



Navigating Digital Beauty Ideals: An Analysis of Social Media Trends, Self-Esteem, and Body Image Satisfaction among Female University Students

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ABSTRACT

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The increasing influence of social media trends on self-esteem and body image satisfaction among young female university students motivated this research to analyze the factors that affect the self-esteem and body image of young females. The explanatory study examined the relationships among social media trends, self-esteem, and body image satisfaction among female university students. The study used a quantitative method to gather inclusive information about study variables among female university students. The sample comprised 300 university students, gathered using a structured questionnaire based on a quantitative correlational design. The study was conducted with reference to theoretical frameworks. Social gratification theory, social comparison theory, and self-esteem theory. The results show that social media trends are a statistically significant and positive correlation with body image satisfaction ($r=0.465$, $p < .01$), and self-esteem, with the coefficient of ($r=0.305$, $p < .01$) among female students. The multiple regression analysis revealed that social media trends and self-esteem had a significant predictive ability on body image satisfaction ($\beta=0.465$, $R^2=.261$). The results indicate that higher exposure to social media trends is significantly associated with better body image satisfaction among young females. The females who are exposed to media trends and adopt beauty standards are more satisfied with their body image and more assertive about their self-esteem. The study highlights the need to promote positive media content and critical engagement with social media to combat unrealistic beauty standards. The study findings stress that educational institutions, families, and media platforms should work to reduce exposure to such standards, which can negatively impact self-esteem and body image among young females. The research study highlights institutional and community interventions to enhance students' positive self-perception in this digital era.

Introduction

Social media has a significant impact on the perception of body image among young adults, especially female university students, in the digital era. Excessive use of digital platforms like Instagram, TikTok, and Snapchat, and exposure to manipulated and idealized images in the media have been linked to body dissatisfaction in young girls. Many young females compare themselves with these idealized images and find themselves unhappy with their physical appearance (Al Riyami et al., 2024). Social media platforms like Instagram and TikTok, which are popular with young women, often show idealized and heavily edited body images

related to beauty, fashion, and fitness. Constant exposure to such images can prompt female students to compare themselves to online images, which can cause dissatisfaction with their bodies. Research shows that appearance-oriented content, such as "fitspiration" images, increases concerns about physical looks and enforces unrealistic beauty standards, negatively impacting body image satisfaction among female college students (So & Kwon, 2023).

Globally, about 89% of social media users aged 18 to 24 years worldwide use social media networks. The total number of global social media users is estimated to be 3.29 billion by 2022, representing 42.3% of the world's population used social media platforms for different purposes (Baharuddin et al., 2024). Engagement with social media has seen an increase in lower- and middle-income countries (LMICs), reporting a significant increase of about 25% in social networking site usage among individuals (Navarro et al., 2020). In Pakistan, social media is widely used by young adults, especially university students, with over 71% on YouTube, 66% on Facebook, 54% on Instagram, and 52% on Twitter. The social media engagement frequency reaches 7.69% and peaks at 17.88% in January 2023 (Hamza et al., 2023b).

These platforms are useful in communication and entertainment, but overuse of these can have adverse effects on psychological health. This leads to body dissatisfaction and low self-esteem in young adults. Social media use is exploding among young adults, particularly women 18-29, with almost 76% saying they are active users of platforms like Instagram and TikTok. Research shows that over 60% of female students at universities around the world are unhappy with their bodies, affected by the content they see on social media. 45% say they feel less confident after looking at posts related to appearance for a long time. These findings underscore a rising global concern over how social media trends affect body image (Aparicio-Martinez et al., 2019).

In today's digital era, body image is becoming an alarming issue among young females. The young female life is deeply influenced by digital platforms basically the digital environment is mainly created for communication, content sharing but young females watch the tv shows and follow more beauty content such as filtered beauty, glass skin, slim-thick body trend, fitness healthy look, bold features, the common following of these trends among females increase the negative risk of self-perception about themselves, which may results in dissatisfaction and lack of emotional abilities of oneself, overthinking, loneliness, lack of freedom of expression (Nghaimesh & Alwan, 2024).

More exposure to idealized images, such as a thin body, ideal body figure, and beauty content in media, significantly affects body image, as individuals frequently encounter television shows, magazines, films, and social media that promote thin beauty standards. These platforms have a great impression on beauty with slim and attractive figures, continuing the idea that such appearances are ideal (Mills et al., 2017). This shows that body image and self-perception are closely connected with how females behave on social media. Hence, it is important to understand the relationship between selfie behavior, body image, and self-esteem among young women.

Nowadays, the tendency of body dissatisfaction among young females is very common, which means being unhappy with one's body figure or appearance. Most of the young females feel unhappy with their body image, which can influence their physical appearance and self-confidence. Young females feel that they are not valuable people among others. These feelings are greatly inspired by social media, peers, and societal beauty standards, unrealistic beauty images, that shaped those feelings (Bornioli et al., 2021). Social media has both positive and negative impacts on female self-esteem. Where social media helps females express themselves, just like in expressing thoughts, emotions, behavior, and fashion, but also emphasizes the culture of social comparison, which increases beauty ideals and a filtered reality. Self-esteem is a major reason that prevents individuals from failing and compromising their self-worth, with success and approval. Further studies indicate that females attribute their self-worth to external factors such as body appearance, social comparison, and dissatisfaction, which may negatively influence their abilities and make it difficult to cope with challenges (Crocker et al., 2006).

Body shaming and cyberbullying can negatively impact female self-esteem, as the increase of likes and feedback on social media can integrate the female self-esteem with external approval. Young females who focus more on idealized images rather than realistic ones have more chances of fear, anxiety, stress, dissatisfaction, and negative social labeling (Kushwaha, 2024). Excessive usage of Instagram trends related to health, fitness, beauty, makeup, and skincare is linked to poorer self-esteem, especially among young women.

Social comparison among females is very common in today's beauty standards. Those females who compare their body weight beauty looks with models and influencers online have lower self-esteem. Although they also compare their body appearance with friends, class fellows, and results in self-doubt, which negatively impacts their positive attitude about themselves and lowers their self-worth (Bergagna & Tartaglia, 2018).

This research carries considerable Theoretical importance. The study focuses on examining how frequent exposure to idealized images, influencer content, fashion and beauty trends, and selfie culture can shape body image perceptions and influence self-esteem among females. By understanding the connection between how social media trends also promote healthy body appearance content, which reduces social comparison, and positively influences females' body image perception, which increases self-acceptance about themselves in a social setting.

The findings of this research can also be useful for teachers, counselors, and university staff. It can help them to understand the influence of media exposure, which affects self-esteem and body image satisfaction among female university students. The practical part of this research explores the real-life impact of social media on young females' psychological well-being and body satisfaction in the university context.

Literature Review

Sociocultural indicators, such as media influence, cultural beauty standards, pressures, and peer influence, have increased over time, making young females more vulnerable to sociocultural pressure to conform to others' beauty standards, ignoring their own self-realistic beauty. Instead of improving females' self-confidence, it leads to a more negative effect on females' satisfaction with their own bodies (Mohd Termizi & Mohd Herwan, 2021).

Body dissatisfaction refers to a negative view of one's own body shape or weight, which can affect regular functioning and overall mental well-being. It is critical to recognize the relationship between social media content preference, which creates body image issues like dissatisfaction with body image appearance, among female university students (Hamza et al., 2023b).

Globally, social media trends are being normalized and are followed by millions of individuals, particularly influencing young women's perceptions of body appearance, frequently increasing body dissatisfaction and unhealthy weight management behaviors, and mood fluctuations. These unrealistic standards can reinforce negative self-esteem among young females, which poses hurdles when they socially interact with others and feel ashamed (Kang et al., 2026).

These online activities influenced selfie-related behaviors, which mainly focus on physical appearance, raising concerns about the effects on body image and self-esteem. Those young females who engaged for in those sites for self-improvement, following healthy content, have boosts their self-confidence which influenced positively on their body image and self-esteem and that young females who are more engaged in selfie behaviors, self-objectification less satisfied with their bodies and have lower self-esteem may be more likely to engage in selfie behaviors, while self-objectification is also a result of media, beauty trends, unrealistic image (Veldhuis et al., 2020).

Self-esteem affects how female students react to social comparisons regarding attractiveness. Those with low self-esteem generally feel worse about their body image after observing attractive peers, whereas those with high self-esteem are less impacted (Veldhuis et al., 2020). According to the findings explained by So and Kwon (2023), self-confidence may be lowered by increased exposure to that unrealistic content. This result supports the idea that social media trends can negatively affect female university students' self-esteem and body image. The study conducted by Lockhart (2019) that examined the influence of media usage. Participants talked about how much time they spend on Instagram and how it affected them after using it.

According to previous studies, Alfonso-Fuertes et al. (2023) found that young women regularly follow Instagram trends and follow social media influencers and models posted the idealized content. This trend promotes unattainable beauty standards and draws attention to the propensity to compare appearances. This research indicates that this type of comparison may have a negative effect on female university students' self-esteem and body image satisfaction. Body image satisfaction and psychological well-being have a positive association, and men have higher body satisfaction as compared to women (Dotse & Asumeng, 2015).

The study of Yamamiya et al. (2005) demonstrated that body dissatisfaction was a vital predictor for depression and self-esteem in many countries. When young females get to know what the desirable ideal body is and try to attain those body ideals which causes body dissatisfaction. The biased perception about body appearance leads to body dissatisfaction and social anxiety among young females (Nishina et al., 2006).

The usage of social networking sites has been positively linked to the well-being and self-esteem of young females. The research findings suggest that getting positive feedback on the internet through likes and comments helps contribute to the development of positive self-esteem in young females. This shows how social networking sites can be positively encouraging to develop positive self-perception about themselves, especially females (Valkenburg et al., 2006).

Mass media, encompassing both traditional and social media, shape young women's perceptions about their bodies. Traditional media frequently endorses slim body ideals, and females who can't fit into those ideal standards start to feel less attractive, which results in low self-acceptance, and compare their body look with models, and wish they could change their appearance, weight loss, and feel pressure that increases stress, negative body image (Mills et al., 2017).

Furthermore, the previous study by Di Gesto et al. (2022) found that young women are more likely to compare their appearance and feel dissatisfied with their bodies when they engage in Instagram activities that feature photographs of themselves and celebrities, which promote unrealistic beauty standards. The study highlights how female university students' body image and self-esteem might be negatively impacted by exposure to idealized photographs on Instagram.

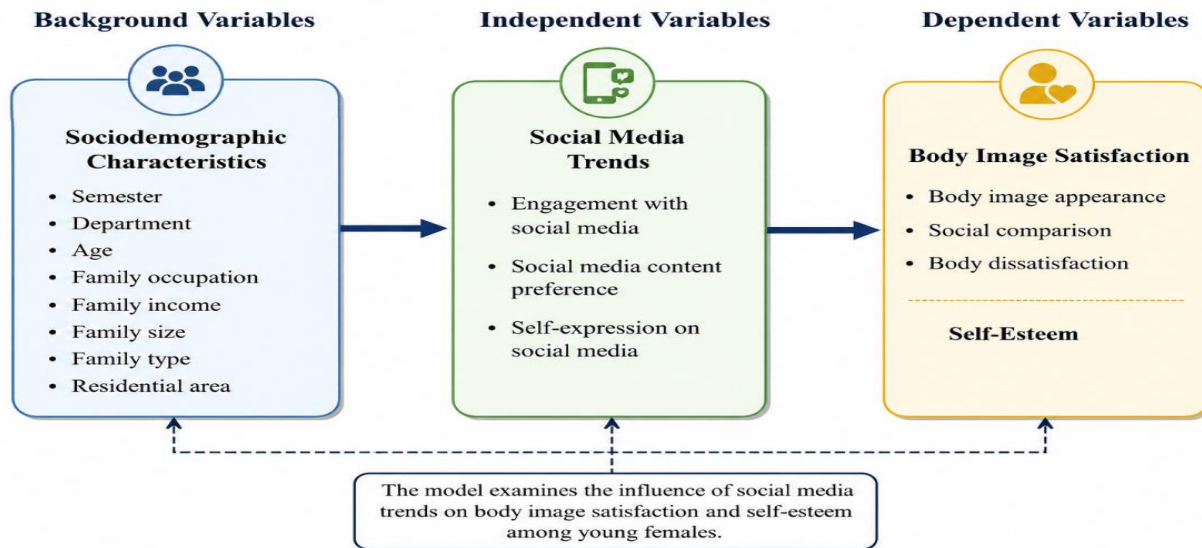
Rationale of the Study

Research in developing countries has shown a relationship between body image satisfaction and social media trends among young females, which highlights the psychological impacts on female self-esteem, such as societal expectation, body image issues, social comparison, Perfectionism, lack of autonomy/control, achievements, and validation. In Pakistan, limited research has been done on how social media trends helps females' students improve their body image and increase self-confidence among females (Hamza et al., 2023a). Most of the young females face stress and confusion about their body appearance in their surroundings, which influences their self-confidence. This situation increases body image dissatisfaction and low self-esteem among young females, which reduces their self-worth. When young female students are inspired by social media trends which focused on unrealistic beauty standards, which increase social comparison, body dissatisfaction, and reduced self-esteem among females, which increases social anxiety, fear of failure, low confidence, feel less capable than others among young females (Maliha et al., 2025). The study investigates the link between social media trends and their effects on self-esteem and body image satisfaction among female university students. It highlights the challenges these young women face due to unrealistic beauty standards and peer comparisons, which can lead to low self-confidence and negative self-perception, ultimately impacting academic performance. However, the research also emphasizes the potential positive effects of social media on body image and self-esteem among this demographic.

Objectives of the Study

1. To measure the level of self-esteem among female university students.
2. To assess the impact of social media usage on body image satisfaction and dissatisfaction.
3. To analyze the relationship between self-esteem and body image satisfaction.
4. To find out the relationship between social media trends, self-esteem, and body image satisfaction among female university students

Conceptual Model of the study variables



Note. The arrows indicate the direction of influence from background variables to independent variables and from independent variables to dependent variables.

Theoretical Underpinnings of the Study

Social comparison theory: Social comparison theory, proposed by Festinger, 1954 that explains how individuals evaluate their own opinions and desires by comparing themselves to others. People look to the images portrayed by others to be obtainable and realistic, and subsequently, make comparisons among themselves, others, and the idealized image. The Social Comparison Theory explains how people assess their body image by comparing themselves with other people. Individuals frequently make judgments about their appearance based on what they see on social media or in their peers' groups. This theory is practically applied to the idea that explains how social media encourages comparison behavior. The perceptions of beauty and attractiveness are greatly influenced by the frequent comparison of their physical appearance with idealized images of influencers and celebrities. Most Young females compare their body image with idealized images to look perfect. The theory also explains how body image satisfaction is impacted by these comparisons. Young females who are constantly exposed to ideal body standards may become more dissatisfied with their looks and have a negative self-evaluation. The upward social comparisons frequently lead to body dissatisfaction. Those females may experience negative emotions, low self-esteem, and dissatisfaction with their own body image when they believe that others are more attractive or perfect.

Uses and Gratification theory (UGT): UGT is an approach to understanding why and how individuals actively seek out and use specific media to satisfy specific needs (Dolan et al., 2016). This theory explains that individuals use social media according to their own will; they use it to fulfill any need/purpose, just like entertainment, communication with others, self-expression on social media, follow trends on social media. According to Uses and Gratifications Theory, people utilize social media according to their personal needs and interests. They use it for a variety of purposes in addition to consuming content. The hypothesis is used to describe how young females choose particular kinds of information, such as fashion, beauty, and lifestyle trends, in order to fulfill their own interests. Additionally, it highlights how people utilize social media as a source for self-expression, sharing posts, images, and thoughts to showcase their self-identity. Most of the young females used social media to follow beauty trends and to enhance their body image; on the other hand, these trends may lead to body dissatisfaction.

Rosenberg's Self-Esteem Theory (1965): According to Rosenberg's (Rosenberg, M. 1965) Self-Esteem Theory, self-esteem is an individual's total perception of their own value. Self-esteem theory describes how individuals assess their own value based on their beliefs and experiences. Understanding how young females raise their self-esteem in connection to their body image, and what looks helpful in the context of this study. The application of this theory on social media, young women frequently compare their physical image to that of others. Their self-esteem is directly impacted by this comparison since they may feel better or worse about themselves after viewing ideal body standards. Women's self-esteem rises when they receive positive feedback on

how they look or when they get compliments online. This can increase confidence and a more favorable self-image result from this. Females' self-esteem may suffer when they compare themselves to idealized social media. This could lead to negative self-perception, insecurity, and body dissatisfaction.

Hypothesis

H1: There is a relationship between Social Media Trends, Self-Esteem, and Body Image Satisfaction among Female University Students.

Ho: There is no relationship between Social Media Trends, Self-Esteem, and Body Image Satisfaction among Female University Students.

Material and Methods

This study adopted a quantitative correlational research design to investigate the relationships among Social Media Trends, Self-Esteem, and Body Image Satisfaction among Female University Students. The unit of analysis comprised students from the University of Gujrat across various faculties, including social sciences, basic sciences, arts, and information technology. The sampling frame was a list of enrolled BS students. The study employed a sample size of 300 students and was carried out on 300 valid responses, which were considered adequate for the statistical analyses. Data collection was through a simple survey method using a structured questionnaire. The questionnaire had a four-point Likert scale to measure social media trends, self-esteem, and body image satisfaction. The questionnaire had various sections to capture students' responses effectively. The data were coded and entered into SPSS for analysis. Descriptive statistics were used to describe demographic and study variables, and Spearman's correlation and multiple regression analyses were used to investigate the relationships and predictive effects of social media trends, self-esteem, and body image satisfaction among female university students.

Results and interpretations

This section of the study presents a statistical perspective on the interrelationships among variables. The statistical analysis of the data was performed using the Statistical Package for the Social Sciences (SPSS) Version 27.

Socio-Demographic Characteristics of the Sample (n=300)

Socio-demographic characteristics provide a breakdown of demographic data from respondents categorized by semester, discipline, age, family occupation, income, and residential area. The distribution of students shows that 18.3% are in the 2nd semester, 26.3% in the 4th, 24.0% in the 6th, and 31.3% in the 8th semester. In terms of disciplines, 26.3% study social sciences, 35.0% basic sciences, 19.0% administrative sciences, and 19.7% IT and computer science. The age distribution shows 67.7% are aged 18-20, 27.0% aged 22-24, and 5.3% aged 25 and older. Family occupations include 20.0% government employees, 13.7% private employees, 29.7% in business, and 36.7% in other occupations. Regarding income, 46.0% are in the 50,001-100,000 range, 26.3% in the 50,000-50,001 range, and 22.0% in the 100,001-300,000 range, with 5.7% in the highest income category of 300,001-500,000. In terms of residence, 61.0% live in rural areas and 39.0% in urban areas.

Table 1

Correlation between Social Media Trends, Self-Esteem, and Body Image Satisfaction among Female University Students (N=300).

Variables	Social media trends	Body Image Satisfaction	Self Esteem
Social media trends	1		
Body image satisfaction	.465**	1	
Self Esteem	.305**	.344**	1

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

The above table indicates that all study variables are statistically significant and positively correlated at the 0.01 level of significance. Social media trends show a significant positive correlation with body image satisfaction, with a coefficient of ($r=0.465$, $p < .01$), and self-esteem, with the coefficient of ($r=0.305$, $p < .01$). The findings anticipate that engagement on social

media trends increases awareness about physical appearance, and beauty standards in the media may boost females' perceptions about their body image and overall self-image. Moreover, body image satisfaction is significantly and positively correlated with self-esteem ($r = 0.344$, $p < .01$). This indicates that females who are exposed to trends and adopt beauty standards are more satisfied with their body image and more assertive about their self-esteem. Overall, the findings indicate that social media trends have a significant influence on both self-esteem and body image satisfaction. These correlational findings suggest that greater engagement with social media trends is associated with higher levels of body image satisfaction and self-esteem among female university students.

Table 2

Coefficient results of social media trends and body image satisfaction among female university students.

Predictor		Unstandardized coefficients (B)	Std. Error	Standardized coefficients (β)	t	Sig.
Social Media Trends		22.558	1.787		12.623	.000
		.368	.041	.465	9.064	.000
Dependent Variable: Body Image Satisfaction						

Table 3

Model Summary

R	R square	Adjusted R-squared	F	P	Std. Error of the estimation
.465 ^a	.216	.213	82.158	.000 ^b	6.20511

Predictor: Social Media Trends

Dependent: Body Image Satisfaction

The simple linear regression analysis revealed that social media trends are significant predictors of body image satisfaction among young females. The regression model was statistically significant ($F = 82.158$, $p < .001$), demonstrating a positive relationship between social media trends and body image satisfaction ($R = .465$). Social media trends accounted for 21.6% of the variance in body image satisfaction ($R^2 = .216$, Adjusted $R^2 = .213$) among young female university students. The regression analysis revealed a significant positive relationship, with a coefficient of $B = .368$ and $\beta = .465$ ($t = 9.064$, $p < .001$), indicating that higher levels of social media trends are associated with increased body image satisfaction. Therefore, these findings suggest that social media trends have a significant positive impact on body image satisfaction within this demographic.

Table 4

Coefficient results of social media trends and self-esteem as predictors of body image satisfaction.

Predictor	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (β)	t	P-Value
(Constant)	15.145	2.462		6.152	.000
Self-esteem	.350	.082	.223	4.252	.000
Social media trends	.314	.041	.397	7.577	.000

Dependent Variable: Body image satisfaction

A multiple regression analysis showed that self-esteem and social media trends are significant positive predictors of body image satisfaction. Self-esteem ($B = 0.350$, $\beta = 0.223$, $p < .001$) and social media trends ($B = 0.314$, $\beta = 0.397$, $p < .001$) both contribute positively, with social media trends exerting a stronger influence on body image satisfaction than self-esteem.

Table 5

Model Summary

R	R square	Adjusted R-squared	F	P	Std. Error of the estimation
.511 ^a	.261	.256	52.474	.000 ^b	6.03457

Predictor: Social Media Trends & Self-Esteem

Dependent: Body Image Satisfaction

The model summary of linear regression analysis demonstrates that social media trends and self-esteem are strong predictors of body image satisfaction. The results show 26.1% variance explained by social media trends and self-esteem in body image satisfaction. The regression model was statistically fit and significant ($R^2 = 0.256$, $F = 52.474$, $p < .001$), also confirming that these predictors significantly predicted body image satisfaction among university female students.

Discussion

The present study examined the relationship among social media trends, self-esteem, and body image satisfaction among female university students, and revealed several significant positive correlations between the study variables. This study provides insights into how social media trends may influence the physical appearance and self-worth of young female university students. The quantitative study was conducted on a sample of 300; the survey method was used to collect the data from female students. The statistical analysis was performed using the SPSS software. These findings are particularly important for understanding the challenges faced by students who experience body image dissatisfaction and low self-esteem.

There is the significant relationship is identified between social media trends and body image satisfaction. Because participation in appearance-related content, beauty trends, fashion inspiration, and self-care trends affects their body image satisfaction, female students who follow social media trends may feel more confident and satisfied with their physical appearance and reduce feelings of dissatisfaction with their physical appearance. The findings align with the study conducted by Dhingra and Parashar (2022), which explores how young females' perceptions of their appearance and self-confidence are influenced by social media validation. Positive comments boost self-worth, whereas negative feedback can heighten pressure to conform to beauty standards.

There is a significant correlation between social media trends and self-esteem. Female students who engaged in social media experienced higher self-esteem because Positive and motivational trends that include body positivity, self-care guidance, fashion inspiration, and information that increases confidence. They follow these trends, which boost their self-esteem and make them

feel better about themselves. The findings are consistent with the results of Valkenburg et al. (2006) that showed, these trends encourage a healthier and more positive view of oneself and reduce unnecessary comparisons with others. This study examines how social comparison plays a central role in determining body image perceptions about oneself. Furthermore, there is also content that promotes unrealistic beauty standards. Students' confidence and self-esteem may occasionally decline when they compare themselves to this idealized content. Overall findings suggest that social media trends can either positively or negatively impact young females' self-esteem, depending on the type of content they are exposed to and how they understand it themselves (Fardouly & Vartanian, 2016).

The regression analysis clearly predicted the influence of social media trends on body image satisfaction among female university students. The findings indicate that social media trends have a significant role in shaping body image perceptions. Overall findings suggest that increased exposure to social media trends influences body image perception of young females, how they view themselves, and evaluate their physical appearance. This exposure encourages them to adopt appearance-related content, which affects their level of satisfaction with their own body image. According to Lupton (2017), young female body shape is influenced by inaccessible and idealistic beauty standards, with trends like the inspiration, facial features, and fitspiration. Seeing similar stuff repeated can create confusion among young females who see their own looks. When they look at these idealized images, their body perception changes. So, it's clear that the trends on social media have a significant impact on how young females perceive their bodies (Lupton, 2017).

The results demonstrate a positive relationship between social media trends, self-esteem, and body image satisfaction. The findings suggest that an increase in social media exposure leads young females to follow beauty-related content, which encourages social comparison with unrealistic body images. This comparison influenced the perception of their own body, resulting in changes in body satisfaction. Self-esteem is associated with changes in body image satisfaction, which influences how they evaluate their own value and appearance. According to Bergagna and Tartaglia (2018), those females who compared their body weight and beauty looks with models and influencers online, and the above results show that in self-doubt, which negatively impacts their positive attitude about themselves and lowers their self-esteem.

Overall, the results of this study indicate that self-esteem and increasing exposure to social media trends have a substantial impact on female university students' body image satisfaction. The findings show that social media use influences people's perceptions of their appearance and promotes social comparison, both of which have an impact on how they evaluate themselves. According to Bergagna and Tartaglia (2018), explained that the body image satisfaction is important for female students to support their healthy lifestyle, enhance self-esteem, and prevent them from body shaming and social anxiety.

The results of this study indicate that among female university students, exposure to digital media is positively correlated with self-esteem. This suggests that higher levels of self-esteem in the current group are linked to increasing use of digital media. The kind of information people interact with online, such as body-positive, encouraging, and supportive content, may account for this beneficial impact since it can boost self-esteem and self-evaluation. These findings, consistent with the study conducted by, show that body image and self-perception are closely connected with how females behave on social media. Young females who engaged in those sites for self-improvement, following healthy content, have boosted their self-confidence, which positively influenced their body image and self-esteem. Furthermore, social media feedback validation, likes, comments, and social support may help young females to feel more valuable. Overall, the findings show that when digital media fosters encouraging and affirming online encounters, it can positively influence the self-esteem of young females. These findings are significant for policymakers, educators, and parents as they demonstrate how young females' self-esteem and body image are significantly impacted by social media and digital exposure. This suggests that awareness efforts and digital literacy initiatives are required to promote self-perception and healthy media use among young females.

Conclusion

This study examined the influence of social media trends on self-esteem and body image satisfaction among female university students. The findings indicated that social media significantly shapes body image satisfaction and self-esteem. Specifically, exposure to social media content affects how young women perceive their physical appearance and assess their self-worth. Positive and body-positive content can enhance confidence and satisfaction, while excessive exposure to idealized beauty standards leads to social comparison, diminished self-esteem, and dissatisfaction with body image. The study concludes that social media plays a crucial role in shaping the psychological well-being and self-perception of female university students.

Recommendation

The present study used a cross-sectional quantitative design and was limited to female students at one university, which may limit the generalizability of the findings. Future studies should include participants from different universities and backgrounds to gain a wider perspective. Qualitative methods such as focus group discussions and in-depth interviews have also been proposed to gain a deeper understanding of female students' experiences regarding body image and self-esteem. In addition, longitudinal studies should be conducted to explore the long-term effects of social media trends. Universities should promote media literacy, self-acceptance, and knowledge of unrealistic beauty ideals, and counseling services should be enhanced to help students with the psychological effects of social media exposure.

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