Enugu State did not use any extreme measures, such as enhancement products or procedures, to establish an attractive female body image. The results of this study are at odds with those of another study conducted by Baker and Gringart (2009). According to Baker and Gringart (2009), women are more content with their body images in later adulthood than males because there is less social pressure to maintain an idealized physique, while men are often more unsatisfied since their bodies work less well as they age.

Table 8 revealed that majority of the respondents asserted that they are fully aware that victims of body shaming are liable to have high body dissatisfaction. Menzel and Levien's (2011) investigation supports the current study's conclusions. Menzel and Levien (2011) claim that women are body shamed on Instagram, which has led to sadness, inattention, desperation, and occasionally sleep deprivation. Adolescents who compare themselves to these unattainable standards of beauty may also feel inadequate and adopt unfavorable attitudes and actions regarding their own bodies, according to Gupta et al. (2022). Body shaming, disordered eating patterns, and other negative behaviors may arise from this.

Conclusion

The research work focused on the influence of Instagram on body image perception and satisfaction among young female undergraduate students of Delta State University, Abraka. In conclusion, the present study found that the relationship between browsing through the looks of others on Instagram and body dissatisfaction, measured by the lack of body appreciation, is fully mediated by upward appearance comparison with social media influencers. Thus, the exposure to idealized pictures and stories of this comparison target is associated with detrimental outcomes in female adolescents and young women. Findings from the study highlight the need to strengthen a positive body image among young female undergraduate students susceptible to social comparison processes.

Recommendations

Based on the findings, the following recommendations were proffered by the researcher thus:

1. Use of Instagram should be limited for their users as excessive use leads individuals to a high level of anxiety, depression, loneliness, sleep problems and fear of missing out.
2. Body shaming should be frowned at by school management among others; thus, anyone who engage in such act should be given strict punishments within the academic space.
3. Lecturers, staff and students in the academic environment should preach more about psychological and mental well-being to save people from different mental disorders.

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