Social Media (SM) Effects on Self-Esteem (SE) and Body Image (BI) of Teenage Girls Using Artificial Intelligence (AI)

Vandana Shukla, University of Allahabad, India*
Sangita Srivastava, University of Allahabad, India

ABSTRACT

In the modern era social media (SM) plays a vital role in everyone’s life; there are many challenging issues and problems in social media (SM). Among them, self-esteem (SE) and body image (BI) analysis of behavior are major concerns in this area. Therefore, in this article a data-driven model is proposed to analyze social networking sites affect the different attributes of teenage girls. In the current era, the key source of information is social media (SM) which targets different features such as body image (BI), self-esteem (SE), etc., among individuals. For this purpose, the authors perform data collection, cleaning, and data processing; then they apply an artificial intelligence technique to investigate the effect of social media (SM) among teenage girls.

KEYWORDS
AI, BI (Body-Image), CNN, KNN, SE (Self-Esteem), SM (Social Media), Teenage Girls

1. INTRODUCTION

In modern life, most people spend their valuable time in multimedia tools and techniques such as WhatsApp, Facebook, etc. However, it is analyzed that teenagers are busy with this type of activity moreover especially girl child is more sensitive to these platforms. They share their personal, emotional, sensitive, etc. large amount of information on these platforms about themselves on these online sites. Therefore, Artificial Intelligence (AI) based automatic analysis is required for this purpose. Young generations are too much involved and are getting influenced through all such types of Social media (SM) which easily influenced feminine teenager’s body shape or figure. Awareness among teenage girls is increased pertaining to their body image (BI) or figure through models in advertisements.

Besides this, several other health issues like overweight, the rate of obesity and BMI (Body Mass Index) have intensely amplified in the last ten years which represent an epidemic related to health in India along with different the world’s regions. Abnormality in body weight and shape, unhygienic diet and social media (SM) has an adversative effect on the formation of the body along with the healthiness of teenage girls. Social media (SM) is trying to deliver the message pertaining
to recent fashion drift in our society. It has created a big effect in building up the body image (BI) and confidence of a teenage girls.

2. RELATED WORK

The impacts of Social Media (SM) on teenage girls’ self-esteem (SE) and Body-Image (BI) are discussed in Paper [1] using a direct detection approach. This study focuses on teenage girls because they place a high value on physical appearance and because a slender, idealized image on social media (SM) has a big impact on how confident they feel.

2.1 Social Media (SM)

Social Media (SM) is a technical expansion that extends to a large number of audiences. Some magazines suggested that a female spends too much time on these platforms which not only reduce them from being more physically attractive but also affects their behaviour. Moreover, it has been observed that the Internet has larger audiences than other media. With respect to SM (Internet), peoples are more intends towards photos from different media channels. Though not all the images that are advertised are similar and only some advertisements show ordinary people in normal situations. Most commercials skewed and intentionally depicted the lives individually [2]. In the minor section of the population, in media, the most prominent factor is the degree of appearance and physical attractiveness. Furthermore, the use of this technique creates a distinct effect that makes it possible to extract lovely photos better than actual life. These images create a significant role in comparing two females because of the major shift in the perceptions of every image [3]. Therefore, for young generations, SM images are an issue. Gorgeous and confident models in the advertisements create a situation of lack of confidence and dissatisfaction with respect to their faces and bodies for young generations which can also lower self-esteem (SE) [4].

2.2 Body Image (BI)

Body image (BI) demonstrates how an individual recognize when they see themselves in the mirror. A robust form of the body represents when an individual support themselves regarding body shape and weight as anyone can have a positive or negative body form.

Several thoughts came across the mind when you see yourself in the mirror. Is it being observed favorably or adversely? Your appearance makes you happy or sad? Ahh, my hair seems horrific! I feel like I should lose my weight. I am looking awesome! These kinds of observations that we, as individuals shave feel into ourselves very often are directly associated with our BI. We feel negative when others believe that since they are not happy with their looks, hence they want to improve themselves.

The BI deals with the emotional state along with their belief which also affects mental health. [5]. It can also demarcate the complexity which includes emotions as well as an action pertaining to the body [6]. As per the data suggested approximately 1/4th of the adolescent girl’s population have a scientific content of the body, which generates from the social stress from near and dear ones along with the SM [7]. It has been shown that young girls are more attracted to images on social-networks which leads to a loss of confidence, and satisfaction and makes them more depressed. Therefore, it has been understood that teenage girls who are often visible on SM platforms are possibly more confident with their body image as well as with their appearance. On the basis of such facts, the experimental hypothesis is proposed and is given below:

Hypothesis 1: At the college level all female students in teens having higher levels of exposure to SM (Facebook, WhatsApp, Instagram, YouTube and Twitter) will be connected with BI.
Hypothesis 1a: Lower level of body dissatisfaction is associated with the high level of SM exposure.
Related Content

Citizens Collaboration and Co-Creation in Public Service Delivery: The COCKPIT Project

Communication 2.0 at School: A Way to Connect Teachers and Students

An E-Portfolio to Support E-Learning 2.0

Exploring the Relationships Among Gratifications-Sought, Social Media Usage, and Social Support Among Chinese Temporary Migrants: A Uses and Gratifications 2.0 Perspective

Young Adults' Mental Illness Aesthetics on Social Media