



“A STUDY TO ASSESS THE SOCIAL MEDIA USE AND BODY IMAGE DISSATISFACTION DURING COVID-19 PANDEMIC AMONG STUDENTS AT SELECTED COLLEGE DEHRADUN”

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ABSTRACT

Users usually access the social media through different platform like mobile, laptop any other electronic gadget. As most of the users engaging with these electronic services, they create highly interactive platforms through which the individuals, communities, and organizations can share, co-create, discuss, participate, and modify user-generated content or self-curated content posted online. Body dissatisfaction (i.e., a negative attitude towards one's own physical appearance) is assumed to originate from a perceived discrepancy between the actual physical appearance (i.e., actual body image) and the desired ideal state of the body (i.e., ideal body image). Social media use is associated with body image concerns, disordered eating and body change behaviors in adolescents.

KEYWORDS

Students, Social media usage, body image dissatisfaction, COVID-19, Pandemic

INTRODUCTION:

“Any piece of successful work reflects the experience, conviction and the accumulated knowledge of many experts, I praise and thanks Lord Almighty for his abundant grace and blessings throughout the study”

Social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks. While challenges to the definition of social media arise due to the broad variety of stand-alone and built-in social-media services currently available, there are some common features: Social media are interactive Web 2.0 Internet-based applications. User-generated content—such as text posts or comments, digital photos or videos, and data generated through all online interactions—is the lifeblood of social media.

Users create service-specific profiles for the website or app that are designed and maintained by the social-media organization. Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups. Users usually access social media services via web-based apps on desktops and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, participate, and modify user-generated content or self-curated content posted online.

Additionally, social media are used to document memories; learn about and explore things; advertise oneself; and form friendships along with the growth of ideas from the creation of blogs, podcasts, videos, and gaming sites. This changing relationship between human and technology is the focus of the emerging field of techno self studies.

The centralization of the web by dominant social media platforms. Some of the most popular social media websites, with over 100 million registered users, include Facebook (associated Facebook Messenger), TikTok, WeChat, Instagram, QZone, Weibo, Twitter, Tumblr, Baidu Tieba, and LinkedIn. Depending on interpretation, other popular platforms that are sometimes referred to as social media services include: YouTube, QQ, Quora, Telegram, WhatsApp, LINE, Snapchat, Pinterest, Viber, Reddit, Discord, VK, Microsoft Teams, and more.

Wikis are examples of collaborative content creation. Many social media outlets differ from traditional media (e.g., print magazines and newspapers, and TV and radio broadcasting) in a variety of ways, including quality, reach, frequency, usability, immediacy, and permanence. Additionally, social media outlets operate in a dialogic transmission system, i.e., many sources to many receivers, while traditional media outlets operate under a monologic transmission model (i.e., one source to many receivers). For instance, a newspaper is delivered to many subscribers and a radio station broadcasts the same programs to an entire city.

Since the dramatic expansion of the Internet, digital media or digital rhetoric can be used to represent or identify a culture. Studying how the

rhetoric that exists in the digital environment has become a crucial new process for many scholars. Observers have noted a wide range of positive and negative impacts of social media use. Social media can help to improve an individual's sense of connectedness with real or online communities and can be an effective communication (or marketing) tool for corporations, entrepreneurs, non-profit organizations, advocacy groups, political parties, and governments. Observers have also seen that there has been a rise in social movements using social media as a tool for communicating and organizing in times of political unrest.

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 a number of disciplines, including neuroscience, psychology, medicine, psychiatry, psychoanalysis, philosophy, cultural and feminist studies; the media also often uses the term. Across these disciplines, there is no single consensus definition, but broadly speaking body image consists of the ways people view themselves; their memories, experiences, assumptions, and comparisons about their own appearances; and their overall attitudes towards their own respective heights, shapes, and weights—all of which are shaped by prevalent social and cultural ideals. Body image can be negative ("body negativity") or positive ("body positivity"). 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 and genders are affected emotionally and mentally by the appearance and body size/shape ideals set by the society they live in. These standards created and changed by society created a world filled with body shaming; the act of humiliating an individual by mocking or making critical comments about their body shape and/or size. There are different of body shaming someone and yourself, according to anad. org "We are our own worst critic" which means that we judge and see our own flaws more than anyone else. We body shame ourselves by judging or comparing ourselves to someone else. Aside from having low self-esteem, sufferers typically fixate on altering their physical appearances. Such behavior creates body dissatisfaction and higher risks of eating disorders, isolation, and mental illnesses in the long term.

In Eating Disorders, a negative body image may also lead to body image disturbance, an altered perception of the whole one's body. Body dissatisfaction also characterizes body dysmorphic disorder, an obsessive-compulsive disorder defined by concerns about some specific aspect of one's body (usually face, skin or hair), which is severely flawed and warrants exceptional measures to hide or fix. Often, people who have a low body image will try to alter their bodies in some way, such as by dieting or by undergoing cosmetic surgery. On the other hand, positive body image consists of perceiving one's figure clearly and correctly, celebrating and appreciating one's body, and understanding that one's appearance does not reflect one's character or worth.

Body image disturbance (BID) is a common symptom in patients with

eating disorders. The onset is mainly attributed to patients with anorexia nervosa who persistently tend to subjectively discern themselves as average or overweight despite adequate, clinical grounds for a classification of being severely underweight. The symptom is an altered perception of one's body and a severe state of bodily dissatisfaction characterizing the body image disturbance. It is included among the diagnostic criteria for anorexia nervosa in DSM-5 (criterion C).

The disturbance is associated with significant bodily dissatisfaction and is a source of severe distress, often persisting even after seeking treatment for an eating disorder, and is regarded as difficult to treat. Thus, effective body image interventions could improve the prognosis of patients with ED, as experts have suggested. Unfortunately, there is no hard evidence that current treatments for body image disturbance effectively reduce eating disorder symptoms⁹.

Furthermore, pharmacotherapy is ineffective in reducing body misperception and it has been used to focus on correlated psychopathology (e.g., mood or anxiety disorders). However, to date, research and clinicians are developing new therapies such as virtual reality experiences, mirror exposure or multisensory integration body techniques, which have shown some extent of efficacy¹⁰.

Body dissatisfaction (i.e., a negative attitude towards one's own physical appearance) is assumed to originate from a perceived discrepancy between the actual physical appearance (i.e., actual body image) and the desired ideal state of the body (i.e., ideal body image). We assessed implicit beliefs about these two aspects of the body image independently using two Relational Responding Tasks (RRT) in a sample of participants who were either low or high in explicitly reported body dissatisfaction. As hypothesized, differences in body dissatisfaction exerted a differential influence on the two RRT scores.

The implicit belief that one is thin was less pronounced in participants who were strongly dissatisfied with their body relative to participants who were more satisfied with their body. The implicit desire to be thin (i.e., thin ideal body image), in contrast, tended to be more pronounced in participants who exhibited a high degree of body dissatisfaction as compared to participants who exhibited a low degree of body dissatisfaction. Hierarchical regression analyses also revealed that the RRT scores were predictive of self-reported body dissatisfaction, even over and above the predictive validity of some (but not all) explicit predictors of body dissatisfaction that were included in the present study. More generally, these findings contribute to the empirical validation of the RRT as a measure of implicit beliefs in the context of body dissatisfaction.

The COVID-19 pandemic, also known as the coronavirus pandemic, is an ongoing global pandemic of coronavirus disease 2019 (COVID-19), which is caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The virus was first identified in December 2019 in Wuhan, China. The World Health Organization declared a Public Health Emergency of International Concern regarding COVID-19 on 30 January 2020, and later declared a pandemic on 11 March 2020. As of 19 June 2021, more than 177 million cases have been confirmed, with more than 3.85 million confirmed deaths attributed to COVID-19, making it one of the deadliest pandemics in history. The severity of COVID-19 symptoms is highly variable, ranging from unnoticeable to life-threatening.

Severe illness is more likely in elderly COVID-19 patients, as well as those who have underlying medical conditions. COVID-19 transmits when people breathe in air contaminated by droplets and small airborne particles. The risk of breathing these in is highest when people are in close proximity, but they can be inhaled over longer distances, particularly indoors. Transmission can also occur if splashed or sprayed with contaminated fluids, in the eyes, nose or mouth, and, rarely, via contaminated surfaces. People remain contagious for up to 20 days, and can spread the virus even if they do not develop any symptoms.

Recommended preventive measures include social distancing, wearing face masks in public, ventilation and air-filtering, hand washing, covering one's mouth when sneezing or coughing, disinfecting surfaces, and monitoring and self-isolation for people exposed or symptomatic. Several vaccines have been developed and widely distributed in most developed countries since December 2020.

Current treatments focus on addressing symptoms, but work is underway to develop medications that inhibit the virus. Authorities worldwide have responded by implementing travel restrictions, lockdowns and quarantines, workplace hazard controls, and business closures¹³.

The pandemic has resulted in significant global social and economic disruption, including the largest global recession since the Great Depression of the 1930s. It has led to widespread supply shortages exacerbated by panic buying, agricultural disruption, and food shortages. However, there have also been decreased emissions of pollutants and greenhouse gases. Numerous educational institutions and public areas have been partially or fully closed, and many events have been cancelled or postponed. Misinformation has circulated through social media and mass media, and political tensions have been exacerbated.

Digital and Social Media Landscape in India

With the deep penetration of internet connectivity among people, the number of social media users in India have been growing constantly. The Indian government-sponsored Digital India initiative has also contributed greatly to this growth. The year 2020, which came under the grip of the Covid-19 pandemic, saw much resort to social media to gather information or to express themselves and several new topics and conversations began trending on social media in India. As social media users began to rise, so did digital ad spends. Data reveals that this growth and different trends on social media in India are poised to continue. Let's now look at the digital and social media landscape in India in detail.

The number of internet users had increased over the years in rural as well as urban areas. This is expected to cross the 639 million mark by December 2020. India has 574 million active Internet users as of 2019. India is the second-largest online market, behind China. It is estimated that by December 2020 there will be around 639 million active internet users in India. The majority of India's internet users are mobile phone internet users, who take advantage of cheap alternatives to expensive broadband/ Wi-Fi connections that require PC, laptop, and other equipment. Indian mobile data users consume 11 gigabits (GB) of data each month on average, India is the highest globally, ahead of markets like China, the US, France, South Korea, Japan, Germany, and Spain. The overall data traffic in India increased by 47% in 2019 driven by continued 4G consumption. 4G constituted 96% of the total data traffic consumed across the country while 3G data traffic registered its highest-ever decline of 30%. Indians have 1.2 billion mobile phone subscriptions and will be downloaded in 2019.

At a state level, NCT of Delhi has registered the highest internet penetration followed by Kerala, J&K, Haryana, Himachal Pradesh, Punjab. States in the east of India except for Assam and North East, have low internet penetration.

Internet penetration is rising throughout India, the situation is different when it comes to metros with Mumbai having the highest internet population closely followed by Delhi. Overall top 8 metros have the most penetration of Internet users and smaller towns have relatively lesser penetration of the Internet as we descend to lower town classes.

Among state groups, Kerala, Tamil Nadu and NCT of Delhi have a higher proportion of female internet users. The split of Male and Female users is 60:40 in Metros with a 5 million-plus population size.

Government initiatives in Kerala like bringing high-speed internet to every household, including its 2 million Below Poverty Line families who would get service for free will aid in reaching out to more potential internet users¹⁵.

Indians now download more apps than residents of any other country – over 19 billion apps were downloaded by Indian users in 2019, resulting in a 195 % growth over 2016 data. The average Indian social media user spends 17 hours on the platforms each week, more than social media users in China and the United States. Indian internet users are fond of social media. In 2021, it is estimated that there will be around 448 million social network users in India, a significant increase from 2019 where it figures at 351 million. Facebook is the most popular social networking site in the country. There are about 270 million Facebook users in India as 2019, placing India as the country with the largest Facebook user base in the world.

The IPL, one in many cricketing events followed religiously in India, had the highest attendance among all cricket leagues worldwide. Apart from the attendance, fans seemed to be keen on updates about their favorite teams. The IPL teams registered over 59 million likes on Facebook alone and more than 81 million followers on Twitter. Most of the Facebook usage came from the younger generation, aged between 18-24 years to be precise, with over 97 million users in 2018. Increased availability of internet connections and access in recent years, propelled by the central government's Digital India initiative was directly proportional in the growth of social media users 17.

With the ease of internet access, the number of active social media users in India stood at 330 million in 2019 and it is expected to reach 448 million by 2023. 290 million active social media users in India access social networks through their mobile devices. Median age of India is 27.1 years. Millennials and Gen Z are the main contributors for social media usage in India. 52.3 % of social media results come from millennials. 28.4 % of social media conversations are from Gen Z and 15.1 % from those aged 35-44. 97 % of Indians who are connected to the internet watch videos online.

Facebook and YouTube are the most popular social media networks in India, Amazon and Flipkart are the most popular online shopping platforms and TikTok is the most downloaded app of 2019.

The entry of WhatsApp into India's digital market boosted app usage, with a doubling in rural areas in recent years. Data shows that the reach of the messaging service extends wider than just urban areas. Other popular apps include TikTok and Instagram 18.

Social video app TikTok has been a huge hit in India, it has reached 1.5 billion downloads worldwide on the App Store as well as Google Play and India leads the chart with 466.8 million or about 31% of all unique installs.

As data packs get cheaper and internet more accessible, Smartphones are increasingly becoming the primary screen for Indian customers, which means, the smartphone and its applications become the principal source of news for about 35% of the country's internet users, a majority of whom use one or more social networks 19.

With more than 1 in 3 individuals accessing the Internet in India, penetration in urban is twice that in rural. On average, Indian users spend 2.4 hours on social media a day (slightly below the global average of 2.5 hours a day). The female population is half of the male Internet population. There is a huge gap between male and female internet user numbers, which worsens in the rural context.

Rural India has 264 million internet users and this is expected to reach 304 million in 2020. Rural India has a sizable portion that is devoid of internet access. Thus, there is immense headroom for growth which will contribute to an increase in the overall internet population over the next few years.

Among state groups, Kerala, Tamil Nadu, and Delhi have a higher proportion of female internet users. The split of Male and Female users is 60:40 in Metros with a 5 million-plus population size.

Overall top 8 metros have the most penetration of Internet users and smaller towns have relatively lesser penetration of the Internet as we descend to lower town classes.

CONCLUSION

Correlation between the social media use and body image dissatisfaction is -0.198. So, there is a negative correlation between social media use and body image dissatisfaction. There is significant association between social media use and gender among students. The calculated value is greater than tabulated value. Thus, research hypothesis is accepted. There is significant association occupation of mother, area of living and attitude towards media and technology among students. The calculated value is greater than tabulated value. Thus, research hypothesis is accepted.

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