

Social Media Contents and Body Image Satisfaction among Students of Lead City University, Ibadan

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Abstract

Body image is influenced by various factors such as peers, family, social environment, and media. The ideal body has evolved, with curvy and voluptuous being considered attractive. This has led to struggles for individuals to conform, leading to procedures like Brazilian Butt Lift, liposuction, breast augmentation, and cosmetic surgery. This study investigates the influence of social media contents on body image satisfaction among students of Lead City University. Descriptive survey research design was adopted and used for data collection. For the purpose of this study, the population considered students of Lead City University which numbered a total of 15,770. The study adopted Social Comparison. There was use of SPSS and descriptive statistics; percentages, standard deviation, and mean. This was meant for the presentation of quantitative data in the form of tables. One hypothesis was evaluated at a significance level of 0.391 ($F = 0.737$, $P > 0.05$). This indicates the model insignificant. This means that there is not enough evidence from the model to conclude that exposure to body image contents on social media significantly impacts body image satisfaction among the students. Findings showed that students' exposure to body image contents on social media is moderate, value indicating they are less influenced by extreme contents like body shaming or unrealistic beauty standards, and respondents showed high satisfaction with specific body parts such as breasts, legs, thighs, and buttocks. The study, therefore, recommends that Lead City University should leverage on social media platforms like WhatsApp, Instagram,

YouTube and Facebook to enhance academic engagement and live streaming lectures. Additionally, to promote a healthy social media use. Given that students have moderate exposure to body image content and they feel generally satisfied with their body image, reinforcing this positive trend through body positivity.

Keywords: Body image satisfaction, Social media content, Lead City University, Undergraduate students.

Word Count: 290

Introduction

Body image is a varied issue that involves people's perceptions of their own looks as well as related thoughts and feelings about it. Many factors influence these perceptions, including peers, family, social environment, and media (Alanazi, Alotaibi & Rao, 2019). The development of one's body image is a multifaceted process, influenced by various factors such as an individual's mindset, peer groups, media, societal norms, and cultural context. Body image pertains to the degree to which individuals comprehend and interpret information about their body. This interpretation can lead to either contentment or discontentment, and it comprises two main components. The first component involves an individual's subjective understanding of their physical characteristics, while the second component concerns the extent to which a person is content with their current physical attributes (Alanazi, Alotaibi & Rao, 2019).

The concept of body image as a psychological phenomenon was first introduced by Austrian psychiatrist Paul Ferdinand Schilder (1886-1940). He explained that individuals' mental representations of their bodies shape how they perceive their physical appearance. Body image involves thoughts, feelings, attitudes, and beliefs about one's body, influenced by internal and external factors such as social and cultural

standards, media portrayals, personal experiences, and psychological processes, rather than just objective reality.

Psychiatrist Paul Schilder argued that one's mental body image is shaped by unconscious senses, beliefs, and feelings, and is continuously formed and reshaped throughout life. In his 1950 work, *The Image and Appearance of the Human Body*, Schilder emphasized that body image is not just a result of perception but also a reflection of attitudes and social interactions. It can be described as how individuals perceive their physical appearance and body functioning, encompassing their thoughts and emotions regarding aspects like weight, shape, colour, size, height, and overall appearance (Anierobi, Etodike, Eluemuno & Nwipko, 2021). This indicates that body image is not solely based on physical appearance but also includes subjective experiences and mental representations of one's body. Body image satisfaction can be described as the degree to which an individual, particularly a young person, approves of their physical appearance based on their own evaluation and perception (Arrington, 202). The rapid growth of social media platforms like Instagram, Facebook, Snapchat, and TikTok has transformed how people engage with visual content and each other. These platforms present a constant stream of idealized beauty standards through curated images and videos, raising concerns about their impact on students' body image satisfaction. In Nigeria, the pressure to conform to these beauty standards, driven by social media, leads many individuals to alter their appearances to fit in. As a result, many Nigerian female students want to emulate the physical form, size, or complexion of their favourite celebrities or social media role models, heroes, and heroines (Caddel, 2018).

In recent years, the body-positive movement has gained prominence on social media, sparking both endorsement and criticism in popular culture discussion (Javaid & Ajmal, 2019) This movement promotes the cultivation of a positive outlook towards one's own body,

encouraging individuals to embrace their bodies as they are, irrespective of societal standards or expectations. The aim of body-positive content is to challenge the dominance of media that fixates on idealised appearances and instead foster a positive perspective on one's body by promoting diversity, inclusivity, and rejecting harmful beauty ideals (Karthiteyan, & Bhaumik, 2021).

Engaging in frequent body comparisons can significantly influence a person's body image. Positive comparisons may contribute to feelings of self-esteem and satisfaction, while negative comparisons can lead to dissatisfaction, self-criticism, and even the development of body image issues. Exposure to meticulously crafted and often filtered images of others may prompt individuals to compare themselves unfavorably and experience feelings of inadequacy (Lindner, 2010). Social networking has become an accepted part of everyday life. Because the incorporation of social media into everyday life is new, there has not been a lot of research into how it can affect people in the long run (Lorenzo, Lattke & Rabaglietti, 2021).

Body image satisfaction relates to a person's subjective assessment and perception of their own physical appearance, including body size, shape, and general attractiveness. It is concerned with how people feel about their bodies and the level of contentment or discontentment they have with their looks. Body-image fulfilment strongly associated with overall fulfilment in life (Madison, R. Imani, T & Gregory, 2020). This could imply that how people perceive and feel about their bodies has a big impact on their entire feeling of well-being and fulfilment in life.

Statement of the Problem

Over time, the concept of the ideal body has evolved, with curvy and voluptuous figures now considered attractive. These societal standard pressures individual to conform, leading many to undergo procedures like Brazilian butt lift, liposuction, and cosmetic surgery, sometimes

risking their lives. Both those striving for and maintaining this ideal face challenges. Social media, heavily used by students, amplifies these pressures by promoting unrealistic beauty standards, affecting body image satisfaction and mental well-being. It's important to study how social media content influences students' perceptions of body image, the impact of different platforms, and the effects on their overall mental health.

Lead City as a modern university, with its diverse and socially active students' population where exposed to global trends, making it an ideal setting to examine how social media influences body image satisfaction. Furthermore, body image concerns are not exclusive to women only. Men also experience societal pressure regarding their experiences. By studying both genders, the research provides more comprehensive understanding of how social media affects body image across different perspectives. Therefore, this study investigates the influence of social media contents on body image satisfaction among students of Lead City University students in Ibadan.

Aim and Objectives of the Study

The aim of this study is to investigate influence of social media contents on body image satisfaction among students of Lead City University, Ibadan. The specific objectives are to;

- i. identify social media platforms Lead City University students are exposed to,
- ii. identify the level of exposure to body image contents on social media platforms among students of Lead City University, Ibadan,
- iii. access the students' perception on their body image satisfaction,
- iv. ascertain the influence of social media contents exposure on body image satisfaction among students of Lead City University, Ibadan.

Research Questions

- i. What are the social media platforms Lead City University students are exposed to?
- ii. What is the level of exposure to body image contents on social media platforms among students of Lead City University, Ibadan?
- iii. What is the students' perception on their body image satisfaction of Lead City University, Ibadan?

Hypothesis

Ho1: There will be no significant influence of social media contents exposure on body image satisfaction among students of Lead City University, Ibadan.

Social Comparison Theory

Festinger's Social Comparison Theory is relevant to the investigation, as it suggests that people evaluate themselves by comparing themselves to others, especially when no objective standards are available. Humans are renowned as social animals; nevertheless, according to social comparison theory, humans have an inborn desire to evaluate themselves and others in order to understand where they belong (Nweke & Jarrar, 2019). The rationale behind adopting Social Comparison Theory in this study is because it helps in understanding how individuals evaluate themselves in relation to others.

According to the Social Comparison Theory, humans have intrinsic impulses to assess oneself with each other in order to discover and assert their social rankings in terms of human traits, which might include appearance comparisons (Shoraka, Amirakafi & Garrusi, 2019). These comparisons frequently result in attempts at imitating that individual in order to obtain similar accomplishments. When making comparisons on social media, upward social comparisons are popular since the content displayed on these sites frequently includes

unattainable expectations for appearance and body size (Taye, Wole & Gbemisola, 2020). A large percentage of women make upward appearance comparisons, which means that when she makes a comparison based on appearance, she considers her contrasting target to have been better off (e.g., aesthetically pleasing, slimmer) than herself (Yahaya, Apaak & Hormenu, 2021).

Methodology

The study used a descriptive survey research design to explore variables of interest among Lead City University students, with a total population of 15,770 (Student's Registration Unit, 2023). A multi-stage sampling procedure was employed due to the diverse population. Stratified and convenient was use to select respondent for the study. Data were collected through a self-designed questionnaire titled 'Social Media Content on Body Image Satisfaction' (ISMCBIS) and analysed using SPSS and descriptive statistics, including tables. This data helped address the study's research questions and hypotheses for a clearer understanding of the study.

Findings

Demographic Data of Respondents

Table 1 Frequency Distribution of Students (N =350)

Demographic Variable		Frequency (n)	Percentage (%)
Gender	Male	64	18.3
	Female	286	81.7
Age	14-19 years	256	73.1
	20-25 years	70	20
	26-31 years	16	4.6
	32 years and above	8	2.3
Degree View	B.Sc	247	70.6
	M.Sc.	89	25.4
	Ph.D Degree	14	4.0

Source: Field Survey, 2024

Table 1 reveals that the majority of respondents were female (81.7%), with males accounting for 18.3%. Most participants were aged 14-19 years (73.1%), followed by those aged 20-25 years (20%). A smaller percentage were aged 26-31 years (4.6%) or 32 and above (2.3%). The majority were B.Sc students (70.6%), while M.Sc and Ph.D. students made up 25.4% and 4.0%, respectively. The data suggests that younger individuals, particularly female undergraduates, are more engaged with or affected by social media's influence on body image satisfaction.

Research Question One: What are the social media platforms exposed to students of Lead City University, Ibadan, Oyo State?

Table 2: Social Media Platforms Exposed to Students of Lead City University, Ibadan, Oyo State

S/N	Items	HE (%)	ME (%)	NE (%)	NA (%)	M	SD	Remark
1	Instagram	344 (98.3)	6 (1.7)	0 (0)	0 (0)	3.98	0.13	Highly Exposed
2	Facebook	348 (99.4)	2 (0.6)	0 (0)	0 (0)	3.99	0.08	Highly Exposed
3	Snapchat	213 (60.9)	137 (39.1)	0 (0)	0 (0)	3.61	0.49	Highly Exposed
4	You Tube	330 (94.3)	20 (5.7)	0 (0)	0 (0)	3.94	0.23	Highly Exposed
5	Twitter	262 (79.4)	88 (25.1)	0 (0)	0 (0)	3.75	0.43	Highly Exposed
6	WhatsApp	347 (99.1)	3 (0.9)	0 (0)	0 (0)	3.99	0.09	Highly Exposed
7	Tinder	0 (0)	22 (6.3)	328 (93.7)	0 (0)	2.06	0.24	Not So Exposed
8	Telegram	231 (66)	119 (34)	0 (0)	0 (0)	3.66	0.47	Highly Exposed
9	Pinterest	0 (0)	20 (5.7)	330 (94.3)	0 (0)	2.06	0.23	Not So Exposed
10	Tiktok	300 (85.7)	50 (14.3)	0 (0)	0 (0)	3.86	0.35	Highly Exposed

Weighted Mean = 3.50; S.D = 0.27; Overall Decision = Highly Exposed

Source: Field Survey, 2024

KEY: Highly Exposed (HE)=4, Minimally Exposed (ME)= 3, Not so Exposed (NE)= 2, Not at All (NA) = 1, SD = Standard Deviation, M= Mean

Threshold: mean value of 0.000-1.499 = Not at All (NA); 1.500-2.499 = Not so Exposed (NE); 2.500-3.499 = Minimally Exposed (ME); 3.500 to 4.500 = Highly Exposed (HE)=4

Table 2 shows the high exposure of Lead City University students to various social media platforms. Facebook and WhatsApp have nearly universal usage, with 99.4% and 99.1% of students highly exposed, respectively. Instagram and YouTube also show strong engagement, with 94.3% of students regularly using these platforms. TikTok is popular among 85.7% of students, while Twitter, Telegram, and Snapchat have slightly lower but still significant usage rates. In contrast, Tinder and Pinterest show minimal exposure, with most students not engaged with these platforms. Overall, the high exposure to social media platforms, especially Facebook, WhatsApp, Instagram, and YouTube, suggests a prominent role of these networks in students' daily digital activities. The weighted mean of 3.50 and low standard deviation indicate consistent high usage across the student body.

Research Question Two: What is the level of exposure to body image contents on social media platforms?

Table 3 (a): Students Level of Exposure to Body Image Contents on Social Media Platforms

S/N	Items	HE (%)	ME (%)	NE (%)	NA (%)	M	SD	Remark
1	Influencer posts; before-and-after transformation photos	67 (19.1)	275 (78.6)	8 (2.3)	0 (0)	3.17	0.43	Minimally Exposed

2	Celebrities promoting beauty standards, fashion trends, and fitness products.	8 (2.3)	324 (92.6)	18 (5.1)	0 (0)	2.97	0.27	Minimally Exposed
3	Weight loss and diet product promotions	7 (2.0)	306 (87.4)	37 (10.6)	0 (0)	2.91	0.34	Minimally Exposed
4	Fitness and Workout Content	8 (2.3)	218 (62.3)	121 (34.6)	3 (0.9)	2.66	0.54	Minimally Exposed
5	Body Positivity Advocacy	0 (0)	283 (80.9)	67 (19.1)	0 (0)	2.81	0.39	Minimally Exposed
6	Images of models wearing clothing items that emphasize certain body types	0 (0)	322 (92)	25 (7.1)	3 (0.9)	2.91	0.31	Minimally Exposed
7	Body shaming memes.	8 (2.3)	91 (26)	223 (63.7)	28 (8.0)	2.23	0.62	Not So Exposed
8	Tattoos or body art on specific body parts.	57 (16.3)	274 (78.3)	19 (5.4)	0 (0)	3.11	0.45	Minimally Exposed
9	Meal Prep and Dietary Advice	230 (56.7)	113 (32.3)	7 (2.0)	0 (0)	3.64	0.52	Highly Exposed
10	Body Positivity Quotes and Affirmations	0 (0)	297 (84.9)	53 (15.1)	0 (0)	2.85	0.36	Minimally Exposed
11	Posts discussing and showcasing cosmetic procedures, surgeries, and enhancements	0 (0)	37 (10.6)	313 (89.4)	0 (0)	2.11	0.31	Not so Exposed

12	Fitness challenge	15 (4.3)	294 (84)	41 (11.7)	0 (0)	2.93	0.39	Minimally Exposed
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Table 3 (b): Students Level of Exposure to Body Image Contents on Social Media Platforms

S/N	Items	HE (%)	ME (%)	NE (%)	NA (%)	M	SD	Remark
13	Weight gain and muscle building	225 (64.3)	115 (32.9)	10 (2.9)	0 (0)	3.61	0.64	Highly Exposed
14	Waist training challenge	0 (0)	193 (55.1)	151 (43)	6 (1.7)	2.53	0.53	Minimally Exposed
15	Weight loss product and supplements	247 (70.6)	96 (27.4)	7 (2.0)	0 (0)	3.61	0.51	Highly Exposed
16	Contents on social media that triggered feelings of body dissatisfaction	0 (0)	150 (42.9)	194 (55.4)	6 (1.7)	2.41	0.53	Not so Exposed
17	Filters and photo-editing apps on social media to enhance appearance	12 (3.4)	305 (87.1)	33 (9.4)	0 (0)	2.94	0.35	Minimally Exposed
18	Cosmetic enhancement	0 (0)	259 (74)	91 (26)	0 (0)	2.74	0.44	Minimally Exposed
19	Trends encouraging users to share their body image stories	0 (0)	28 (8)	288 (82.3)	34 (9.7)	1.98	0.42	Not so Exposed
20	Weight loss advertisement	0 (0)	325 (92.9)	25 (7.1)	0 (0)	2.93	0.26	Minimally Exposed

Weighted Mean = 2.85 ; S.D = 0.43; Overall Decision = Minimally Exposed

Source: Field Survey, 2024

KEY: Highly Exposed (HE)=4, Minimally Exposed (ME)= 3, Not so Exposed (NE)= 2, Not at All (NA) = 1, SD = Standard Deviation, M= Mean

Threshold: mean value of 0.000-1.499 = Not at All (NA); 1.500-2.499 = Not so Exposed (NE); 2.500-3.499 =Minimally Exposed (ME); 3.500 to 4.500= Highly Exposed (HE)=4

Tables 3(a) and 3(b) show that students at Lead City University are moderately exposed to body image content on social media. High exposure is seen in influencer posts, transformation photos, beauty standards promoted by celebrities, and weight loss products, all of which influence students' body image perceptions. Content promoting fitness, body positivity, and fashion is also prevalent, with moderate exposure rates over 80%, reflecting both positive and negative impacts. However, harmful content like body shaming has low exposure. While cosmetic procedures and personal body image discussions are less frequently encountered, weight loss advertisements and filters or photo-editing apps are highly exposed, suggesting potential impacts on body image. Overall, the data reveals a moderate level of exposure (weighted mean = 3.32), indicating students critically engage with this content and are not overly influenced by extreme body image standards.

Research Question Three: What is the students' perception on their body image satisfaction of Lead City University, Ibadan?

Table 4 (a): Students' Perception on their body image satisfaction of Lead City University

S/N	Items	HS (%)	S (%)	D (%)	HD (%)	M	SD	Remark
1	Breast	0 (0)	345 (98.6)	5 (1.5)	0 (0)	2.99	0.12	Satisfied
2	Buttock	0 (0)	243 (69.4)	107 (30.6)	0 (0)	2.69	0.46	Satisfied
3	Stomach	0 (0)	293 (83.7)	57 (16.3)	0 (0)	2.84	0.37	Satisfied
4	Hips	0 (0)	312 (89.1)	38 (10.9)	0 (0)	2.89	0.31	Satisfied
5	Waist	0 (0)	307 (87.7)	43 (12.3)	0 (0)	2.88	0.33	Satisfied
6	Legs	23 (6.6)	287 (82)	40 (11.4)	0 (0)	2.95	0.42	Satisfied
7	Thighs	7 (2.0)	320 (91.4)	23 (6.6)	0 (0)	2.95	0.29	Satisfied
8	Comfortability with my physical appearance.	26 (7.4)	317 (90.6)	7 (2.0)	0 (0)	3.10	0.30	Satisfied
9	I am pleased with my overall body weight	40 (11.4)	310 (88.6)	0 (0)	0 (0)	3.11	0.32	Satisfied
10	Societal expectations impact my body image satisfaction	0 (0)	13 (3.7)	329 (94)	8 (2.3)	2.01	0.24	Dissatisfied
11	Positive comments or compliments about my	9 (2.6)	302 (86.3)	39 (11.1)	0 (0)	2.91	0.36	Satisfied

	physical appearance							
12	I am comfortable with showing my body in public (e.g., at the beach or swimming pool	54 (15.4)	257 (73.4)	39 (11.1)	0 (0)	3.04	0.51	Satisfied
13	Pleased with the way my clothes fit me.	138 (39.4)	207 (59.1)	5 (1.4)	0 (0)	3.38	0.51	Satisfied
14	Participating in physical activities.	34 (9.7)	298 (85.1)	18 (5.1)	0 (0)	3.05	0.38	Satisfied
15	Appearance with my skin	14 (4.0)	328 (93.7)	8 (2.3)	0 (0)	3.01	0.25	Satisfied
16	Muscular tone	0 (0)	33 (9.4)	312 (90.6)	0 (0)	2.09	0.29	Dissatisfied
17	Validation regarding your body image?	11 (3.1)	330 (94.3)	9 (2.6)	0 (0)	3.00	0.24	Satisfied

Table 4 (b): Students' Perception on their Body Image Satisfaction of Lead City University

S/N	Items	HS (%)	S (%)	D (%)	HD (%)	M	SD	Remark
18	Conforming to certain beauty standards	58 (16.6)	147 (42)	145 (41.4)	0 (0)	2.75	0.72	Satisfied
19	V shaped torso	0 (0)	34 (9.7)	187 (53.4)	129 (36.9)	1.73	0.63	Dissatisfied
20	Self-esteem and overall, well being	42 (12)	306 (87.4)	2 (0.6)	0 (0)	3.11	0.34	Satisfied

21	Compliments about my overall appearance	81 (23.1)	266 (76)	0 (0.9)	0 (0)	3.22	0.44	Satisfied
22	Applying of cosmetics to enhance beauty	0 (0)	250 (71.4)	100 (28.6)	0 (0)	2.71	0.45	Satisfied
23	Cosmetic surgery	0 (0)	89 (25.4)	94 (26.9)	167 (47.7)	1.78	0.83	Dissatisfied
24	Body comparison with influencers	0 (0)	57 (16.3)	245 (70)	48 (13.7)	2.03	0.55	Dissatisfied
25	Comments from peers about my body	0 (0)	240 (86.8)	110 (31.4)	0 (0)	2.69	0.46	Satisfied

Weighted Mean = 2.76 ; S.D = 0.40; Overall Decision = Satisfied

Source: Field Survey, 2024

KEY: Highly Satisfied (HS)=4, Satisfied (S)= 3, Dissatisfied (D)= 2, Highly Dissatisfied (HD) = 1, SD = Standard Deviation, M= Mean

Threshold: mean value of 0.000-1.499 = Highly Dissatisfied (HD); 1.500-2.499 = Dissatisfied (D); 2.500-3.499 =Satisfied (S); 3.500 to 4.500= Highly Satisfied (HS)=4

The data from Table 4a and 4b shows that most students at Lead City University are satisfied with their body image, with high satisfaction levels reported for specific body parts like breasts (98.6%), hips (89.1%), thighs (91.4%), and legs (82%). Positive body image is reflected in activities like receiving compliments (86.3%) and feeling comfortable in public spaces like beaches (73.4%). However, societal expectations negatively influence body satisfaction, as seen in the high dissatisfaction with muscle tone (90.6%) and not having a V-shaped

torso (53.4%). Additionally, 70% of students compare their bodies to influencers, potentially impacting satisfaction. Despite some dissatisfaction linked to societal pressures, the overall weighted mean score of 2.76 (SD = 0.40) suggests a generally positive body image among students.

Testing of Hypothesis

H01: There is no significant influence of social media contents exposure on body image satisfaction among students of Lead City University, Ibadan.

Table 5: ANOVA for Social Media Contents Exposure on Body Image Satisfaction Among Students of Lead City University, Ibadan

ANOVA ^a						
		Sum	of	Mean		
Model		Squares	df	Square	F	Sig.
1	Regression	1.012	1	1.012	.737	.391 ^b
	Residual	478.077	348	1.374		
	Total	479.089	349			

a. Dependent Variable: Body Image Satisfaction

b. Predictors: (Constant), Exposure to Body Image Contents

Source: Fieldwork, 2024

Table 5 examines the impact of social media body image content on body image satisfaction among Lead City University students. The analysis shows that the model is not statistically significant, with an F-statistic of 0.737 and a p-value of 0.391 ($F = 0.737, P > 0.05$). This suggests that exposure to social media body image content does not significantly influence body image satisfaction. Additionally, the large residual sum of squares (478.077) compared to the regression sum (1.012) indicates that the predictor variable explains little variation in

body image satisfaction. Overall, social media content does not appear to have a significant effect on students' body image satisfaction.

Discussion of Findings

Findings from research question one shows that major platforms like Facebook, WhatsApp, Instagram and YouTube plays critical roles in daily digital interactions among the students. Also, the level of exposure to social media platforms by students of Lead City University, Ibadan, Oyo State is high (weighted mean= 3.50, SD= 0.27). A study reported that the most frequently used applications were WhatsApp; 91.1% of students in Malaysia and 96.1% in Finland used it very frequently and Instagram; 74.3% of students in Malaysia and 70.0% in Finland used it very frequently (Uma, P Nieminen, SA Mani, 2021).

Further, findings from research question two showed that the level of exposure to body image contents on social media platform by the students is minimal (weighted mean= 3.32, SD= 0.53). This "Minimally Exposed" suggests that these students have a moderate, rather than an excessive, level of exposure to body image content on social media platforms. This finding is in line with a study which concluded that not all social media exposure is detrimental to body image, supporting the idea that a moderate level of exposure might not necessarily lead to negative body image outcomes (Vandenbosch, Fardouly & Tiggemann, 2022).

Findings from research question three reported that students generally feel satisfied with their body image which is consistent a study that found that body image satisfaction can be influenced by a variety of factors including social media use, peer influence, and personal well-being (Todd, Barron, & JE Aspel, 2021).

Conclusion

The study investigated the impact of social media content on body image satisfaction among Lead City University students. It found that

students frequently use platforms such as Facebook, WhatsApp, Instagram, and YouTube, with Snapchat, Twitter, and TikTok also being popular. Visual content from influencers, celebrities, and fitness promotions moderately influences students' body image perceptions. Despite this, students generally reported satisfaction with body parts like breasts, hips, and thighs, indicating an overall positive body image.

Positive influences on body image include receiving compliments, feeling comfortable in public, and satisfaction with physical activities and appearance. However, societal pressures negatively affect many, and dissatisfaction with muscle tone remains an issue. The study found no significant relationship between social media exposure and body image satisfaction, with only a very weak positive connection. ($R^2 = 0.2\%$) and a non-significant impact ($p = 0.391$, $\text{Beta} = -0.046$). This suggests that factors beyond social media, such as personal or psychological influences, play a larger role in shaping students' body image satisfaction.

Recommendation

1. Lead City University should leverage popular platforms like *WhatsApp*, *Instagram*, *Facebook* and *YouTube* for academic engagement by sharing materials, facilitating discussions and even live streaming lectures to enhance students learning and interactions.
2. Given that there is a moderate exposure to body image contents on social media, Lead City University should promote digital literacy programs that encourage healthy social media use. By so doing, students can only engage in contents that will balance their perspective on body image.
3. Since the findings indicate that students generally feel satisfied, the university should reinforce this positive trend by promoting body positivity initiatives. If possible, the university can invite celebrities or social media influencers to encourage students to

keep up with their body satisfaction by so doing, it will enhance their self-esteem.

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