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Article:	**Psychological Effects of Instagram on Females: Increase in Body Dissatisfaction & Facial Augmentation**
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Abstract

Body dissatisfaction and facial augmentation are two alarming concerns in today's generation. Previously done studies disclosed a sustainable relation between body image issues and media exposure. Statistics shows that 68% of Instagram users are females from the age group of 18-29 years. This research objected to conduct an empirical analysis to find the relationship between Instagram use, body dissatisfaction and facial augmentation. Questionnaire comprising of four parts Instagram Use, Body Image, Body Dissatisfaction and Facial Augmentation was designed for females specifically where the sample size of population was (n=100). Analysis showed that frequent use of Instagram and content like idealized beauty images have a direct effect on females' mind resulting in body dissatisfaction. Hence the results proved that body dissatisfaction significantly positive relationship with facial augmentation. As body dissatisfaction will rise trend of facial augmentation will grow.

Key Concepts: *Body Image, Body Dissatisfaction, Instagram, Facial Augmentation.*

Introduction

Invention of computers in 20th century gave people a new lifestyle and prompt development of technologies leads to the birth of internet in early 90's. As computers started getting popular the first social media site named "Six Degree" was created in 1997 and then the journey of social media goes on (Hendricks, 2013). In this 21st century we are living under the constant presence of social media which have its good side but its downside always keeps evolving.

Almost half day of our youth is disbursed in scrolling social media applications like Facebook, Instagram, YouTube, twitter etc. Instagram is one of the most popular social media application with 1 billion active users monthly. It is majorly image-based platform which now also have video feature (Rich et al., 2019). People spend most time on Instagram seeing their ideals, celebrities and public figure. Dreaming their lifestyle and physical appearance, that shrill perfect body figures arouse that being not-so-pretty sentiment in ourselves and craft a sense of body disappointment. Especially women, they gaze at their selves in mirror having that model beauty figure in their mind and start pointing out own body parts which they consider are not like those famed personalities. This phenomena of judging own body in comparison with other is known as body image. Body image is the perception of person's own body or physical appearance in his/her mind, also the thoughts and beliefs related to that perception. Body image can be both positive and negative but negative one can lead to body dissatisfaction. Body dissatisfaction is termed as negative evaluation of own body or you can say it is appearance based social comparison of own body (Davis et al., 2020).

Historical Background

At first Instagram was solely image-based platform, after sometime, some new feature like going live, short videos and IGTV were introduced which increased its users to a great number. Many studies had been done which analyzed that media is a great influencer on people's mind specially Instagram where celebs like Kylie Jenner with 134 million followers or Kim Kardishian with 137 million followers are in top searches, idealized as a beauty model are breathing example of body displeasure and appearance investment (Dan, 2020). Females want to attain that beauty goal which is impossible to achieve without pushing the body towards some unsustainable situations. Few years back women started trying to achieve their beauty objectives through cosmetics using serums or contour kits but now they are stepping into the future and headed for aesthetic treatments or facial augmentation (Szymanski, 2011). Women find it easier to go for a non- invasive cosmetic treatment instead of putting tons of makeup as it last longer. In many studies media exposures is stated as a main variable linked with body dissatisfaction.

Operational definitions of topic related key concepts

Constant exposure of social media and pictures of ideal beauty icons with wider eyes, full brows, lifted cheeks or plumped lips made facial augmentation one of the most trending thing in females now a day. Idealization of such body physiques through social media affects the mind psychologically by making understand that our original form is not good enough to present in front of other people. Some key concepts associated with the topic are explained further:

Body Image: this term is defined as self-evaluation that an individual links to its own physical appearance. Lots of social, cultural and psychological factors participate in making body image perception like family and peers comments, early puberty changes, media, models and Instagram influencers hence many more (Grogan, 2016). Media is a great influencer and has been known as a major factor in promoting the concept of body image through flawless beauty images of models and celebrities. These pictures are often filtered and edited or they had tons of makeup to

get that look but still when such content is passed to massive audience it effects differently on every mind. Idealization of these images can affect negatively on female's mind.

Body Dissatisfaction:

The term is defined as negative body evaluation of own body in comparison to others (McCormack & Lewis, 2013). If insight of negative body image is already present in your mind it can easily lead to body dissatisfaction when you start pointing out your own physical features while comparing them with others. Body dissatisfaction gives birth to various disorders like bad eating, inferiority complex or urge of being beautiful by any means. Specifically, in this new age where globally famous public figures and social media celebrities are giving us new beauty goals by showing their perfect body and attractive facial features achieved through lots of appearance investment sense of body dissatisfaction is increasing (Jasmine, 2016).

Social Media:

Social media is an online world, providing us wide range of platform to connect globally through lots of online communication channels. Social media cater our needs efficiently by giving variety of interests like online marketing, worldwide communication, collaborations; content sharing etc. (Hudson, 2019). Social media is not just applications in our phone but more than that. Its ability of content sharing in real time has transformed our way of living and doing things. User can generate own identity, interact, build relationship and share ideas, pictures, videos and many more. People are getting more famous with the addition of social media by sharing their glamorous lifestyle through pictures and videos. A great incline can be seen in picture sharing in recenthistory.

Instagram:

This social media platform was established in October 2010 and now Instagram is top trending majorly image-based platform with 1 billion active users on monthly basis. It provides us features like photo sharing, short videos, story status and going live. According to Instagram 2018 statistics more than 100 million photos are shared per day and 68% users of Instagram is female community. Statistics has shown 59% of Instagram users are from age group 18-29 years. Instagram is used for both personal and promotional means (Aslam, 2019). Celebrities are also getting more famous through Instagram, not all Instagram models are associated with some modeling agency but some are on paid promotion promoting any service or good. In recent years great increase in Instagram models can be seen clearly. People feel more closely engaged with celebrities and public figures as they can choose by themselves whether to follow them or not, audience can choose to like, share or comment on theirown.

Facial Augmentation:

Facial augmentation is a form of non-invasive cosmetic implants to get more defined facial feature or to enhance facial contour and with the vast mediums of advertising they are getting popular day by day (Better Health Channel, 2019). Well-known aesthetic clinics like Sl-Aesthetics-Clinic, Dr. Farah's Skin Clinic, Venus Aesthetic and many more with thousands of followers are grabbing audience through Instagram when celebrities promote them (Dan, 2020). Women find it easier to go for a non-invasive cosmetic treatment instead of putting tons of makeup as it lastlonger.

Objectives of Study

- To identify the relationship between Instagram and bodydissatisfaction.
- To identify the correlation between idealized body images of celebrities and body dissatisfaction.
- To be able to know if body dissatisfaction in females is resulting into facial augmentation.
- To be able to draw conclusion about increasing rate of facial augmentation due to body dissatisfaction infemales.

Significance of the Study

Social media is evolving day by day and became an essential part of everyone's life, and it's important to know about its effects. Living in the age of facial tweak where everyone wants to be perfect from head to toe which results in mounting number of makeup products, serums etc. but they aren't enough to achieve that miraculous beauty as seen on Instagram. The general objective of this research is to find out the intensity of Instagram influence regarding body dissatisfaction in females and increasing trend of facial cosmetic procedures. Idealized beauty images of famous celebrities and public figures are affecting women psychologically and setting new standards of beauty like fuller lips, long lashes, contoured face, lifted cheeks etc. It further leads to body dissatisfaction and to achieve that exact beauty goals women go for facial augmentation. Conferring to a report cosmetic procedure rose up to 86 percent during 2000- 2018 in which Botox, fillers, injections and laser treatment is hot favorite among ladies (sifferlin,2017). Numerous researches have been carried out related to this topic but it should be noted that these researches were mostly carried out in western demographic. This study will include a comprehensive research on relationship between psychologically effect of slander frame perfect pictures on Instagram and level of body dissatisfaction in females. It will also examine if body dissatisfaction in female is resulting in growing trend of facial augmentation.

Literature Review

In this part, researcher take a look on previously done studies regarding body image and body dissatisfaction. Constant exposure of social media and pictures of ideal beauty icons with wider eyes, full brows, lifted cheeks or plumped lips made facial augmentation one of the most trending thing in females now a day. Idealization of such body physiques through social media affects the mind psychologically by making understand that our original form is not good enough to present in front of other people. Particularly Instagram developed a great sense of body dissatisfaction which automatically results in appearanceinvestment.

A study was done with the help of self-support questionnaire which showed the relationship between body dissatisfaction and body comparison due to media images, also examined the factor of social pressure created by media which in results showed that particularly thin images on social media is directly creating body dissatisfaction in females (Berg,2007).

Another study related to relationship between cosmetic surgery acceptance and celebrity worship among British females was done in which almost 400 undergraduates students were tested by 2 scales. Results showed the strong celebrity love is a great factor in rising number of cosmetic procedures (Swami et al., 2009).

Previous studies also showed that there is no specific age group that is affected mentally by social media exposure and attracted towards appearance investment or cosmetic surgeries (Kross et al., 2005). A study that had been done on adults between the age of 11-18 showed positive relation between use of social network sites and cosmetic exaggeration which automatically increase appearance investment (fox &vendemia, 2016). On the other hand, Julie and Marika in 2010 found women aged between 35-55 years became the target of aging anxiety and body dissatisfaction through media exposure (Slevec&tiggermann 2010).

A large number of researches had been done in reference to relationship between attractive celebrity images and women in body dissatisfaction. This mention research was performed on undergraduate female students to study celebrity and peer images effect and results showed that exposure to such images can increase negative effect on female's mind and mood. Rise of Instagram models should consider important as most of them are more than just beautiful with extra-slim body and attractive features which is psychologically affecting the mind of majority users of adolescent and young adults (Baker,2019).

Social media is positively associated with negative body image which automatically leads towards body dissatisfaction. By correlational, experimental and longitudinal research, the study showed that media is linked with body imaging particularly when audience start making body comparisons with others. In this new age where globally famous public figures and celebrities are giving us new beauty goals by showing their perfect body and attractive facial features achieved through lots of appearance investment sense of body dissatisfaction is increasing (Jasmine,2016).

In many previous studies, media is stated as a major factor in promoting the concept of body image through flawless beauty images of models and celebrities. These pictures are often filtered and edited or they had tons of makeup to get that look but still when such content is passed to massive audience will have different effect on every mind. Idealization of these images can affect negatively on female's mind. A research study stated that attractive images of peers and celebrities from public Instagram accounts had some negative effect on women's mood and created a sense of body dissatisfaction (Baker, 2019). There are three factors that are contributing in body image perception; first is the content generated by media and its power of spreading such unrealistic images. Second is idealization of those perfect beauty icons by massive audience who are receiving such content by media a targeted message because the criteria of physical beauty and attraction depicted by media may not be achievable by everyone. Final factor is the consideration of harmful and unhealthy reactions that arises due to idealization of these media ideals.

Social Comparison Theory as Theoretical Framework

Social comparison theory is the core element in this study when it comes to one's self-assessment therefore social comparison is an important player in relating contemporary media with beauty ideals. The term was first introduced by a social psychologist Leon Festinger in 1945 who describe it as every individual have inborn drive to evaluate own self in comparison to other. He hypothesized that in every typical human being there is a need to assess his/her thoughts and capabilities and in second hypothesis he introduces an external actor as social factors. According to him for non-social factors are not available for people to evaluate themselves so they compare their opinions and abilities with others. Festinger assumed that we do social comparison to create a scale so that we can make precise assessment for ourselves because only physical world is not enough we need people and their opinions and ideas for validation (Festinger,1954).

Moreover, he introduces two kinds of social comparison, first was upward social comparison in which we compare ourselves with one who we think are far more better than us and this upward social comparison may result in low self-esteem. The second was downward social comparison in which we compare ourselves with those who are inferior to us which automatically results in boosting morale and self-esteem (Cherry,2019).

Upward Social comparison theory is accurate theory to explain the increase in body image and body dissatisfaction. Research shows that upward comparison with social actor like ideal beauty faces highlighted on Instagram results in negative attitudes and reactions among females. Those idealized attractive and flawless beauty images are often going through filter and photo-shop that is why people develop negative feelings when they compare themselves because they have to go through unsustainable conditions to achieve those beauty objectives.

Social Learning Theory as theoretical framework

Many theories offer us insight to the inner working of human being but social theorist like Albert Bandura makes it easier to understand the functions of human mind. Bandura introduces Social Learning Theory in 1977 which describes the relation between behaviorist and cognitive learning. According to Bandura behavior is learned from environment through observational learning means behaviors are developed through experiences and observing others. Cognitive learning further explains the influential role of Instagram content. Bandura says that individuals

that are observed are called models and in this study celebrities and public figures on Instagram serving the role of model for people. Instagram is spreading flawless attractive look which
results in dominance of unrealistic beauty standards which are molding females' perception of facial beauty (Bandura, 1977).

Research Questions

Q1: What is body dissatisfaction level in women due to perfect beauty images of famous celebrities and public figures on Instagram?

Q2: Does women compare themselves with idealized beauty images on Instagram?

Q3: Is facial augmentation trend is growing due to body dissatisfaction caused by Instagram?

Hypothesis

From previous studies we know that media is cultivating our mind and we can further extend this theme to social media specifically Instagram which is creating body image concerns (Jasmine, 2016). we can state three hypotheses on the basis of previous researches;

H1: There is a positive relation between ideal beauty images on Instagram and body dissatisfaction.

H2: Facial augmentation is rising due to body dissatisfaction in women.

Research Design/Method:

This research is basically a correlational research design in which researcher want to analyze the correlation between four different variables i.e. Instagram Use, Body Image, Body Dissatisfaction and facial Augmentation. To comprehensively conclude this topic, researcher chose the method of survey. A standard set of questions based on research objectives, research question and hypothesis generally called "Item" to get a depth analysis of everyvariable

Population:

According to statistics more than 100 million photos are shared per day on Instagram and 68% users of Instagram is female community and 59% of Instagram users are from age group 18-29 years. While keeping these stats under eye, this research is limited to females and sample is selected from 2 private educational institutes (University of Management & Technology and University of Lahore). Sample population size remained 100.

Questionnaire:

It comprises of 17 items with a 5 points scale (1=Very Often, 2=Often, 3=somewhat often, 4=Not so often, 5=Not at all). Questionnaire consists of 4 parts i.e., Instagram Use, Body Image, Body Dissatisfaction and Facial Augmentation to get an accurate insight of all variables. At the end an open-ended question has been added to know what population really thinks about topic. This last question helps respondents to describe what they truly reflect about body dissatisfaction and facial augmentation.

Sampling Technique:

Researcher used convenient and purposive sampling technique to select females with some specific demographics like; sex, age, location and media usage.

Statistical Tool:

For analyzing data SPSS used, by applying correlational test through Pearson value. charts and graphs also used to show behavioral percentage of population about Instagram and other variables.

Analysis

In this part researcher analyzed the gathered data and checked correlation between Instagram and body dissatisfaction & body dissatisfaction and facial augmentation with the help of correlation test. the relationship between Instagram and body dissatisfaction turned out to be positive as the value of Pearson correlation remained less than 0.05 proving that use of Instagram result in body dissatisfaction among female (table 1).

Table 1
Correlation Among Instagram And Body
Dissatisfaction

		Instagram Use	Body Dissatisfaction
Instagram Use	Pearson Correlation	1	.008
	Sig. (2-tailed)		.958
	N	50	50
Body Dissatisfaction	Pearson Correlation	.008	1
	Sig. (2-tailed)	.958	
	N	50	50

Result of body dissatisfaction and facial augmentation turned out to be highly significant as the Pearson correlation value of facial augmentation is 0.427 and denoted by two ** proves that facial augmentation in females is increased due to body dissatisfaction as shown in table 2.

Table 2
Correlation Among Body Dissatisfaction & Facial
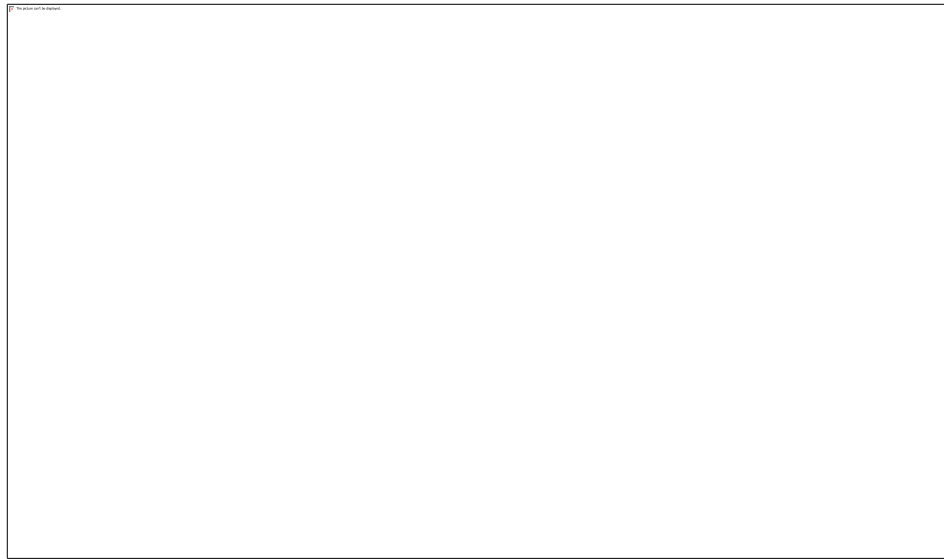**Augmentation**

		Body Dissatisfaction	Facial Augmentation
Body Dissatisfaction	Pearson Correlation	1	.427**
	Sig. (2-tailed)		.002
	N	50	50
Facial Augmentation	Pearson Correlation	.427**	1
	Sig. (2-tailed)	.002	
	N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Hence H1 and H2 are proved with a significant result which proves that body dissatisfaction in females is increasing due to constant exposure of idealized beauty images and table 2 proved that this phenomenon further leads to facial augmentation or cosmetic procedures to achieve that perfect beauty goals.

Figure 1: **Frequency of observing Facial augmentation on Instagram**

Figure 1

Figure 1; clearly indicates that a significant number of population often view artificially augmented beauty pictures on Instagram which leads to body dissatisfaction and results in facial augmentation.

Conclusion

Before concluding this research, there are some important factors which are important to highlight as a researcher like sample size in this was small and restricted to a university premises due to COVID-19 situation which is not perfect to represent entire female population in Pakistan. Data was collected by online questionnaire and questionnaires were provided to sample population without any helping materials like ideal beauty images. If that could happen it will support the topic more strongly and help audience to make more precise answers. Due to current situation and lack of resources researcher had to lemmatize the work to some specific variable, this research might not cover some other important variable related to Instagram and idealized beauty images. Current study investigated a short-term effect of exposure to idealized beauty photos. Therefore, it remains undecided whether this effect will also occur in the longer term. As women are frequent users of Instagram, the effect of photos might be even stronger in the longrun.

In this era where social media is ruling everywhere and every social media platform is affecting our lives and us in one way or other. Instagram is 6th most popular application. This image base platform is crafting a great sense of body dissatisfaction in women which results in mounting development of facial augmentation. After conducting this research and analyzing the results, it can be seen clearly that Instagram is the key element through which women get the perception of body image. By seeing idealized beauty images on Instagram, females develop the sense of body dissatisfaction. Both correlational tests proved both hypotheses that body dissatisfaction level is higher in those women who are using Instagram and that body dissatisfaction is increasing the trend of facial augmentation in females. The more you feel displeased from your body the more you want to alter it or enhance it.

Recommendations

This research lacks the supporting material like idealized beauty images, in future images can be used with questionnaire to improve the results. Participants may also engage in online

social comparison activity if something like that provided to them to improve the authenticity of result. Questionnaire could be better by adding more variables and by making separate scale for each variable. Instagram is a popular image-based platform used in this research but for future more image-based platforms like pint rest or Facebook can be added to get a vast view about idealized beauty culture.

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