



**Effect of Cultural Appearance and Influence of Social Media on Mental Health
among Young Adults**

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ABSTRACT

The study explored at how cultural pressures about how individuals look, using social media, and mental health results in young adults are all connected and affect each other in complex ways. As social media spreads false images and stories about beauty most of the time, individuals are exposed to more and more images and stories that shape their ideas of what is beautiful and desirable. As young people deal with the pressures to fit in with society's ideas of what is beautiful, this situation makes them more likely to be unhappy with their bodies, experience anxiety, sadness, and eat in unhealthy ways. Additionally, "cyberbullying," happens, which is when people are harassed and discriminated online because of how they look causing mental health problems. The study looks at the ways that cultural pressure on appearance, using social media, and mental health are related. The goal is to help guide specific interventions and support programs that aim to improve young adults' positive body image, resilience, and mental health in the modern world.

Keywords: *Cultural appearance pressure, social media, mental health, body dissatisfaction, anxiety, depression, disordered eating behaviours*

INTRODUCTION

CULTURAL APPEARANCE

Cultural appearance ideals are the sum total of a society's and its members' subjective assessments of what constitutes physical attractiveness and social acceptability. The formation of idealized criteria for beauty is a product of the long history of cultural, religious, & socioeconomic influences on human communities, which dates back to ancient times and continues to this day. Internalizing cultural beauty standards has deep and complex psychological ramifications. As people attempt to fit in with the unattainable beauty standards that are promoted by media and popular culture, they may encounter increased levels of body dissatisfaction, depression, and anxiety (Grabe et al., 2008). The negative impact of internalized beauty standards on mental health is shown by the prevalence of body image problems, which include eating disorders, muscular dysmorphia, and an addiction to cosmetic surgery. The formation and influence of appearance standards are further complicated by the intersectionality of cultural elements like as race, ethnicity, gender, and sexual orientation

SOCIAL MEDIA PLATFORMS: CATALYSTS FOR SHAPING CULTURAL APPEARANCE NORMS

There has been a dramatic shift in how people see, interact with, and internalize beauty and desirability standards due to the rise of social media as potent catalysts for creating cultural appearance standards. Social media beauty standards have been shaped in large part by

technological developments like filters, editing tools, and augmented reality elements. A user may digitally enhance or change their characteristics to comply to perceived beauty standards using these technologies, which enable them to alter their look in images and videos. social media platforms have a significant impact on cultural appearance standards by modelling how people see, interact with, and absorb beauty and desirability standards. With the rise of curated photos, technical developments, algorithmic design, and the gamification of appearance validation, social media platforms normalize and perpetuate restrictive standards of beauty in online environments.

MENTAL HEALTH OUTCOMES: CONSEQUENCES OF CULTURAL APPEARANCE PRESSURE AND SOCIAL MEDIA ENGAGEMENT

A major issue in modern culture is the impact of cultural pressures on beauty and social media use on mental health. This has far-reaching consequences for both individuals' well-being and the dynamics of society as a whole. Body dissatisfaction, anxiety, despair, and disordered eating habits are just some of the mental health issues that may be exacerbated by the widespread impact of cultural beauty standards spread via social media. Virtual worlds created by social networking sites showcase exaggerated beauty standards, often defined by unrealistically perfect bodies and lives. Feelings of inadequacy, self-doubt, and body dissatisfaction may often accompany comparisons to these idealized images.

Virtual worlds created by social networking sites showcase exaggerated beauty standards, often defined by unrealistically perfect bodies and lives. Feelings of inadequacy, self-doubt, and body dissatisfaction may often accompany comparisons to these idealized images. , societal pressure to conform and social media use have far-reaching and complex effects on mental health. The confluence of many phenomena, such as elevated rates of body

dissatisfaction and harassment based on appearance, as well as elevated risks of anxiety, depression, and disordered eating practices, presents substantial obstacles to both personal and public health. To combat these issues, we need all-encompassing programs that encourage healthy self-perception, resiliency, and mental health; we must also work to increase critical media literacy and build welcoming, diverse, and genuine online communities

METHODOLOGY

RESEARCH OBJECTIVES

- To examine the effect of cultural appearance on mental wellbeing among genders.
- To examine the impact of cultural appearance on self-esteem among genders.
- To investigate the influence of social media on mental wellbeing among genders.
- To explore the impact of social media on self-esteem among genders

HYPOTHESIS

- There is no significant impact of cultural appearance on mental wellbeing among young female adults.
- There is no significant impact of cultural appearance on self-esteem among young female adults.
- There is no significant impact of social media usage on mental wellbeing among young female adults.
- There is no significant impact of social media usage on self-esteem among young female adults.
- There is no significant impact of cultural appearance on mental wellbeing among young male adults.

- There is no significant influence of cultural appearance on self-esteem among young male adults.
- There is no significant effect of social media usage on mental wellbeing among young male adults.
- There is no significant effect of social media usage on self-esteem among young male adults.

SAMPLE

The sample consisted of 250 individuals, and both men and women were included in the purposeful and random sampling strategy. Most of the individuals in the group were in the 18–25 age range.

PROCEDURE

A total of four surveys were utilized to gather the data: the "*Sociocultural Attitudes Towards Appearance Questionnaire, Social Media Use Scale, Warwick-Edinburgh Mental Well-being Scale, and Rosenberg self-esteem scale.*" After the study's objectives were described, participants received a package of questionnaires with information about the study, privacy concerns, the researcher's contact details, and other measurements. After then, participants were invited to take part in the research. It took 10 minutes to describe the instruments.

MEASURES

- *The Social Media Use Scale* (SMUS) is an assessment that uses the theory of Uses and Gratifications (UGT) to measure how much people use social media. The UGT asserts

that people use media to accomplish goals and satisfy wants, such as entertainment, social interaction, and information seeking

- ***The Warwick Edinburgh Mental Well-Being Scale*** (WEMWBS), which has 14 items, was used to evaluate the psychological health of those who are 16 years of age or older. The University of Warwick and the University of Edinburgh established the measure in 2006 to aid in the development of mental health measures for individuals in Scotland.
- ***Sociocultural Attitudes Towards Appearance Questionnaire*** (SATAQ) assesses how much people have absorbed society standards on beauty. Rebecca L. Heinberg, Paul L. Thompson, as well as Stacey J. Stormer invented it in 1995.
- ***Rosenberg Self-Esteem Scale*** (RSS) is a ten item scale, an instrument for assessing self-esteem. In the field of psychology, it is regarded as the gold standard for determining self-esteem. In reverse order, the scores for the questions marked with an asterisk (*) are as follows: strongly agree (SA) = 0, agree (A) = 1, disagree (D) = 2, and severely disagree (SD) = 3. Each of these answers is a component of the rating scheme. The total score is determined after the scores of each of the ten elements have been reversed.

ANALYSIS OF DATA**RESULTS****Table 1**

Regression analysis of impact of cultural appearance on mental wellbeing among young female adults

<i>Regression Statistics</i>	
Multiple R	0.272926
R Square	0.074489
Adjusted R Square	0.066964
Standard Error	10.91394
Observations	125

Table 2

Regression analysis of impact of cultural appearance on self-esteem among young female adults

<i>Regression Statistics</i>	
Multiple R	0.413137
R Square	0.170682
Adjusted R Square	0.16394
Standard Error	6.255207
Observations	125

Table 3

Regression analysis of impact of social media usage on mental wellbeing among young female adults

<i>Regression Statistics</i>	
Multiple R	0.070123
R Square	0.004917
Adjusted R Square	-0.00317
Standard Error	11.31671
Observations	125

Table 4

Regression analysis of impact of social media usage on self-esteem among young female adults

<i>Regression Statistics</i>	
Multiple R	0.347741
R Square	0.120924
Adjusted R Square	0.113777
Standard Error	6.440127
Observations	125

Table 5

Regression analysis of impact of cultural appearance on mental wellbeing among young male adults

Regression Statistics	
Multiple R	0.159838
R Square	0.025548
Adjusted R Square	0.017626
Standard Error	9.991554
Observations	125

Table 6

Regression analysis of impact of cultural appearance on self-esteem among young male adults

Regression Statistics	
Multiple R	0.139538
R Square	0.019471
Adjusted R Square	0.011499
Standard Error	6.182762
Observations	125

Table 7

Regression analysis of impact of social media usage on mental wellbeing among young male adults

<i>Regression Statistics</i>	
Multiple R	0.104416
R Square	0.010903
Adjusted R Square	0.002861
Standard Error	10.06636
Observations	125

Table 8

Regression analysis of impact of social media usage on self-esteem among young male adults

<i>Regression Statistics</i>	
Multiple R	0.082678
R Square	0.006836
Adjusted R Square	-0.00124
Standard Error	6.22247
Observations	125

DISCUSSION

The study examined the complex link between young adults' mental health outcomes and their use of social media and cultural presentation. Through the analysis of regression models and descriptive statistics, important insights were gained into the ways in which these elements interact differently across genders.

First off, the descriptive statistics emphasized a number of important facts. Participants of all genders showed a significant degree of involvement with social media, demonstrating the ubiquitous effect of social media on people of all genders. There were differences, nevertheless, in the ways that people saw cultural appearance, with men often demonstrating a greater affinity for cultural attractiveness than did women. The mean values for each of these factors were noticeably lower, suggesting possible areas of worry about the mental health of the investigated population, even if both genders scored equally upon measures of mental wellness and self-esteem.

Regression studies shed more light on the relationship between social media use and cultural appearance and mental health outcomes, with a special emphasis on young people's mental health and self-esteem. The study findings indicate that cultural appearance has a noteworthy impact on the mental wellness and self-esteem of females. The results for young adult males were a little different. Social beauty standards may not have the same influence on men's mental health outcomes as they do on women as cultural attractiveness did not significantly impact mental wellness or self-esteem. Comparatively to females, young male adults' use of social media did not significantly affect their mental health or sense of self-worth, suggesting that there is a distinct link between digital involvement and mental health outcomes.

Overall, these findings highlight the intricate relationship that exists between young adults' mental health outcomes, social media use, and cultural presentation. While social media

usage has an impact on self-esteem for both genders, cultural appearance seems to have a more significant effect on the mental health of women.

CONCLUSION

The study's exhaustive examination sought to illuminate the complex correlation between young adults' mental health outcomes, cultural appearance, and social media usage, with a particular emphasis on gender disparities. Important insights into these processes may be gained from the results of the regression and descriptive statistical studies. There are discernible disparities in the perceptions of cultural appearance between genders, even when social media activity levels are comparable. Nonetheless, similar levels of mental health and self-worth are experienced by both genders, indicating that societal standards of beauty may not be the only factor influencing these results.

The findings of the regression analysis differ with respect to gender and several facets of mental health. Cultural appearance has a major impact on young girls' self-esteem and mental health. On the other hand, among young boys, social media use and cultural appearance do not significantly affect mental health or self-esteem. These results suggest that other factors, outside social media and cultural appearance, are more important in affecting the mental health and self-esteem of young males. The study's findings demonstrate the intricate relationship which is influenced by gender difference between social media, cultural appearance, & mental health in young adults. For young females, cultural appearance seems to have a significant impact upon mental health outcomes as well as self-esteem; for young boys, the effect is less noticeable. In a similar vein, social media impacts young girls' sense of self, although it has little effect on mental health in either gender. These results highlight the need of taking gender-specific dynamics into account when discussing how social media and cultural image affect

young people' mental health. They also stress the necessity of customized treatments and support systems to deal with the particular difficulties that young men and women in the digital age encounter.

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