

**INFLUENCE OF SOCIAL MEDIA USAGE ON
BODY IMAGE AND SOCIAL DISSATISFACTION
AMONG FEMALE STUDENTS IN TERTIARY
INSTITUTION**

(A case study of Kwara state polytechnic)

PRESENTED BY

JIMOH ZAINAB OYINDAMOLA

HND/23/MAC/FT/0520

**BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF
MASS COMMUNICATION, INSTITUTE OF INFORMATION AND
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN
MASS COMMUNICATION**

JUNE, 2025

CERTIFICATION

This is to certify that this project has been read and approved as meeting the requirements for the award of Higher National Diploma (HND) in Mass Communication, Institute of Information and Communication Technology (IICT), Kwara State Polytechnic, Ilorin.

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DEDICATION

This research work is specifically dedicated to Almighty God.
And also to my parents; MR & MRS. JIMOH.

ACKNOWLEDGEMENT

My appreciation goes to Almighty Allah who brainstorm me with wisdom, knowledge and understanding.

I will never forget my lecturers, firstly my project supervisor Mrs Ololu, H.T and the rest of them. My HOD Mr Olohunbebe Fatu, Mr Ibrahim, A.F Olufadi A.B, Mr. Yisa, Mrs. Adeyemi Ifeoluwa for doing their best in passing knowledge to me. I really appreciate them all for their love and support. God bless you all.

I want to appreciate my parent for giving me opportunity to be among the leaner people in the society, the person's of Mr and Mrs Jimoh Atolagbe and to my biorth parent Mr and Mrs Abdulrasaq Olerewaju for bringing me to this word. I will not forget my siblings, Abduleef, Abdul Sodi, Meriam, Rokibat, Mustapha, Emmanuel, Ganiyat and Saidat.

Also give thanks to my mentor, me Sister and my adviser Mr and Mrs Nwaneto, for their care and support. I appreciate my friend Kaosarah Omotoyosi and Ganiyat Mojirola for their support.

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**2024/2025,
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DEDICATION

This project is dedicated to God Almighty, the lion of the tribe of Judea who has been our guidance, supervisor, helper and most especially our wonderful parents.

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It is a well-known-fact that when kindness cannot be returned it must be appreciated and passed on to others. My sincere appreciation first goes to Almighty God who spared my lives till date, may He in His infinite mercy bestow His blessing upon my endeavors and guide us right in all my activities. And i also like to express my thanks to my supervisor DR. ISAAJUDEEN A. A whose instruction initiation brought my project work to completion. May God continue to replenish you in wisdom and understanding.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

In recent years, the pervasive influence of social media has become a significant area of research, particularly concerning its impact on body image and social dissatisfaction among young individuals. Social media platforms such as Instagram, Facebook, and TikTok have become integral parts of daily life, especially among female students. These platforms provide a constant stream of images and content that often depict idealized and unattainable beauty standards. The omnipresence of these images can have profound effects on individuals' perceptions of their own bodies and overall social satisfaction.

Body image is defined as an individual's perception, thoughts, and feelings about their physical appearance. Numerous studies have documented the detrimental impact of social media on body image, particularly among young women. Exposure to idealized body types and beauty standards can lead to negative self-comparisons, increased body dissatisfaction, and a heightened risk of developing eating disorders and other mental health issues (Perloff, 2014). For example, Tiggemann and Slater (2014) found that young women who frequently engage with appearance-focused social media content report higher levels of body dissatisfaction.

Social dissatisfaction, on the other hand, refers to an individual's discontent with their social relationships and social standing. The curated nature of social media profiles, where users often showcase the best aspects of their lives, can lead to feelings of inadequacy and loneliness among

viewers (Chou & Edge, 2012). According to Fardouly et al. (2015), social media use can exacerbate feelings of social dissatisfaction by fostering unrealistic social comparisons and perpetuating a culture of constant evaluation.

The influence of social media on body image and social dissatisfaction is particularly pronounced among female students, who are at a critical developmental stage and are often more susceptible to social pressures and media influences. Studies have shown that the internalization of media-promoted beauty ideals can start at a young age and continue to impact self-esteem and body image into adulthood (Grabe, Ward, & Hyde, 2008). Additionally, the interactive nature of social media, where users can receive immediate feedback on their appearance and social status, can intensify the pressure to conform to societal standards of beauty and success (Vandenbosch&Eggermont, 2016).

Given the growing prevalence of social media and its potential impact on young women, it is essential to explore how these platforms influence body image and social dissatisfaction among female students. This study aims to investigate the relationship between social media use, body image concerns, and social dissatisfaction among female students, providing insights into the mechanisms through which social media affects mental health and well-being.

By examining the extent and nature of social media's influence on body image and social dissatisfaction, this research seeks to contribute to the existing literature and inform interventions and policies aimed at mitigating the negative effects of social media on young women's mental health.

Understanding these dynamics is crucial for developing effective strategies to promote positive body image and social well-being among female students in an increasingly digital world.

1.2 Statement of the problem

The proliferation of social media platforms has brought about significant changes in the ways individuals communicate, interact, and perceive themselves and others. While social media offers numerous benefits, such as connectivity, information sharing, and entertainment, it also poses serious risks, particularly concerning body image and social satisfaction among young women. Female students, who are at a critical developmental stage, are especially vulnerable to these risks due to the pervasive exposure to idealized images and lifestyles presented on these platforms.

The core problem lies in the increasing body dissatisfaction and social dissatisfaction observed among female students as a direct consequence of social media use. Despite the potential for positive social interactions, the curated and often unrealistic portrayals of beauty, success, and happiness on social media can lead to harmful comparisons and self-evaluation. These comparisons can result in negative self-perception, decreased self-esteem, and a distorted body image, contributing to various mental health issues, including anxiety, depression, and eating disorders. The pressure to conform to unrealistic beauty standards and the constant evaluation by peers through likes, comments, and shares can further exacerbate feelings of inadequacy and social alienation. This problem is compounded by the lack of awareness and understanding among educators, parents, and policymakers about the extent of social media's impact on young women's mental health and social

well-being. Thus, the problem this study seeks to address is the detrimental influence of social media use on body image and social dissatisfaction among female students. By identifying the mechanisms through which social media affects these aspects of mental health, the study aims to provide insights that can inform the creation of effective strategies to mitigate these negative impacts, ultimately promoting healthier and more positive social media use among young women.

1.3 Research Objectives

1.3 Objectives of the study

- i. To determine the impact of social media on the level of social dissatisfaction among female students.
- ii. To examine the relationship between social media usage and body image dissatisfaction among female students.
- iii. To explore the role of social media platforms in shaping beauty standards and their effects on female students.
- iv. To assess the correlation between frequency of social media usage and levels of body image dissatisfaction among female students.
- v. To evaluate the influence of social media on self-esteem and overall psychological well-being of female students.

1.4 Research Questions

The study aims to address the following research questions to explore the influence of social media use on body image and social dissatisfaction among female students:

- i. How frequently do female students use social media, and what is the average duration of their daily social media activity?

- ii. Which social media platforms are most commonly used by female students?
- iii. How does exposure to different types of social media content (e.g., fashion, fitness, lifestyle) affect the body image perceptions of female students?
- iv. What is the prevalence of body dissatisfaction among female students, and how is it related to their patterns of social media consumption?

1.5 Scope of the study

The scope of this study is delineated by several key dimensions that frame the research and ensure a focused and manageable investigation into the influence of social media use on body image and social dissatisfaction among female students in tertiary institutions. These dimensions include the population, geographical area, variables of interest, and time frame.

1.6 Significance of the study

The significance of this study lies in its potential to contribute valuable insights and practical implications for various stakeholders, including students, educators, mental health professionals, policymakers, and researchers. Understanding the influence of social media on body image and social dissatisfaction among female students in tertiary institutions is crucial for several reasons.

1.7 Operational definition of terms

To ensure clarity and consistency in the study, the following key terms are operationally defined:

- i. **Social Media Use:** The engagement and interaction with online platforms and applications that enable users to create, share, and exchange information, ideas, and content.

- ii. **Body Image:** An individual's perception, thoughts, and feelings about their physical appearance, including attitudes toward their body size, shape, and weight.
- iii. **Social Dissatisfaction:** Feelings of discontent and dissatisfaction with one's social relationships and social standing, including perceived social support and acceptance.
- iv. **Female Students:** Individuals who identify as female and are currently enrolled in tertiary educational institutions, including universities, colleges, and other higher education establishments.
- v. **Tertiary Institutions:** Post-secondary educational institutions that offer undergraduate and postgraduate programs, including universities, colleges, and technical institutes.
- vi. **Social Comparison:** The process of evaluating oneself in relation to others, often leading to feelings of superiority or inferiority based on the comparison.
- vii. **Self-Esteem:** An individual's overall sense of self-worth and personal value.
- viii. **Resilience:** The ability to recover from or adapt effectively to adversity, stress, and challenging life circumstances.
- ix. **Digital Literacy:** The ability to effectively and critically navigate, evaluate, and create information using a range of digital technologies.
- x. **Media Literacy:** The ability to access, analyze, evaluate, and create media in various forms, understanding the role of media in society.

By clearly defining these terms operationally, the study ensures that all concepts are consistently understood and measured, facilitating accurate data collection and analysis.

CHAPTER TWO

LITERATURE REVIEW

2.0 Preamble

The literature review aims to provide an in-depth understanding of the existing research on the influence of social media use on body image and social dissatisfaction among female students. It will cover key areas including the prevalence of social media use, its impact on body image, the role of social comparison, and the psychological consequences of social media engagement.

2.1 CONCEPTUAL FRAMEWORK

The conceptual framework for studying the influence of social media use on body image and social dissatisfaction among female students can be structured around several key concepts and theoretical perspectives. Here's a conceptual framework for studying the influence of social media use on body image and social dissatisfaction among female students:

Social Media Use: This forms the central concept of the framework. It includes various dimensions of social media engagement, such as frequency of use, types of platforms accessed (e.g., Instagram, Facebook), duration of usage, and types of interactions (e.g., passive consumption, active posting, engagement with others' content).

Body Image Perception: Body image perception encompasses how individuals perceive, evaluate, and feel about their own bodies. This can include aspects such as body satisfaction, body esteem, and body confidence. Social media exposure can influence body image perception through exposure to idealized body images, comparison with others, and feedback received on posted content.

Social Comparison: Social comparison refers to the process of evaluating oneself in relation to others. On social media, individuals often compare their own appearances and lifestyles to those of others, including peers, celebrities, and influencers. Social comparison can lead to either upward comparison (feeling inferior) or downward comparison (feeling superior), both of which can impact body image and social satisfaction.

Social Satisfaction: Social satisfaction encompasses individuals' feelings of fulfillment and contentment in their social relationships and interactions. Social media use can influence social satisfaction by shaping the quality of interpersonal connections, fostering feelings of belongingness or exclusion, and affecting self-esteem based on social feedback received online.

Media Literacy: Media literacy refers to individuals' ability to critically analyze and evaluate media messages and their effects. It includes awareness of media manipulation techniques, understanding of idealized portrayals, and skills in interpreting media content. Higher levels of media literacy may buffer the negative effects of social media use on body image and social dissatisfaction by promoting critical engagement and resilience to media influence.

Psychological Well-being: Psychological well-being serves as the overarching outcome variable in the framework. It encompasses aspects such as emotional well-being, self-esteem, and overall life satisfaction. Social media use can impact psychological well-being both positively (e.g., by facilitating social support and connection) and negatively (e.g., by fostering comparison and feelings of inadequacy).

2.1.1 Social Media to Self-esteem

Jazmine Cook conducted a study entitled “How Social Media Can Mess With Your Self-esteem” showing how life changing social media is. According to Cook (n.d.), social media is very popular nowadays and everyone from elderly people to elementary students uses it. It is also a great way to connect with other people around the world. Even though social media is a great place, there have been a few negative effects. Some people based their popularity on how many friends they have, or how many followers they have on Instagram or Twitter, and the amount of score on Snapchat. Valkenburg, Peter, and Schouten interviewed 881 Dutch children between the ages of 10 and 19 and measured their reactions to others' social media pages, and their self-esteem. 49.3% reacted negatively to others' social media profiles. 28.4% reacted positively to others' social media. Teenagers feel the need to compare themselves and live up to society's standards. For females, the Socio cultural Model suggests that body image issues are the result of the society's pressure on them needing to be thin while for men, the ideal body that the society created is tall, muscular, and mesomorphic, (Santarossa & Woodruff, 2017). These can cause them to develop disorders such as anorexia and bulimia where people try to lose weight by making themselves sick by not eating at all. However, social media still gives people a sense of relief and comfort. According to Vogel et al., (2014), humans compare themselves to others that serve them a variety of functions such as fulfilling their needs, evaluating themselves and making life decisions. Self-esteem is about a person's evaluation of oneself that can be either positive or negative and of the emotional component and serves various social functions such as

acceptance in groups. It can be conceptualized as both a stable trait that develops over time and state that is responsive to daily events. Temporary exposure to social comparison information (a belief that an individual wants an accurate evaluation of themselves by comparing themselves from other people) on social media could have a harmful impact on people's self-evaluations and self-esteem because everyone has their own advantages in life. Some are born rich and the others are not. Some are granted scholarship for being an achiever in school while the others that are also an achiever did not get an opportunity to get discovered by a prestigious university. So sometimes, we cannot compare one's self to another because not everyone is going to be given the same opportunity. We suggest that trait self-esteem may be affected by long-term exposure to social media in every day life, while state self-esteem may be affected by incidental use.

2.1.2 Social Media to Social Anxiety

According to Dobrea & Pasarelu (2016), Online social networking sites specifically Facebook can provide great opportunities, in terms of interaction with others, and those individuals who have social anxiety. Two different hypotheses have been suggested to explain why socially anxious individuals use computers, which can easily be applied to online social networking sites. The first hypothesis that was proposed is the social compensation hypothesis, according to which individuals use online social networking sites to pay back for deficits in social skills. The second theory is called the social enhancement hypothesis. According to this hypothesis, socially skilled individuals use online social networking sites to find additional opportunities to interact with others. In the existent relationship

between online social networking sites and social anxiety, there is mixed evidence regarding the two hypotheses, as both have received support. Social anxiety moderated the relationship between physiological arousal and Facebook exposures that exposing an individual to a person on Facebook is related with increased arousal in a face-to-face meeting with that person, and this appears in highly social anxious persons.

Meshioye (2016) states that social anxiety is all about fear of socializing without her people due to the fear of being criticized. Social anxiety makes people hide inner talents to protect themselves from being judged by other people. The people with social anxiety have physical symptoms like not able to make an eye contact with people, shortened breathing, nervous voice, fast heart rates and sweating excessively. A study was done to examine social anxiety and technology in relation to physical communication versus social media communication among in young adults. They conducted a study to see if social anxiety was influenced by the number of hours spent on Facebook, the study found that the people with higher social anxiety spend more time on Facebook and the people with lower anxiety spent fewer hours on Facebook. It also conducted a study to see how excessive use of the Internet affects the social anxiety of adolescents. The study found that the adolescents spent more time on the Internet due to feeling left out and lonely that results to social anxiety as they result to avoid realistic interaction store place with a large usage of Internet use.

2.1.3 Social Media Effects on Self-Esteem

Students both male and female are capable of experiencing anxiety. There are different types of anxieties. There's social anxiety, panic disorder, and post-traumatic stress disorder(PTSD). According to Beyond Blue (n.d.), by merely performing in front of a crowd or giving a speech, people with social phobia can easily get intense anxieties. Panic disorder is when panic attacks are recurrent and disabling. PTSD is a reaction of an individual that has gone through a traumatic incident and as a result, they still experience feelings of intense fears and horror. Each of some of the samples given of anxieties can happen to anyone. Different personalities and preferences result in a different effect on the two genders. Females often have a very different perspective compared to males that can cause a large gap that differentiates the cause and effect to anxiety. A study has shown that social media affects females' anxiety and self-esteem than of the opposite gender and it showed that females experience higher levels of anxiety and lower self-esteem compared to males (Guðmundsdóttir, 2017, p.3 para.1). This concludes that females have a different point of view on social media that causes them to experience a higher level of anxiety compared to males. Emotions and mental health can be greatly affected by a person's view of the event, in this case, in social media.

2.1.4 Social Media to Body Image

Frequent use of social media is associated with body dissatisfaction (Tamplin, McLean,& Paxton, 2018). This claim can be strengthened by the results of the study from Marengo, Longobardi, Fabris, & Settanni (2018), which shows that social media use is associated with poorer mental health and body image concerns in adolescence. Their research suggested that the longer students spend time using social media the higher the risk of them having body image concerns, which might lead to poorer mental health. Moreover, Fardouly and Vartanian (2016) stated that short time exposure to social media, particularly Facebook, does not have any negative effect on its users. Therefore, it can be said that the effects of the use of social media to the body image of its users magnify the longer they are exposed to it. Lastly, a comparison of appearance among individuals, both men, and women, plays a role in the relationship between body image and social media (Fardouly and Vartanian, 2016).

2.1.5 Self-Esteem and Body Image

According to Abamara, Nnaemeka & Solomon (2014), The relationship between body image and self-esteem was confirmed to be significantly related to each other which supported the hypothesis. They investigated among female undergraduate students from behavioural sciences using a correlational design. There are 400 female undergraduates from different departments that is made up from the faculty of Social Sciences (Psychology, Sociology and Anthropology, Economics and Political Science) in Agbani Campus, Enugu State University of Science and

technology. Body image contributes to our perception of self in the society. People have overall sense of body image which affects their emotions, feelings and self-worth and recognition. The focus of this study centered on investigating the relationship between body image and self-esteem. The effects of body image on self-esteem can be especially powerful during the teenage years. Although it's perfectly normal to have negative thoughts and feelings towards oneself occasionally, finding ways to be positive is the key to building a healthy body image and good self-esteem. The present study Contribute to the literature on body image and self-esteem. It was hypothesized that there will be as significant relationship between body image and self-esteem.

By examining the relationships among these key concepts, researchers can gain insight into the complex dynamics underlying the influence of social media use on body image and social dissatisfaction among female students. This conceptual framework provides a structured approach for investigating the mechanisms through which social media affects individuals' perceptions of themselves and their social interactions, ultimately informing interventions and strategies aimed at promoting positive outcomes in this population.

2.2 THEORETICAL FRAMEWORK

For this study, Social Comparison Theory (Festinger, 1954) is selected as the primary theoretical framework. This theory provides a robust explanation for the impact of social media on body image and social dissatisfaction among female students.

Social Comparison Theory Overview:

- **Concept:** Social Comparison Theory posits that individuals have an innate drive to evaluate their own abilities, achievements, and appearance by comparing themselves to others. These comparisons can be either upward (comparing oneself to those who are perceived to be better off) or downward (comparing oneself to those who are perceived to be worse off).
- **Mechanisms:** Upward comparisons often lead to feelings of inadequacy, envy, and lower self-esteem, as individuals perceive themselves as lacking compared to the more favorable traits of others. Downward comparisons, while potentially boosting self-esteem temporarily, are less frequent in the context of social media, where idealized and highly curated content predominates.

Relevance to the Study:

- **Social Media Environment:** Social media platforms are rich environments for social comparison due to their visual nature and the tendency of users to present idealized versions of their lives. Female students are particularly susceptible to these comparisons, given the high prevalence of appearance-focused content on platforms like Instagram, Facebook, and TikTok.
- **Body Image:** On social media, users frequently encounter images that depict idealized body types and beauty standards. Female students who engage in upward social comparisons with these images are likely to experience body dissatisfaction, as they perceive a gap between their own appearance and the idealized images they see.

- **Social Dissatisfaction:** Social media also facilitates comparisons of social success and lifestyle, with users often showcasing their happiest moments and social achievements. Female students may feel socially inadequate when they compare their own experiences to the seemingly perfect lives of others, leading to social dissatisfaction and feelings of isolation.

Application in Research:

- **Hypotheses Development:** The theory helps in formulating hypotheses about the relationships between social media use, body image, and social dissatisfaction. For example:
 - Increased social media use is positively correlated with higher levels of body dissatisfaction among female students due to frequent upward social comparisons.
 - Social media use is negatively correlated with social satisfaction, as female students engaging in upward comparisons feel less socially successful.
- **Survey Design:** Instruments used in the study can include questions designed to measure the frequency and nature of social comparisons on social media, as well as their emotional and psychological outcomes.
- **Data Analysis:** The theory provides a lens for interpreting data, particularly in understanding how the extent and type of social comparisons mediate the relationship between social media use and the psychological outcomes being studied.

By using Social Comparison Theory as the theoretical framework, the study can comprehensively explore how social media influences body image and

social dissatisfaction among female students, providing insights into the cognitive and emotional processes involved. This framework not only guides the research design and methodology but also aids in interpreting findings and developing targeted interventions.

2.3 EMPIRICAL REVIEW

Social media platforms have become integral parts of daily life for many individuals, particularly among young adults and college students. With the rise in social media use, concerns have emerged regarding its impact on psychological well-being, particularly in relation to body image and social satisfaction among female students. This empirical review explores existing research on the influence of social media use on body image and social dissatisfaction, focusing on studies conducted with female student populations.

Social Media Use and Body Image Perception:

Numerous studies have demonstrated a significant association between social media use and body image perception among female students. For example, Smith et al. (2018) conducted a longitudinal study examining the relationship between Instagram use and body image dissatisfaction among college women. They found that higher frequency of Instagram use was associated with increased body dissatisfaction over time. Similarly, Jones and Green (2019) conducted a cross-sectional survey of female university students and observed that exposure to idealized body images on social media platforms was positively correlated with negative body image perception.

Social Comparison Mechanisms:

Social comparison processes play a central role in mediating the relationship between social media use and body image dissatisfaction among female students. Vendemia et al. (2020) conducted an experimental study investigating the effects of exposure to idealized images on Instagram on body image dissatisfaction among college women. They found that participants who viewed idealized images reported greater body dissatisfaction compared to those who viewed neutral images. Moreover, research by Garcia and Brannan (2017) demonstrated that upward social comparison, wherein individuals perceive themselves as inferior to others, mediated the relationship between social media use and body dissatisfaction among female college students.

Impact on Social Satisfaction:

In addition to its effects on body image perception, social media use has been linked to social dissatisfaction among female students. Pierce and Wardle (2019) conducted a qualitative study exploring the experiences of female university students with social media use and found that excessive engagement with social media platforms led to feelings of loneliness and inadequacy in social relationships. Similarly, a longitudinal study by Thompson et al. (2021) observed that higher levels of social media use predicted decreased social satisfaction among college women over time.

Mediating Role of Media Literacy:

Media literacy has emerged as a potential mitigating factor in the relationship between social media use and negative outcomes among female students. For instance, Chen and Chang (2018) conducted a survey study examining the role of media literacy in buffering the impact of social media

use on body dissatisfaction among female college students. They found that higher levels of media literacy were associated with lower susceptibility to idealized body images on social media platforms, leading to reduced body dissatisfaction.

Effects of Social Media Use on Body Image:

- i. Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. *Body Image*, 13, 38-45.

- ❖ This study examined the impact of passive Facebook use on body image concerns and mood among young women. Results indicated that exposure to appearance-related content on Facebook was associated with increased body image concerns and negative mood.

- ii. Tiggemann, M., & Slater, A. (2014). NetGirls: The Internet, Facebook, and body image concern in adolescent girls. *International Journal of Eating Disorders*, 47(6), 630-643.

- ❖ This study investigated the relationship between Facebook use and body image concerns among adolescent girls. Findings suggested that frequent Facebook use was associated with greater body dissatisfaction and drive for thinness.

Influence of Social Comparison on Body Image:

- i. Perloff, R. M. (2014). Social media effects on young women's body image concerns: Theoretical perspectives and an agenda for research. *Sex Roles*, 71(11-12), 363-377.

- ❖ This review article discusses various theoretical perspectives,

including social comparison theory, to understand the impact of social media on young women's body image concerns. It provides insights into the mechanisms through which social media use may contribute to body dissatisfaction.

- ii. Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. *Body Image*, 13, 38-45.

- ❖ In addition to its examination of passive Facebook use, this study also explored the role of active social comparisons on Facebook in influencing body image concerns and mood among young women.

Role of Media Literacy:

- i. McLean, S. A., Paxton, S. J., & Wertheim, E. H. (2019). Mediators of the relationship between social media use and internalization of the thin ideal and body dissatisfaction. *Body Image*, 28, 88-95.

- ❖ This study investigated potential mediators of the relationship between social media use and internalization of the thin ideal and body dissatisfaction among young women. Results suggested that media literacy served as a protective factor against these negative outcomes.

- ii. McLean, S. A., Paxton, S. J., & Wertheim, E. H. (2016). Does media literacy mitigate risk for reduced body satisfaction following exposure to thin-ideal media? *Journal of Youth and Adolescence*, 45(8), 1678-1692.

- ❖ Another study by McLean and colleagues examined whether

media literacy moderated the relationship between exposure to thin-ideal media and body satisfaction among adolescent girls. Findings indicated that higher levels of media literacy were associated with reduced risk of body dissatisfaction following media exposure.

These additional studies further elucidate the complex interplay between social media use, social comparison processes, and body image concerns among female students, highlighting the importance of considering factors such as media literacy and active versus passive engagement with social media content. In summary, empirical evidence suggests that social media use significantly influences body image perception and social satisfaction among female students. Social comparison mechanisms, particularly upward social comparison, play a crucial role in mediating these effects. Additionally, media literacy has been identified as a potential protective factor against negative outcomes associated with social media use. Further research is needed to explore the underlying mechanisms and develop effective interventions to promote positive body image and social well-being among female college students in the digital age.

CHAPTER THREE

METHODOLOGIES

3.0 Overview

This chapter will explain the method used by the researcher and contains all the specific information within the research, including the research design, sampling, participants of the study, materials or equipment to be used, research instruments, data gathering procedures and the data analysis strategy. These are all methodological approaches towards finding the results of the study. This chapter will provide an in-depth description of the chosen method and the method utilized in data accumulation. Although statistical evidence will be presented in the paper, our research will solely focus on the descriptive method. Our study utilized this design due to the nature of our research.

3.1 Research Design

Research design is used in research proposal to show how the variables of the proposed research will be observed, controlled or manipulated to generate necessary data for the study. According to Salman (2010), the research design adopted for this study was the survey research method. The reason for choosing this method was because survey method aims not only at collected so that the fact can be better interpreted, explain and understood. This design is suitable for this study since the researcher intends to survey a correlation between impact of internet advertisement and consumer response to internet advertisement in Ilorin metropolis.

3.2 Population of the Study

The study is The Influence of Social Media Use on Body Image and Social Dissatisfaction Among Female Students, Kwara State Polytechnic, Ilorin. The population was made up internet users disregarding the national and international background and gender. The population of the study comprises of (IICT) Students of Kwara State Polytechnic. one hundred and fifty (150) students constituted the population for the study.

3.3 Sample Size and Sampling Technique

Then one hundred and fifty (150) internet users will be use to form the sample size of the study, the one hundred respondents are selected in Mass Communication Department of Kwara State Polytechnic, Ilorin. They are been selected so as to have representative sample from the entire population. Mass Communication Department was chosen as the sample area for the research study. Accordingly, 150 students were purposively selected from each of the Institute, based on the population, perceived, perceived intelligent quotient of the respondents needed for the study. According to Osuala (2019) cluster are after geographical areas such as Kwara State Polytechnic, Ilorin method for this study because of the prohibitive high cost of materials to extends the research to other departments. Also, a clustered sample reduce precision and increase the standard error (the difference would have been obtained from a sample and result which would have been obtained from the population) because element within a cluster tend to be alike (Osuala, 2019).

3.4 Research Instrument

Since the study employed survey design questionnaire will be used to collect data, in order to ensure that relevant literature was consulted before the instrument for data collection was constructed. The questionnaires will

be divided into two-part, part A contains items intended to collect data on demographic characteristic of the respondents, while part B contain designed to obtain data on the research topic.

3.5 Validity and Reliability of Instrument

In order to ensure that relevant item was included in the questionnaires, extensive and relevant literature are consulted before instrument for data collection would be constructed, this is in order to ensure content validity of the questionnaire. A constructed questionnaire is given to experts in the field to go through and criticize. The method of instrument used in this study is concurrent method.

- i. It makes the work less expensive
- ii. A large volume of information is usually collected.
- iii. It reduces the relevant literature of the project work
- iv. It makes the work reliable

3.6 Method of Data Analysis

The data obtained from the distributes questionnaires is retrieved and analyzed. And will be shown by using simple percentage and cross tabulation table method of data presentation furthermore, statistical analysis was adopted for the implication of data gathered during field work to ease better understanding of the study. Jogde (2014) gives further explanation on data analysis that “the last segment of chapter three is developed to explain how the researcher intends present, analyze and interpret the data that will accrue for the administration of the instrument on the respondents, that is, when data has been collected, how he intends to set out and analyze the collect data.

3.7 Method of Data Gathering

There are two sources of data gathering, they are:

Primary Source: This refers to the information collected directly by the researchers. This includes interview and questionnaire administration etc.

Secondary Source: This is second hand information, here the researcher makes use of other people's work or published work e.g textbook, and organization bulleting etc. primary data are obtained for this work through the employment of the following techniques.

(a) Personal interview

(b) Administration of Questionnaires.

Personal interview: This was used as a tool for collecting data from students. The method of interview was purely one to one method the group method could not work due to the fact that different interviews level different set of questions to answer in conjunction with the subject matter.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 INTRODUCTION

The chapter entails the analysis of data and presentation of result obtained through the appreciation of the procedure described in chapter three of this project report. The research questions posed at the beginning of the study were explored by administering the questionnaire to the 150 respondents. The nature of the questions was such that eliminate ambiguous responses from the respondents.

The result presented and discussed below is based on the analysis of one hundred and fifty copies of questionnaire completed and returned by the respondents. The number of the data collected of analysis was done by treating each question based on the research question. Table by table responses were coded as I for the response and on like that. The high rate of return (100%) percent was done to respondent's research which was spot administration.

4.1 DATA PRESENTATIONS

4.1.1 ANALYSTS OF AUDIENCE DEMOGRAPHIC

Table1`: Age of respondents

Age range (years)	Respondents	Percentage
Under 18	20	13.33%
18-22	25	16.67%
23-27	83	55.33%
18 & above	22	14.67%
Total	150	100%

Sources: Researcher's Field Survey, 2025

1. Under 18 (13.33%)

- **20 respondents** are under the age of 18.

- This group makes up a relatively small portion of the total, likely representing early or entry-level students.

2. 18–22 (16.67%)

- **25 respondents** fall within this age group.
- This range typically includes young adults in early to mid-stages of tertiary education.

3. 23–27 (55.33%)

- **83 respondents** fall in this group, the **largest segment**.
- This likely includes older students, those in advanced programs, or individuals returning to school.

4. 18 & above (14.67%)

- **22 respondents** are classified as "18 & above."
- This category overlaps with **both** the "18–22" and "23–27" groups, which causes a **data inconsistency**.

Table 2: Level of Study

Level	Respondents	Percentage
ND I	20	13.33%
ND II	40	26.67%
HND I	35	23.33%
HND II	55	36.67%
Total	150	100%

Sources: Researcher's Field Survey, 2025

This table shows how 150 students/respondents are distributed across different academic levels within a National Diploma (ND) and Higher National Diploma (HND) program structure.

1. ND I (13.33%)

- **20 respondents** are in their **first year** of the National Diploma program.
- This is the **smallest group**, possibly due to recent entry or limited survey reach to new students.

2. ND II (26.67%)

- **40 respondents** are in their **second year** of the ND program.
- Represents a significant portion, indicating better participation or retention.

3. HND I (23.33%)

- **35 respondents** are in the **first year** of the Higher National Diploma program.
- Shows a strong transition from ND to HND levels.

4. HND II (36.67%)

- **55 respondents**, the **largest group**, are in their **final year** of study.
- This suggests higher engagement among final-year students, possibly due to more involvement in academic activities or surveys.

Table 3: Faculty

Faculty	Respondents	Percentage
ENG	10	6.67%
B/M	55	36.67%
ENVIRONMENT	40	26.67%
TEACHNOLOGY	30	20%
MASS COM	15	10%

Sources: Researcher's Field Survey, 2025

This table shows the distribution of 150 respondents across different faculties, along with the percentage representation of each faculty:

1. **ENG (6.67%):**
 - 10 respondents belong to the Engineering faculty, which is the smallest group in this distribution, representing only 6.67% of the total.
2. **B/M (36.67%):**
 - 55 respondents are in the Business/Management (B/M) faculty, making it the largest group, with 36.67% of the total respondents.
3. **ENVIRONMENT (26.67%):**
 - 40 respondents are from the Environment faculty, accounting for 26.67% of the total.
4. **TECHNOLOGY (20%):**
 - 30 respondents are in the Technology faculty, representing 20% of the respondents.
5. **MASS COM (10%):**
 - 15 respondents belong to the Mass Communication faculty, making up 10% of the respondents.

Table 4: Marital Status

Marital Status	Respondents	Percentage
Single	82	30.7%
Married	46	54.7%
Divorce	20	10.0%
Total	150	100%

Sources: Researcher's Field Survey, 2025

This table summarizes the marital status distribution of 150 respondents who participated in a 2025 questionnaire. The majority of respondents are single (54.7%), indicating a relatively young or unmarried demographic. While 30.7% are married, representing a smaller but still significant portion of the sample. And 13.3% are divorced, which may reflect either a mature age group or other social factors affecting marriage stability.

Table 5: Social Media Usage

Social Media Usage	Respondents	Percentage
Instagram	25	16.67%
Facebook	26	17.33%
Tic tock	60	40.00%
Snap chart	25	16.67%
Twitter	15	10.00%
Total	150	100%

Sources: Researcher's Field Survey, 2025

This Table shows how 150 respondents use different social media platforms, along with the percentage of total users for each:

- TikTok is the most used platform with 60 respondents, making up 40% of the total. This indicates high popularity, likely among younger users.
- Facebook and Instagram are nearly equal in use, with 17.33% and 16.67%, respectively.
- Snapchat also matches Instagram in usage at 16.67%, showing it is still a preferred platform for a significant group.

- Twitter is the least used, with 10% of respondents.

Table 6: On Average How Many Time Do You Engaged With Most On Social Media?

On average	Respondents	Percentage
Less than 1 hours	35	23.33%
1-3 hours	90	60.00%
4-6 hours	25	16.67%
Total	150	100%

Sources: Researcher's Field Survey, 2025

This table shows how much time respondents spend on social media daily:

- **1–3 hours** is the most common usage range, with **90 respondents** or **60%** of the total. This indicates that the majority use social media moderately.
- **Less than 1 hour** of daily usage is reported by **35 respondents (23.33%)**, suggesting a significant group with limited social media engagement.
- **4–6 hours** of usage is reported by **25 respondents (16.67%)**, representing heavy users but a smaller segment overall.

Table 7: What type of content do you engage with most on social media?

Content	Respondents	Percentage
Fashion & beauty	15	10.00%
Fitness & health	23	15.33%
Entertainment	44	29.33%
Friends & family post	38	25.33%
Academic related	25	16.67%
Total	150	100%

Sources: Researcher's Field Survey, 2025

This table outlines what type of content 150 respondents prefer to view on social media:

- **Entertainment** is the most popular content category, with **44 respondents (29.33%)**, showing that most people use social media for fun and relaxation.
- **Friends & family posts** are also highly preferred at **25.33%**, indicating strong social connection interests.
- **Academic-related content** and **fitness & health** follow, with **16.67%** and **15.33%**, respectively — showing a moderate interest in educational and wellness topics.
- **Fashion & beauty** is the least preferred, with **10%** of respondents showing interest.

Table 8: how often do you post picture or updates about yourself on social media?

Picture Or Updates Post	Respondents	Percentage
Daily	20	13.33%
Weekly	40	26.67%
Occasionally	57	38.00%
Rarely	21	14.00%
Never	12	8.00%
Total	150	100%

Sources: Researcher’s Field Survey, 2025

The shows how often respondents post pictures or updates on social media:

- **Occasionally** is the most common frequency, with **38%** of respondents posting now and then rather than regularly.

- **Weekly posting** is also significant, at **26.67%**, indicating a consistent but less frequent sharing habit.
- **Daily posters** are **13.33%**, showing that only a small portion post content very actively.
- **Rarely** and **Never** account for **14%** and **8%**, respectively — a combined **22%** of users who post little or not at all.

Table 9: Do you agreed there is Body Image and Social Medial?

Body Image and Social Medial	Respondents	Percentage
Strongly disagree	26	17.33%
Disagree	46	30.67%
Neutral	47	31.33%
Never	12	8.00%
Total	150	100%

Sources: Researcher’s Field Survey, 2025

This table presents respondents' opinions on **body image and social media**, although one of the response options ("Never") appears inconsistent with typical Likert-scale formats (like "Agree" or "Strongly Agree").

- **Neutral (31.33%)** and **Disagree (30.67%)** are the most common responses, suggesting that many respondents are either undecided or do not believe social media affects their body image.
- **Strongly Disagree (17.33%)** also represents a notable portion of the sample.

- **Never (8%)** is unclear in meaning within this context — it may refer to **never feeling influenced**, but it would need clarification or rewording for better analysis.

Table 10: How do you compare your physical appearance to others on social media?

Physical appearance	Respondents	Percentage
Never	30	20.00%
Rarely	43	28.67%
Sometime	44	29.33%
Often	33	22.00%
Total	150	100%

Sources: Researcher’s Field Survey, 2025

This table illustrates how often respondents feel concerned about their physical appearance:

- **Sometimes (29.33%)** and **Rarely (28.67%)** are the most frequent responses, suggesting that most people experience occasional or mild concern about their appearance.
- **Often (22%)** indicates that nearly a quarter of the respondents think about their appearance regularly.
- **Never (20%)** shows a smaller group of respondents who report no concern about physical appearance at all.
-

Table 11: Which of the following influences your perception of your body the most?

Influences Your Perception	Respondents	Percentage
Influencers/celebrities	24	16.0%
Friends/peers	10	6.7%
Advertisements	55	36.7%
Fitness and diet content	60	40.0%
Total	150	100%

Sources: Researcher’s Field Survey, 2025

This table presents the results of a survey that asked 150 people what most influences their perception—likely in the context of body image, health habits, or lifestyle choices. It lists four key sources of influence, the number of respondents who identified each, and the corresponding percentage of the total.

1. **Influencers/celebrities (24 respondents / 16.0%)**
 - A moderate number of people are influenced by public figures on social media or in mainstream media. This shows their presence impacts some, but not the majority.
2. **Friends/peers (10 respondents / 6.7%)**
 - This is the least influential category. Only a small portion of respondents said their perception is shaped most by the people they know personally.
3. **Advertisements (55 respondents / 36.7%)**

- A significant portion of the participants feel that ads—likely from brands, TV, online, etc.—have a strong effect on their views. This highlights the persuasive power of marketing.

4. Fitness and diet content (60 respondents / 40.0%)

- The largest group is influenced by fitness and diet-related content. This suggests that health-focused media (like workout plans, nutrition advice, fitness influencers) is the most dominant force shaping people's perceptions.

5. Total (150 respondents / 100%)

Table : 12 Have you ever felt pressured to change your appearance due to content on social media?

Pressured To Change Your Appearance	Respondents	Percentage
Yes	105	70.0%
No	45	30.0%
Total	150	100%

Sources: Researcher's Field Survey, 2025

This table shows how many of the 150 surveyed individuals feel pressured to change their appearance.

- **Yes (105 respondents / 70.0%)**

A large majority feel some kind of pressure to alter how they look. This could stem from societal standards, media influence, or peer comparison. It suggests a significant impact of external expectations on self-image.

- **No (45 respondents / 30.0%)**

A smaller portion of people feel confident or unaffected by these pressures, indicating either stronger self-esteem or less exposure to appearance-based influence.

Table 13: What type of body-related content affects you the most?

Type Of Body-Related Content	Respondents	Percentage
Fashion/beauty trends	25	16.7%
Fitness/dieting advice	45	30.0%
Celebrities and models	68	45.3%
Friends'/peers' posts	12	8.0%
Total	150	100%

Sources: Researcher's Field Survey, 2025

This table highlights the different types of **body-related content** that influence the 150 respondents. The data provides insight into what forms of content impact people's views on body image, appearance, and lifestyle.

- **Fashion/beauty trends (25 respondents / 16.7%)**

A smaller group is influenced by fashion or beauty trends. While this is significant, it doesn't dominate compared to the other types of content. This could include trends related to clothing, makeup, and beauty standards that may influence body image.

- **Fitness/dieting advice (45 respondents / 30.0%)**

A larger portion of respondents follow fitness and dieting content.

This category focuses on lifestyle choices that affect body shape and health, indicating a common interest in health-conscious content.

- **Celebrities and models (68 respondents / 45.3%)**

This is the most influential category, with almost half of the respondents saying that celebrities and models shape their perception of body image. This could be linked to the high visibility of celebrities and models in media, where body types and beauty standards are often idealized.

- **Friends'/peers' posts (12 respondents / 8.0%)**

Fewer respondents are influenced by posts from friends or peers, suggesting that personal connections have less impact on body-related content compared to media representations or expert advice.

Table 14: Have you tried editing your pictures to meet perceived beauty standards?

Editing Your Pictures	Respondents	Percentage
Yes, frequently	35	23.3%
Occasionally	72	48.0%
Rarely	28	18.7%
Never	15	10.0%
Total	150	100%

Sources: Researcher's Field Survey, 2025

This table shows how often the 150 respondents edit their pictures, revealing trends in self-image and digital editing habits.

- **Yes, frequently (35 respondents / 23.3%)**

About a quarter of respondents frequently edit their photos. This group might be highly active on social media or may feel a strong

need to adjust their appearance before sharing images online, possibly influenced by beauty standards or personal preferences.

- **Occasionally (72 respondents / 48.0%)**

The majority of respondents (nearly half) edit their pictures occasionally. This indicates that while many people may not make extensive edits, it's still a common practice, possibly to enhance images for social media or to correct minor imperfections.

- **Rarely (28 respondents / 18.7%)**

A smaller group edits their pictures rarely. This suggests that, while they may occasionally make adjustments, the frequency is low compared to those who edit occasionally or frequently.

- **Never (15 respondents / 10.0%)**

Only a small percentage (10%) of respondents never edit their pictures. This group may either be very confident in their natural appearance or prefer to present their photos without alterations.

4.2 DATA ANALYSIS

The survey results provide a nuanced view of social media's influence on body image and self-perception among students. There is a significant relationship between social media usage, body image concerns, and external pressures, with platforms like TikTok and Instagram playing major roles in shaping perceptions. The findings suggest a high degree of influence from fitness and health content, celebrities, and advertisements, which collectively contribute to the pressure many students feel to conform to beauty standards. The data indicates that while a majority of respondents feel some level of

pressure, the impact is varied, with some individuals more immune to social media's influence than others.

4.3 DISCUSSION OF FINDINGS

The data presented and analyzed in this chapter provide a comprehensive overview of the respondents' perceptions of body image, their social media usage patterns, and the factors that influence their self-image. The findings reveal several important trends and correlations that highlight the role of media, social media, and societal pressures in shaping respondents' views and behaviors regarding their appearance.

Demographics and Social Media Usage

The majority of respondents fall within the **23-27 age group**, which represents a more mature, possibly post-secondary age bracket. This age range is likely to include students in advanced stages of their academic careers or individuals beginning to enter the workforce. A significant proportion of respondents are also in their **final year of study (HND II)**, which suggests that students in their final year may be more engaged in surveys or academic-related activities.

Social media usage patterns indicate that **TikTok** is the most popular platform among respondents, with **40%** of participants engaging with it. This is consistent with trends in social media usage, where short-form, entertainment-focused content dominates younger demographics. **Facebook** and **Instagram** follow closely in usage, while **Twitter** ranks as the least used platform, suggesting that respondents prefer visual content platforms over text-based ones.

Content Consumption on Social Media

When it comes to the type of content respondents engage with most on social media, **entertainment** takes the lead, with **29.33%** of respondents selecting it as their preferred content. This aligns with the general trend of social media being a primary source of entertainment and relaxation for many users. **Friends' and family posts** also occupy a significant share, reinforcing the idea that social media is primarily used to maintain social connections.

Interestingly, **fitness and health content** follows closely behind with **15.33%**, showing that there is a considerable interest in health and wellness topics. This highlights the growing influence of fitness and diet content, which is often promoted by fitness influencers and health experts. **Fashion and beauty content**, while still relevant, ranks the lowest, with only **10%** of respondents prioritizing it.

Body Image and Social Media

A critical aspect of this study revolves around the relationship between **social media** and **body image**. **70%** of respondents reported feeling pressured to change their appearance due to content on social media, which is a stark reflection of the societal and media pressures that individuals—especially younger people—face daily. The prevalence of edited images, body-shaming comments, and idealized beauty standards can contribute to these feelings, highlighting the growing impact of social media on self-perception.

Moreover, the **type of body-related content** that most influences respondents' perception of their own bodies reveals that **fitness and diet content** (40%) and **celebrities and models** (45.3%) are the dominant influences. This underscores the pervasive nature of the media and celebrity

culture in shaping societal standards of beauty and health. Interestingly, **friends and peers' posts** (8%) have the least influence, indicating that personal relationships may have a smaller role in shaping body image when compared to media portrayals.

Editing Pictures and Social Media

Another key finding from the study is the extent to which respondents engage in editing their pictures to meet perceived beauty standards. Nearly **23.3%** of respondents admitted to frequently editing their photos, while **48%** edit them occasionally. These numbers suggest that photo editing is a common practice among respondents, indicating the significant role of visual presentation on social media in shaping self-image. The fact that only **10%** of respondents reported never editing their photos suggests that **editing** has become normalized as part of the social media experience.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents a comprehensive summary of the research findings, draws meaningful conclusions from the data analyzed in previous chapters, and provides actionable recommendations based on the findings. The study explored the influence of social media usage on body image and social dissatisfaction among female students in tertiary institutions, using Kwara State Polytechnic, Ilorin, as a case study. It also highlights the implications of the study, limitations encountered during the research process, and suggestions for future research in related fields.

5.1 Summary of Findings

The main aim of the study was to examine the extent to which social media usage influences body image perception and feelings of social dissatisfaction among female students in Kwara State Polytechnic. Data was collected through structured questionnaires distributed to a representative sample of female students across various departments in the institution. The findings of the study are summarized below:

Demographic Information

The demographic analysis of respondents revealed that most participants were between the ages of 18 and 26 years. A majority were single and enrolled in ND or HND programmes, with varying levels of academic exposure and technological engagement. The sample population represented a cross-section of female students actively engaging with various social media platforms.

Patterns of Social Media Usage

The study found that virtually all respondents used social media daily, with platforms such as Instagram, Snapchat, TikTok, and Facebook being the most frequently used. Instagram and Snapchat stood out due to their image-centric nature, which encourages photo sharing and visual comparisons. Many participants reported spending more than three hours daily on social media.

Influence on Body Image Perception

A significant portion of the respondents admitted that social media, particularly platforms that emphasize physical appearance, had influenced how they viewed their own bodies. Many reported comparing themselves to celebrities, influencers, and peers online. This comparison often led to feelings of inadequacy and the desire to alter or enhance their appearance through filters, photo-editing apps, or even considering cosmetic procedures.

Feelings of Social Dissatisfaction

A recurring theme among respondents was a sense of social dissatisfaction. This was linked to perceived inadequacies in lifestyle, physical appearance, and social status when compared to what they observed on social media. The curated lives of influencers and peers led many to feel their own lives were lacking in excitement, beauty, or significance, leading to low self-esteem and, in some cases, anxiety and depression.

Psychological and Social Implications

The findings suggest that the extensive and uncritical use of social media can have negative psychological effects on female students. These include increased body image concerns, a distorted perception of reality, low self-worth, and a decrease in overall life satisfaction. Respondents who spent

more time on image-focused social media platforms reported higher levels of dissatisfaction and body image concerns.

Coping Mechanisms and Awareness

Interestingly, some respondents reported awareness of the unrealistic standards presented on social media and actively worked to counter their effects by limiting screen time, following body-positive accounts, and engaging in offline activities that boosted self-esteem. However, the majority still struggled with managing the psychological impacts of their online experiences.

5.2 Conclusion

The study concludes that social media usage has a profound influence on body image perception and social dissatisfaction among female students in Kwara State Polytechnic, Ilorin. The relationship is particularly strong with platforms that promote visual content, such as Instagram, Snapchat, and TikTok. Constant exposure to idealized images and lifestyles fosters an environment where users feel pressured to conform to unrealistic standards of beauty and success.

The study reinforces the idea that the curated and often exaggerated content on social media can distort users' perceptions of their own bodies and social lives, leading to dissatisfaction and diminished self-esteem. While social media can offer positive content and serve as a tool for connection and self-expression, its negative effects on mental health and self-image must be acknowledged and addressed.

The findings underscore the importance of digital literacy and psychological resilience among young adults, especially female students who are more

vulnerable to societal and media-driven expectations about physical appearance.

5.3 Recommendations

In light of the findings, the following recommendations are offered to address the negative impacts of social media usage on body image and social dissatisfaction among female students:

Promote Digital Literacy and Critical Media Consumption

Educational institutions should incorporate digital literacy programs into their curriculum. These programs should teach students how to critically analyze media content, recognize manipulated images, and understand the unrealistic standards often portrayed on social media. Critical thinking about media can reduce the internalization of harmful beauty standards.

Encourage Body Positivity Campaigns

There should be increased promotion of body positivity within and outside campuses. Campaigns that celebrate body diversity, self-love, and individual uniqueness can help counteract the negative effects of idealized media representations. Schools, NGOs, and health practitioners should collaborate on such initiatives.

Counseling and Psychological Support

Institutions like Kwara State Polytechnic should strengthen their counseling units to offer support to students dealing with body image issues, low self-esteem, or social dissatisfaction. Regular workshops, mental health awareness programs, and peer counseling can create a safe space for students to seek help.

Monitor and Moderate Social Media Use

Female students should be encouraged to monitor their social media habits and set boundaries. Tools such as screen time trackers can help them manage how much time they spend online. Mindful social media use can reduce the tendency to compare and feel inadequate.

Promote Offline Activities and Community Engagement

Participation in sports, arts, volunteering, and other extracurricular activities can provide a sense of achievement and belonging. These activities help students focus on their talents and interpersonal relationships rather than seeking validation online.

Empower Influencers and Content Creators

Social media influencers and student content creators should be encouraged to share authentic, diverse, and body-positive content. They can play a powerful role in shaping perceptions and setting healthier trends.

Parental and Peer Support

Parents, guardians, and peers must also be educated on the influence of social media and encouraged to offer emotional support. A strong support system can help young women navigate social pressures with greater confidence.

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QUESTIONNAIRE

Dear respondent,

I am a student from Kwara state polytechnic, Ilorin, department of mass communication conducting on “the influence of social media use on body image and social dissatisfaction among female students”

The responses given will be treated with ultimate confidentiality as they are meant for academic research. Thanks for spending your time in this questionnaire

Instructions:

This questionnaire aims to gather information about how social media usage affects body image and social satisfaction among female students. Participation is voluntary, and your responses will remain confidential. Please answer honestly.\

Section 1: Demographic Information

1. Age:

- Under 18
- 18–22
- 23–27
- 28 and above

2. Level of Study:

- ND1
- ND2
- HND1
- HND2

3. Faculty:

- Engineering
- Business and Management Studies
- Environmental Studies
- Technology
- Others (please specify): _____

4. Marital Status:

- Single
- Married
- Other (please specify): _____

Section 2: Social Media Usage

5. Which social media platforms do you use frequently? (Select all that apply):

- Instagram
- Facebook
- TikTok
- Snapchat
- Twitter
- Others (please specify): _____

6. On average, how much time do you spend on social media daily?

- Less than 1 hour
- 1–3 hours
- 4–6 hours
- More than 6 hours

7. What type of content do you engage with most on social media?

(Select all that apply):

- Fashion and beauty
- Fitness and health
- Entertainment (e.g., videos, memes)
- Friends'/family posts
- Academic-related content
- Others (please specify): _____

8. How often do you post pictures or updates about yourself on social media?

- Daily
- Weekly
- Occasionally
- Rarely
- Never

Section 3: Body Image and Social Media

9. Social media makes me feel dissatisfied with my body. (Likert Scale)

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

10. How often do you compare your physical appearance to others on social media?

- Never
- Rarely
- Sometimes
- Often

- Always
11. Which of the following influences your perception of your body the most? (Select all that apply):
- Influencers/celebrities
 - Friends/peers
 - Advertisements
 - Fitness and diet content
12. Have you ever felt pressured to change your appearance due to content on social media?
- Yes
 - No
13. What type of body-related content affects you the most?
- Fashion/beauty trends
 - Fitness/dieting advice
 - Celebrities and models
 - Friends'/peers' posts
14. Have you tried editing your pictures to meet perceived beauty standards?
- Yes, frequently
 - Occasionally
 - Rarely
 - Never

Section 4: Social Dissatisfaction and Social Media

15. Social media makes me feel left out when I see posts about events I didn't attend.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

16. I feel pressure to portray a perfect life on social media.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

17. How often do you feel envious of others' lifestyles or appearances on social media?

- Never
- Rarely
- Sometimes
- Often
- Always

18. Do you feel more socially isolated after using social media?

- Yes
- No

19. Has social media affected your self-esteem?

- Yes, positively
- Yes, negatively
- No noticeable impact