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Article:	Self-Objectification among University students of Lahore: Beauty Vlogs, Parents' Involvement & Societal Pressure as Predictors
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Abstract:

This research study patently aimed to examine the relationship between beauty vlogs' body ideals and self-objectification among students. Assessing the role of parents' involvement and societal pressure as predictors was however another prime objective of the study. For this purpose, students enrolled in two public and two private sector universities were selected as population and using convenience sampling technique, 600 students i.e. 150 respondents from each university was taken as sample of the study. Similarly, cross-sectional survey method was used for data collection whereas Pearson product moment, multiple linear regression and one-way ANOVA were applied for the analysis. Results of the study evidently found that though media exposure and family involvement also played their role but societal pressure was the major predictor and it contributed a lot to get the students inclined towards self-objectification.

Keywords: Beauty vlogs, parents' involvement, societal pressure, self-objectification, objectification theory.

1. Introduction

Human history reveals that beauty standards are always enforced by society members. But the standards through which people are being judged today is drastically changed. Especially, the way media's vision of beauty has changed in last few decades played really an important role in making people more conscious and concerned about their body images than ever before. Before 1950s, curvy women with very small waists have secured much attention by society. Whereas by mid of 20th century, the trend of curvy hourglass figure has shifted into simply curveless bodies (Vandenbosch & Eggermont, 2012). Presently, thinness has become an ideal trend of body image or shape (Veldhuis et al., 2018). Even most of the brands around the world deliberately promote thin body images through their advertisements. The accessibility of people towards these idealized body images is increasing day by day with number of media forms i.e. magazine, dramas, films internet websites. These different media forms depict celebrities with zero size figure which instigate others to believe it as an ideal body shape. Women not only get inspired by such body trends but also strive hard to achieve (McKinley, 2011).

In this regard, Fredrickson and Roberts (1997) have proposed objectification theory and according to them, women often internalize society's views about themselves. They feel that they are just like sexual beings who are of no value if their sexual functions are separated from them. Such perceptions lead them to have bitter consequences which include body monitoring, lower self-esteem and increased body shame. Lanzieri and Hildebrandt (2016) declare objectification theory is one of the major theoretical approaches that emerge to comprehend the reasons behind negative body images.

Roberts, Calogero and Gervais (2018) view body as a dominant element which actually makes the difference between sexes i.e. male and female. However, they move ahead and argue that although most of studies are available which evaluate human body on the basis of its genetic feature or hormonal make-up however little or no attention has been paid on non-biological aspects. These aspects discuss the socio-cultural influences such as media (Nistor & Stanciu, 2017). These socio-cultural influences or factors are important to be studied because these help constructing our bodies. Schaefer et al. (2018) also add up in the significance of this theory and reveal that it helps to explore one's body associating it with other outside pressures along examining the impact of sexual objectification on women.

Furthermore, it is very important to discuss that how dangerous it is to desire for perfect body after watching the mediated body ideals and internalizing the socio-culturally accepted standards of beauty (Vandenbosch & Eggermont, 2012). Meanwhile, Lanzieri and Hildebrandt (2016) express that not every woman similarly experience or suffer from sexual objectification. Rather, it depends on the number of body images that are idealized and portrayed through different media forms. As no one can resist against the strong influence of media so same case is with body monitoring and self-objectification (Vartanian et al., 2016). Henceforth, beauty ideals being promoted through different mass medium endorse the socio-culturally developed standards of beauty, on the other hand, families and society pressurizes people to achieve the mediated versions of perfect bodies.

However, objectification approach is introduced primarily to discuss mental health issues of women but nowadays an increased interest prevails to apply this theory on men as well. Similar is with the effects of exposing women's sexually objectified images and men's muscular ideals on media (Fardouly et al., 2018; Feltman & Szymanski, 2018) that actually proposes both men and women getting engaged in self-objectification (Cohen et al., 2018). Harsey and Zurbriggen (2020), in their experimental study, find out an increased body shame, body monitoring as well as social

anxiety among people who have had an exposure of men's sexually objectified images that particularly focuses on muscular traits.

As a conclusion, it's evidently revealed by scientific studies that many consequences are faced by men just like women when their bodies have been observed from third-individual perspective. Findings of the available literature describe the importance of self-objectification theory as an important theoretical approach to explain the experiences of both women and men but the latter one is still in the stage of infancy. However, this specific research study is going to explore the self-objectification among men and women both. Moreover, Beauty Vlogs will be taken as the media form to promote body ideals along with parents' involvement and societal pressure as independent variables that lead to self-objectification.

2. Literature Review

Fredrickson and Roberts (1997), in objectification theory, introduce a broader framework that discusses the effects of moving on in a society as female where her body is sexually objectified. Objectification happens when a woman is not regarded and honored on the basis of her internal guts or features but her body who is perceived as separate entity. Her body parts and sexual functions are turned into major discourse and treated as the only representatives whereas her other features being an individual or woman become marginalized (Roberts et al., 2018).

In accordance with objectification theory, women's experiences have led them entering a third party into their lives who have complete freedom of passing comments and giving judgments on their bodies and physical selves (Schaefer et al., 2018). Similarly, girls have started objectifying and taking themselves as an object who would be evaluated on the basis of their appearance and beauty. The trend of body surveillance on frequent bases is stemmed from this behaviorally expressed self-objectification (Fardouly et al., 2018).

However, social networking usage, one of the social experiences that can be associated with self-objectification, has captured much empirical attention. There are approximately 4.14 billion active users of social networking sites worldwide right now (Statista, 2020). Global statistics show that 1.97 hours per day are consumed by active internet users on networking sites however 16 to 24 years' individuals spend 2.68 hours each day of their life (GlobalWebIndex, 2015, 2016). Due to its an exceptional reach and rapid growth, people can't imagine their everyday life without internet or using social networking sites. It has become standard method to construct or manage one's identity or self-presentation.

In this regard, Nistor and Stanciu (2017) have conducted a study which, for the first time, attempts to highlight the relationship between usage of social networking sites by females and their body related fears. Results reveal more drive for slimness among females who spend their maximum time using social networking sites. Facebook is prominently highlighted here because those females who use it frequently are found the craziest ones regarding their weight dissatisfaction and thinness (Bell et al., 2018).

Moreover, major part of the literature available on self-objectification has focused on females; however, researchers are trying to explore objectification theory encompassing males as well though their ratio of becoming sexual objectification victims is very low. As discussed earlier, literature reveals very lower trend of male individuals with body shame, appearance monitoring and self-objectification however several proposed correlates related to self-objectification are found in males as well (Harsey & Zurbriggen, 2020).

The available body of knowledge on the topic is very vast and diverse, for instance, social comparison, body shaming, body dissatisfaction, appearance anxiety and many more variables have been taken as independent variables, dependent variables and mediators in different studies.

Even self-objectification is taken as independent variable and mediator in several research studies to study its psychological and physical impact. Similarly, the role of different mediums has also been explored in various studies like Facebook, Instagram or other social networking sites. But the major gap in this literature is that objectification is mainly associated with female bodies and the research to study objectification of male bodies is still in infancy stage. Covering this gap, this research study is going to assess the self-objectification done by males and females both. Moreover, another gap in literature is that no specific study is about the exposure to Beauty Vlogs which are quite popular these days among audience. That's why this study is exploring the effect of exposure to Beauty Vlogs that lead to self-objectification.

3. Problem Statement

This specific research study is going to explore the effects of media body ideals that are being promoted through Beauty Vlogs these days on body image of users.

4. Rationale of the Study

Vlogging is the short form of 'Video Blogs' and refers to practice of taking and sharing video content on daily basis. Vlogging especially Beauty Vlogs including makeup tutorials, clothing styles, exercises, diet planning and etc. in order to look attractive and beautiful are popular these days on social media. According to a source (Statista, 2020), 44% all users of internet are Vlog viewers on monthly basis and that's why Vlogging is becoming one of big businesses today. Furthermore, advertising budgets for digital video sites is growing day by day as compared to TV and print advertisements as advertising partnerships with famous Vloggers is an attractive opportunity for marketers who want to get access to young, digitally active and rich audience.

The numbers of subscribers, which are in millions, show how popular these social celebrities are among audience. For that reason, it is very important to study why and to which extent people get inspired by these Beauty Vlogs and objectify themselves, moreover, what role parents' involvement and societal pressure play in this regard as predictors of self-objectification.

5. Significance of the Study

This research study is significant on the basis of its relevance and timeliness of the issue as self-objectification is further penetrating the society due to excessive social media use. It is also very important to note that most of the available literature is about the objectification of women and not men (a few studies are available) but this study is going to explore the level of self-objectification among women and men both. Moreover, Beauty Vlogs are taken as medium promoting body ideals and its effects on self-objectification among university students.

6. Objectives of the Study

1. To articulate the relationship between beauty vlogs' body ideals and self-objectification among students.
2. To explore the role of parents' involvement and societal pressure leading university students to self-objectification.
3. To assess the differences in the level of self-objectification among university students on the basis of demographic characteristics.

7. Research Questions:

RQ1: Which is the best predictor of self-objectification: beauty vlogs' body ideals, parents' involvement or societal pressure?

8. Research Hypotheses

H1: Beauty vlogs' body ideals are directly correlated to self-objectification.

H2: There is direct positive association between parents' involvement and self-objectification.

H3: There is significant relationship between societal pressure and self-objectification.

H4: Exposure to beauty vlogs' body ideals is the best predictor of self-objectification.

H5: There is statistically significant difference in self-objectification among university students on the basis of gender.

9. Theoretical Framework

Objectification theory has provided the theoretical foundation for this specific research study. The main postulates of this theory, how this theory was previously studied in different contexts and how this was related to this specific study are given below.

9.1. Objectification Theory

A lot of scholars have contributed to this theory but it was initially proposed by Fredrickson and Roberts (1997). Objectification theory is basically a theoretical perspective to understand the emotions and experiences of women in a specific culture being the object of vision and pleasure for men. Lanzieri and Hildebrandt (2016) state that women view themselves from the observer's viewpoint about them i.e. observer's viewpoint becomes the thought of women about their bodies. This concept is termed as self-objectification which means females usually become habitual of monitoring their bodies and also become anxious about their appearance (Lennon & Johnson, 2018). In turn, these feelings lead towards body shaming, depression, appearance anxiety, and body surveillance among women reducing their motivational states. Accretions of such feelings intricate several mental health problems, eating disorders and sexual dysfunction among women (Roberts et al., 2018).

This theory is basically evolved from the 20th century concept of 'looking-glass self' presented by American psychologists, which states that a person's perception about self is socially constructed and represents how other people view him/her (Cohen et al., 2018). Objectification theory is the clear reflection of this concept. Furthermore, it states that for women self-concept is more about the perceived physical appearance and attractiveness while for men it is physical efficiency (Schaefer et al., 2015).

Moreover, objectification theory explains that the way girls are raised, the way they are socialized to observe and evaluate themselves as mere objects of vision and sight on the basis of their appearance (Feltman & Szymanski, 2018). Cultural and social pressures make girls continuously indulge in the process of surveillance and monitoring of their physical appearances and bodies. Literature available on the topic (Schaefer et al., 2018) provides empirical evidence to the point that women with sexy looks, eye-catching bodies and attractive appearances get massive appraisal in societies.

It is evident from the available literature (Lanzieri & Hildebrandt, 2016; Roberts et al., 2018) that societies objectify people in general and women in specific, where they are treated as objects and commodities. However, heterosexuality is very common in society where culture is persistently organized by gender (Vandenbosch & Eggermont, 2012). Thus, objectification is prevalent among heterosexual relations of people (Fardouly et al., 2018). They further this argument that women in such societies are more often objectified than men, specifically are being viewed as 'sex objects' i.e. commodities of pleasure and lust for men.

This specific research study is focused on exploring effect of Vlog body ideals that make people to self-objectify, as exposure to such Beauty Vlogs leads to social comparison i.e. people then compare their bodies to pictures and videos of other people especially celebrities. Moreover, when they realize they don't have such attractive bodies they start body shaming themselves. This

practice of body shaming then leads to appearance anxiety i.e. people become anxious about their public appearance and physical body. Due to this appearance anxiety people start continuously monitoring and evaluating their physical self and this in the end objectify themselves to look beautiful. Postulates of objectification theory most suitably fit as the theoretical foundation for this study but the only difference is that now-a-days objectification of men is as common as objectification of women. Thus this research study explores practice of self-objectification among males and females both.

Proposed Model:

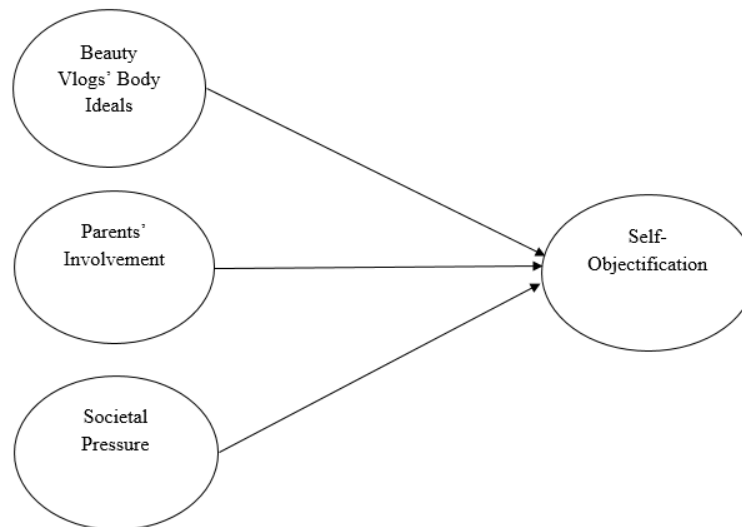


Figure 9.1
Relationship between the Predictors and Outcome

Relationship

10. Methodology

This research study has utilized quantitative research design to collect the data from the respondents regarding predictors of self-objectification.

10.1: Survey Method

This research has utilized cross-sectional survey method to collect the data from the selected sample.

10.2: Population of the Study

Students enrolled in Public Sector Universities (University of the Punjab and University of Education) and Private Sector Universities (University of Management & Technology and University of Central Punjab) were the population of this study.

10.3: Criteria for Selection

HEC ranking of the universities was accessed through official website for the general category which was further sub-divided into 3 categories on the basis of enrolment i.e. large, medium, and small. University of the Punjab and then University of Education were top ranking Public sector universities selected for this study from large category, however, no private university met the criteria in this category so University of Management Technology and University of Central Punjab as Private Sector Universities were selected from medium category.

10.4: Sample Size

Sample of 600 respondents was selected from the population of the research i.e. 150 respondents from each university keeping in mind the time constraints and other limitations.

Due to prevailing situation of pandemic, an online survey was created using google form and was distributed among students of selected universities.

Link was shared to more than 900 students but only 696 students responded to this online survey. Moreover, most of the forms were either incomplete or had patterned responses which were then excluded during data cleaning before data analysis.

10.5: Sampling Technique

Convenience sampling was used to select the sample from the population as it was not possible to collect the data using random sampling method due to lockdown.

10.6: Tool Preparation

Survey for this research study had 5 different sections including Demographics, beauty vlogs' body ideals, parents' involvement, societal pressure, and self-objectification which has own set of indicators.

First part of the questionnaire was about the demographic characteristics of the respondents about their gender, age, marital status etc. Second segment was a self-developed section about the beauty vlogs consumption which was further sub-divided into two sub-section: Vlog consumption including five questions about the frequency of watching vlogs e.g. *'I visit channels of my favorite vloggers'* and the responses were developed using 5-point Likert scale (from Never to Regularly). While the other sub-section was eight-questions based segment exploring the reasons of watching beauty vlogs i.e. *'I learn about new beauty products through these Vlogs'* and its responses were also on 5-point Likert scale but from Strongly Disagree to Strongly Agree. The reliability of this section was obtained as 0.755.

Moreover, the next section was comprised of eleven items measuring the level of parents' involvement leading their children to self-objectify themselves. This scale was the adapted version of Socio-cultural attitudes towards appearance questionnaire (SATAQ-4) devised by Schaefer et al. (2015) and included questions like *'I feel pressure from my family members to improve my appearance'* and the response set was devised on 5-point Likert scale (Strongly Disagree to Strongly Agree) while the measured reliability for this section was 0.842.

Similarly, the next section was five questions based segment exploring about the societal pressure on people to get into socio-culturally accepted standards of beauty which was again the modified version of Socio-cultural attitudes towards appearance questionnaire (SATAQ-4) devised by Schaefer et al. (2015). One of the questions included in this section was *'I feel pressure from society members to get in better shape'* and it had the same 5-point response set from strongly disagreeing on a given statement to strongly agreeing to it. The Chronbach reliability for this section of the questionnaire was assessed to be 0.813.

Last section of the questionnaire included 14 questions exploring the respondents' attitude towards self-objectification. It was the adapted version of Self-Objectification Belief and Behavior Scale developed by Lindner and Tantleff-Dunn (2017). It included the questions like *'I choose specific clothing or accessories based on how they make my body appear to others'* with 5-point Likert scale (Strongly Disagree to Strongly Agree) as a response set to it. Chronbach reliability for this section was 0.875.

10.7: Pretesting and Reliability of the Scale

To assess the applicability of the scales for selected population of the study, data was initially collected from 60 respondents and Cronbach Alpha was applied for this purpose. Obtained value for the reliability of complete tool was 0.967.

10.8: Data Analysis

After the collection of data, it was entered in SPSS version 26 to systematically code the data for analysis and interpretation. Pearson product moment, multiple linear regression and one-way ANOVA were applied to test the developed hypotheses.

10.9: Variables

In the present work, exposure to beauty vlogs’ body ideals, parents’ involvement and societal pressure were the independent variables while self-objectification was dependent variable.

11. Conceptualizations and Operationalization of key concepts

11.1: Vlogs’ Body Ideals

Body figures and styles being promoted through beauty Vlogs as standards of beauty which audience idealize and try to become like these in order to look good.

11.2: Parents’ Involvement

Due to certain socio-cultural pressures, sometimes parents encourage or force their children to achieve the widely adapted standards of beauty set by media or other social pillars in order to be successful in their personal, social and professional lives.

11.3: Societal Pressure

Pressure from the extended families, peers and other social members of the community one is living in pressurize people to achieve the unachievable body goals to look beautiful and to get acceptance from the society.

11.4: Self-Objectification

Self-objectification meant the inclination to which a person defines him/herself in terms of how body appears to others (to get attention and appreciation) instead of what body can perform and how it feels.

12. Data Analysis

Table 12.1 *Pearson Product Moment between Vlogs’ Body Ideals and Self-Objectification*

		VCT	SOT
VCT	Pearson Correlation	1	.339**
	Sig. (2-tailed)		.000

N	600	600
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** . Correlation is significant at the 0.01 level (2-tailed).

Pearson Product Moment Correlation test was applied to explore the association between exposure to vlogs’ body ideals and self-objectification among the university students. According to the results presented in Table 5.1, there found a positive association between the two measured variables which means that more exposure to body ideals being promoted through beauty vlogs, more will be the level of self-objectification by university students. However, the strength of relationship was found to be moderate one as R-value between 0.5-1 considered to be strong, between 0.30-0.49 is moderate, while below 0.29 is weak correlation.

Table 12.2 *Pearson Product Moment between Parents’ Involvement and Self-Objectification*

	PART	SOT
PART	Pearson Correlation	1
	Sig. (2-tailed)	.566**
	N	.000
	600	600

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

Table 5.3 presents the results of Pearson Product Moment test applied to find out the correlation between the parents’ involvement and the level of self-objectification done by university students. Findings indicated that there is statistically significant association between above mentioned variables i.e. more parents’ involvement, more will be self-objectification. Moreover, the R-value obtained intricate the existence of strong relationship.

Table 12.3 *Pearson Product Moment between Societal Pressure and Self-Objectification*

	SPT	SOT
SPT	Pearson Correlation	1
	Sig. (2-tailed)	.645**
	N	.000
	600	600

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

Findings for Pearson Product Moment that was applied to estimate the association between societal pressure and level of self-objectification done by the university students. The results showed in Table 5.3 indicated the existence of strong relationship between the two measured values as the obtained r-value is 0.645 that is quite high.

Table 12.4 *Multiple Regression Analysis of Vlogs’ Beauty Ideals, Parents’ Involvement, & Societal Pressure on Self-Objectification*

	Variables	SOT	VCT	PART	B	β	T	p-value
	Constant				7.292		3.661	0.000
Pearson	VCT	.339			0.081	0.051	1.506	0.133
Correlation	PART	.566	.502		0.380	0.290	7.626	0.000
	SPT	.645	.299	.524	1.103	0.478	13.880	0.000

A multiple regression analysis test was applied on the data to find out whether exposure to Vlogs’ body ideals, parents’ involvement and societal pressure significantly predict the level of self-objectification among university students of Lahore. The results of this analysis showed that the model explained 48.9% of variance (R^2 of .489). And it is evident from the results of multiple regression analysis that proposed model was a significant predictor ($r = 0.70$) for self-objectification [$F(3, 596) = 190.20$, $p = 0.000$]. Whereas, both parents’ involvement ($B = .290$, $p = .000$) and societal pressure ($B = .478$, $p = .000$) contributed significantly to the model while Vlogs’ body ideals ($B = .051$, $p = .133$) did not. The final predictive model developed was:

$$\text{Self-Objectification} = 7.292 + (0.081 * \text{Vlogs' body ideals}) + (0.380 * \text{parents' involvement}) + (1.103 * \text{societal pressure})$$

Table 12.5 Difference between Level of Self-Objectification of University Students on the basis of Gender

Measure	Male		Female		Transgender		$F(2, 597)$	η^2
	M	SD	M	SD	M	SD		
Self-objectification	43.17	12.53	38.95	13.02	46.67	9.02	8.375	0.03

Above table presents the results of one-way analysis of variance between groups to find out the effects of gender on level of self-objectification done by university students. Respondents were divided into three groups on the basis of gender (Group 1: Male; Group 2: Female; Group 3: Transgender). Findings intricate statistically significant difference between groups on the basis of gender [$F(2, 597) = 8.38$, $p = 0.000$]. Not only the difference was statistically significant, but the actual difference in the mean scores between three groups was also quite large (see Table 5.7). Moreover, the effect size was manually calculated using the eta-squared formula and the obtained value is 0.03 which is considered as very small. Furthermore, Post-hoc comparisons were conducted using Tukey HSD test to find out difference occurs between which groups and the results showed that there is a statistically significant difference between Group 1 ($M = 43.17$, $SD = 12.53$) and Group 2 ($M = 38.95$, $SD = 13.02$). However, Group 3 ($M = 46.67$, $SD = 9.02$) didn't suffer significantly either from Group 1 or Group 2.

13. Discussion

The purpose of conducting this study was to find out the predictors of self-objectification and the contribution of each predictor towards self-objectification among university students of Lahore. For this purpose, two public sector and two private sector universities were selected and 150 respondents from each university comprised the sample for this research.

In order to answer this research question, four research hypotheses were developed each showing the relationship between the predictor and the outcome. Moreover, on the basis of findings given in Table 12.1, it can be said that H1 i.e. “Beauty vlogs’ ideals are directly correlated to self-objectification” was approved significantly. There is a lot of research available covering the effects of mediated body ideals on audience including Instagram, Facebook, and other social media as well as traditional mass mediums. However, the studies on vlogs’ body ideals are based

on content analysis majorly and not on the effects of these beauty vlogs on the viewers, so findings of this study are contributing in the body of knowledge that exposure to beauty vlogs' body ideals lead the young university students to self-objectify themselves in order to look beautiful.

Similarly, findings in the Table 12.2 significantly approved H2 "There is direct positive association between parents' involvement and self-objectification" that more will be the parents' encouragement or the pressure to look beautiful and according to prevailing standards of beauty, more will be the indulgence of students in the practice of self-objectification. And results in Table 12.3 provided the evidence for the approval of H3 "There is significant relationship between societal pressure and self-objectification". Thus findings of this research study endorsed the findings of Myers and Crowther (2007) who developed the modified version of Family and Friends scale by Karazsia (2005) to understand the influence of family, peers and society on people leading them to self-objectification. These results also furthered the findings of Schaefer et al. (2015) who also worked on the influences of family influence and societal pressure on self-objectification.

Another hypothesis, H4 "Exposure to beauty vlogs' body ideals is the best predictor of self-objectification" was developed to find which one of the independent variables was the best predictor of self-objectification in the research study. But the findings of the Table 12.4 disapproved the hypothesis and intricate that societal pressure is the best predictor of self-objectification but individually all three variables contribute to the degree of self-objectification among students. These findings supported the results of Schaefer et al. (2015) as well as of Myers and Crowther (2007).

The findings in Table 12.5 have approved H5 that there is a difference between the level of self-objectification on the basis of gender among university students. One possible reason for this difference is that females are the ones who have to face more family and societal pressure to meet the socio-culturally developed standard of beauty as compared to their male counterparts. These results contributed in the support of findings given by Harsey and Zurbriggen (2020), Cohen et al. (2018) and the results of Slater and Tiggemann (2010).

14. Conclusion

Studies of the past, available on self-objectification prove the fact that beauty standards have always been the major course of discussion among people. Societal members always showed their larger interests in it and preferably defined and enforced it in many ways. With each passing day, things are getting changed, same is with human liking and disliking about outer looks and body images. The way we judge others was never ever like that before. Definition and meanings of beauty have drastically changed. It seems like it has got a new direction. Well, along many other contributing factors, the role of media can never be negated in this regard as it appeared as a strong tool that not only changed people's vision of beauty but also made them more conscious and concerned about their body images. Present study, therefore, purposefully conducted so that different predictors of self-objectification i.e. beauty Vlogs, family involvement and societal pressure could be investigated and the influence of each could be measured with regard to overall tendency of self-objectification.

It is concluded by the results that both exposure to media body ideals and parental involvement play really a considerable role in determining one's sense of self-objectification. People after getting media exposure, feel more inferior/insecure and pressurized because they do

not meet beauty standards, media portray. Similarly, in the society like Pakistan, parental/family involvement has got to be another important factor because people are very much concerned about their kids' future lives in terms of their marriages, jobs and so on therefore, they are always found giving instructions to their kids to take care of themselves. Parental involvement can be known as consequence of societal pressure which is a strong indicator among all discussed earlier. We see ourselves with an eye of others therefore we always try to meet their standards. Feeling of rejection always hurts so people always rebel it and make their possible efforts to look good.

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