The Psychological Impact Of Social Media Advertisements On Body Image And Self-Esteem Among Young Girls

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Abstract

This study examines the psychological impact of social media advertisements on body image, self-objectification, and related outcomes among young girls, using objectification theory as a framework. A quantitative design was employed with a sample of 304 participants. Results revealed that 45.7% observed objectified body images in ads, and 42.1% felt pressured to conform to specific appearance standards. The study revealed that appearance worries existed among 31.9% of the participants on social media, and 26.3% experienced depressive feelings due to social comparisons. The study Body image dissatisfaction reveals itself to act as a powerful mediator which links social media exposure to self-objectification as well as negative psychological effects. The obtained research data demonstrates a strong necessity to address this critical issue. Media literacy education should be implemented as a tool to help adolescent girls analyze unrealistic media beauty ideals.

Keywords: Psychological Impact, Social Media Advertisements, Objectification Theory, Self-Objectification

1. INTRODUCTION

The study investigates how social media ads influence adolescent female body image alongside their self-esteem through an analysis based on objectification theory. According to Fredrickson and Roberts's (1997) objectification theory, the objectification of women in media results in body surveillance followed by self-objectification, which produces adverse psychological outcomes.

Social media advertising spreading unrealistic standards of beauty creates worries about its detrimental effects on the body image and self-esteem development of adolescent girls. Being exposed to these images creates negative body perception and sometimes mental health problems, which includes depression along with anxiety (Tiggemann & Slater, 2013). The ability of adolescents to be influenced by social messages during their development requires in-depth research about the exact effects of these advertisements. Social media advertising spreading unrealistic standards of beauty creates worries about its detrimental effects on the body image and self-esteem development of adolescent girls. Being exposed to these images creates negative body perception and sometimes mental health problems, which includes depression along with anxiety (Tiggemann & Slater, 2013).

The ability of adolescents to be influenced by social messages during their development requires in-depth research about the exact effects of these advertisements. The nature of social media advertisements stands apart from conventional media because they deliver a completely interactive and omnipresent experience to users. Throughout social media, they serve as active content that is user-targeted through their digital behaviors, resulting in a better and more interactive experience (Kaplan & Haenlein, 2010).

The process of personalization strengthens advertising effectiveness because custom-made advertisements seem more relevant to the viewer. Social media platforms have adopted an integration strategy that makes ads blend with regular user content. This tactic evades distinction between conveyed messages and advertising. Social media advertisements which target young girls produce effects explained through the cultural models of cultivation theory and social comparison theory. According to cultivation theory, people develop new perceptions about reality through continuous media content exposure (Gerbner et al., 2002).

Through continuous exposure to idealized social media content, girls develop unattainable standards of appearance and idealized body concepts. According to Festinger (1954), individuals determine their worth through the process of social comparison against others. Because ideal body images proliferate on social media, young girls commonly make upward social comparisons that create feelings of inadequacy and erode their self-esteem.

1.3 The Digital Evolution and Social Media's Pervasive Influence

With the seismic evolution of the digital world, people have completely recreated and transformed their relationship to content and to one another. This change in the world of modern communication is happening at the platform level, and social media platforms are the first ones to which this change is applicable. Among other things, these platforms also benefit advertisers to create and publish content as well as shape people's perceptions. Today's young girls find themselves in a sea of visual material (content, messages, and ads) in the digital landscape of the contemporary world. Social media is a very influential medium that determines how societal norms should be, as well as the capabilities of beauty and desirability.

With the advent of social media, social information has completely been changed, and too, the social use of advertisements has been widespread. All of this content that they are exposed to on a weekly basis, in particular young girls, is young girls looking at more and

more content of what their body will look like and what their self-esteem will be like (Perloff, 2014). With this, social media has now been commercially exploited, and people with huge followings on social media market products and fashion.

Thus, influencers end up portraying highly curated versions of their lives that are literally a beauty, luxury, and perfection. Content can be used as a strong advertisement for unachievable beauty standards, using influencers' content as advertisements. Since these are ideals that young girls are yet to develop within themselves and are still vulnerable to the pressure of various social influences, these ideals may find themselves being internalized by them. On the other hand, the algorithm running based on social media just serves as the warp drives in different spaces that the people on them are biased to what they already accept.

This 'echo chamber' of young girls seeing beauty-related advertisements that continuously display images and messages promoting extremely thin beauty standards amplifies the effect of beauty-related advertisements. The constant reinforcement of these ideals results in body dissatisfaction, a detached perception of what is normality. Social media, in addition, has become such a vital part of today's lives, and young girls are exposed to more intensive and widespread advertising of products than traditional media.

The only way to have social media available 24/7 is so that there is always a constant supply of "notifications, likes, comments, and shares." This relentless exposure is hard for young girls to get away from: examples of beauty that have been glamorized and made to bend to perfection. Also, social media interactions are rapid, sensitive, and quick facades providing immediate feedback, validation, and likes and comments that continuously impact young girls' body image and self-esteem.

1.4 The Imperative for In-Depth Research

Social media advertisements have such an aggressive effect on young girls' body image and self-esteem that there is a need for more research than ever into social media advertisements. Despite the fact that much literature identifies and indicates the negative influence of the media on body image, this field has not been extensively explored to understand the exposure that social media advertising has in that digital environment. The work of advertising and its impact on the perception and behavior of individuals and mental health (Fardouly et al., 2015) also comes in handy while developing and creating interventions and tactics for healthy perceptions (or perceptions) and constructiveness in young girls.

Research in the body image and self-esteem field has generally focused on more traditional media, including television and magazines. Social media is interactive and pervasive to the same degree, and each of them presents challenges and opportunities in terms of research as well. As far as traditional media goes, social media is a blessing in a way that it provides what normal media doesn't: the ability for its users to curate their own content, interact with other people, and get instant feedback. The ads, or I should say the power of ads, making people conscious of their self and mental health, admitted with this interactivity of ads, are magnified much beyond what we were accustomed to.

Also, social media is heterogeneous in terms of the type of platforms (grassroots, traditional media, social media), types of ads (social ads, display ads, retargeting), and platforms for online advertisements through different channels, which require all-around research. Each advertisement is taken differently by different platforms, cultures, and user behavior. For example, text-based platforms such as Twitter ads are going to affect body image less than visual platforms such as Instagram or TikTok. Moreover, the way the ad is

presented (whether the product promotion, the style of content, third-party endorsement, etc.) plays a role, not just the type of ad itself, as users will interpret such ads differently.

In other words, it is also important to consider the cultural context in research. Social media advertisement is based on culture. Hence there should be no influence of the beauty standards and social norms of a particular culture. Thus, we would gain some insights into how young girls of different backgrounds think and respond to the showcases of beauty-related ads. The reason for this is that understanding these cultural nuances will make it easier to develop culturally informed and powerful strategic programs to address the problems.

In addition, studies may potentially focus on longitudinal research regarding the long-term effects of social media ads on young girls' body image and self-esteem. Unfortunately, existing research already has important information as to what effects, if any, there may be from media exposure, but the exact timeline remains unclear. This study will clarify when in adolescence girls are most prone to media influences and develop interventions for this particular period.

1.5 Problem Statement

As people live and dwell in a digital world, the more social media is involved in the perception of their self and others. Most of the time, social media advertisements such as 'paid or sponsored' campaigns are aimed at young girls, and these campaigns begin to teach young girls from a very early age that physical appearance is the only thing worth valuing. Objectification theory states that exposure in this manner can serve an individual in internalizing an observer's view of his or her own body (objectification). The self-objectification can have a negative psychological outcome like body shame, anxiety, depression, decline in self-esteem, etc.

The objective of this research is to evaluate the effects of social media advertisements on self-objectification, body image dissatisfaction, and the impact on the psychological outcomes for young girls. Using this as a starting point, this research investigates these relationships to gain a stronger understanding of social media's relationship to improving or worsening body image and mental wellbeing and use the knowledge along the way to inform interventions for healthy media and self-concept for young girls.

1.6 Research Questions

RQ1   How and to what extent do social media advertisements contribute to greater body shame among young generations?

RQ2   How and to what extent do social media advertisements enhance anxiety and depression levels through self-objectification?

RQ3   How does self-objectification affect internal body awareness among the young generation?

RQ4   How do social media advertisements contribute to the FOMO-Effect and influence self-esteem and body image among the young generation?

2. LITERATURE REVIEW

2.1 The Perilous Landscape: Social Media and Body Image Concerns

The ubiquity of social media platforms has fundamentally reshaped communication, entertainment, and self-presentation in the digital age. Adolescence, a critical developmental period characterized by heightened social comparison and self-discovery, coincides with this digital revolution. Young girls, in particular, navigate a social media landscape saturated with visual content, messages, and advertisements. This pervasive

influence raises concerns about the potential negative impact on body image and self-esteem (Fardouly et al., 2015; Tiggemann & Slater, 2014).

Beauty, and therefore, self worth continues to be shaped through the beauty, and then self worth, of young girls as the social media advertising continues to grow. These platforms turn into the breeding hubs for the advertisers who function as the medium through which the audience is globally reached out with the most curated content, idealized and for most, unreal body standards (Ferguson et al., 2019). An endless stream of these images can lead to social comparison, feelings of inadequacy and become the source of negative body images (Bardone-Cone et al., 2016). Moreover, advertisements promoted by additional social media influencers of 'products' and other so-called 'lifestyle' products amplify the exercise of influence played by advertisements, putting young girls at risk of internalizing these unlikely models as internalized phenomena (Borzekowski & Bayer, 2005).

2.2 The Internalization of the Gaze: Objectification Theory and its Application

Fredrickson and Robert's (1997) objectification theory provides a framework to make sense of the negative psychological effects of social media advertisements to young girls. The harms that are created by such objectification of women in the media, where people are gazed at and evaluated based solely on physical appearance, ping off a chain reaction.

Specifically, self-objectification refers to the internalization of the observer's perspective (Fredrickson & Roberts, 1997). According to Tiggemann and Slater (2014), advertisement of young girls to idealized and unreal body images through social media could move the young girls' focus from an internal to their external appearance as a basis of their own values.

In addition, it can happen in one's behaviors such as body surveillance – constant performance (Fardouly et al., 2015). Objectification theory also encompasses body shame, negative emotions, and the feeling that we do not meet beauty standards of society (Calogero, & Thompson, 2001). Social media advertisements are turned off for young girls who compare themselves to the idealized body types presented in ads, and feel there is not enough of themselves but too much to dislike.

2.3 A Vicious Cycle: Psychological and Behavioral Consequences

The impact of social media advertisements on young girls extends beyond theoretical constructs. Research has established a clear link between exposure to idealized images and negative psychological outcomes, including body dissatisfaction, disordered eating behaviors, depression, and lower self-esteem (Fardouly et al., 2019; Holland & Tiggemann, 2016; Rozgonjuk et al., 2020). The constant social comparison fostered by social media platforms, particularly upward social comparison with seemingly flawless influencers, can exacerbate these negative effects (Twenge et al., 2022).

Internalization of unrealistic beauty standards can lead to body dissatisfaction, potentially manifesting in disordered eating behaviors as young girls attempt to control their appearance to conform to these standards (Holland & Tiggemann, 2016). Furthermore, the psychological toll of exposure to idealized images can extend to feelings of depression, anxiety, and lower self-esteem, negatively impacting young girls' mental well-being (Fardouly et al., 2015).

2.4 Exploring Counter-Narratives and Positive Influences

Social media is rarely discussed in the literature as being a good thing—about how it's helping us see ourselves—wherever it is all warnings of its ruin of our body image. It comes as the body-positive movements and online communities fight against traditional beauty standards, in favor of self-acceptance and inclusivity (Gremme & Burroughs, 2018).

Experiment exposure to body-positive social media content may enable young girls to have a better idea of a more positive self-image and challenge body negative ones (Flemmen et al., 2017). Additionally, social media platforms can also build a social support and a connection of social networks on behalf of those who offer body positivity and self-love (Calogero et al., 2019).

2.5 Cultural Considerations and Media Literacy

There is no one impact that body image and self-esteem have experienced from social media advertising. They read and take in advertisements for beauty products with much influence from the cultural norms, values, and views of beauty (Borzekowski & Bayer, 2005). As Martins et al. (2019) research indicates, some of these ideas about beauty are quite diverse across geographical areas, especially in the thin ideal promoted in Western media, as the thing that is universally embraced. This is relevant for designing positive body intervention among diverse people.

In addition to this, intersectionality theory suggests that the advertisements on social media are concerned not just in terms of race, ethnicity, and socioeconomic status, but in relation to their intersections. For instance, young girls in disadvantaged communities may perceive the application of the plethora of the socially acceptable beauty standards and cultural ideals. This is because social media advertisements may reinforce biases that existed prior to the advertisements regarding the skin tone, hair texture, and body features that make up a more realistic account of body image dissatisfaction (Sweeney et al., 2017). The research with the intersectional lens helps explain how young girls in various backgrounds use social media and the way the advertisements affect their self-perception.

2.6 Empowering Young Girls and the Role of Media Literacy and Intervention Strategies

There are potential negatives associated with the effects of social media advertisements on body image and self-esteem, which suggest that there is a need to develop effective intervention strategies. Thus, one promising approach is to promote the media literacy of young girls. However, they are happy to teach them to critically think over social media content and to deconstruct the social media content, which allows them to comfortably engage with the online world (Holland & Tiggemann, 2016). Through educational programs, young girls can learn how to identify the use of manipulative advertising, how to identify photo editing and filters, and at the same time, how to critically evaluate the content sent in social media (Livingstone, 2005). It strengthens young girls' ability to distinguish the media representations from themselves and enhances their ability to oppose unrealistic beauty standards.

2.7 The Power of Representation and Inclusive Marketing

There is a very high promise of changing beauty ideals and having more diverse representation in social media advertisement. They are bigger body types, ethnicities, disabilities, and beauty standards that are not to the norm that marginalize beauty standards and give a more universal beauty image. For example, advertising that is receptive and displays different body types will lead to greater body satisfaction in young girls according to Paxton et al (2006). Another aspect is advertisements that have relatable and real role models that counter unhealthy treatment of ladies in advertisements. Social media content featuring not just good-looking but diverse representation of young girls will teach them how beautiful they are and how they should appreciate their benefits.

2.8 The Role of Body Positivity and Self-Esteem

To promote a healthy body image among young girls, the concept of body positivity is a wider approach as opposed to seeking to promote healthy body images. As Mutandwe Zeyba said on her Instagram page, body positivity isn't about loving your body, it's about accepting and appreciating one's body, the body of any size, shape, or appearance. Interventions that foster body positivity will also lend a hand to young girls in learning how to have a more positive and self-kind relationship with their body and, in this manner, body acceptance and peace amid seeing social indications. Murray et al (2018) find that body positivity interventions work to improve body image and outcomes for young women's mental health.

2.9 The Role of Social Media Platforms and Algorithmic Bias

But individual users and individual intervention strategies are not responsible for the responsibility of encouraging safe body image. Of course, they have a great role to play on social media platforms. In these platforms, the issues of algorithmic bias have been raised, where the content that is already seen can promote body image through amplification, and the existing body image concerns can be reaffirmed through building an echo chamber (Gvili et al., 2020). Actions could also be taken by social media companies to view diverse content, clean the algorithms of viewing harmful content, and create moderation policies that do not make use of body shaming or content that is seen as unattainable beauty.

2.10 The Role of Parents and Educators

The role of parents and teachers is crucial in the growth of a healthy body image among children. The way we use social media with confidence is by open communication of body image, acceptance of the self, critical thinking of portrayed media, and empowering young girls. It seems that young girls are being given programs that have media literacy skills and help them discover social media content and censor adverts to exploit common media literacy tactics (Livingstone, 2005). Parents and educators can be allies by discussing body-positive and diverse representations with the people around them.

3. METHODOLOGY

This chapter focused on the research methods used to explore the impact of social media advertisements on body image and self-esteem of young girls. The chapter details the research type, design, data collection method, data analysis methods, and variables used in the study, including the definition of independent, dependent, and controlled variables. It also outlines the sampling methods, strategies, sample selection, and analytical methods.

The research is quantitative, as the data collected is analyzed in numerical form. This approach allows for a systematic collection and analysis of data to test the hypothesis and generate valid and reliable results. The study aims to investigate the impact of social media advertisements on young girls' body image and self-esteem.

3.1 Research Approach

The research uses a quantitative strategy, suitable for testing hypotheses and uncovering trends through numerical data. It follows the deductive approach, starting with existing theories, such as objectification theory and self-discrepancy theory, to validate the hypothesis about the impact of social media advertisements.

3.2 Research Design

The selected methodology aligns with the study's objectives, using quantitative methods and statistical analysis to explore the relationship between social media advertisements and body image and self-esteem in young girls. The study employs a cross-sectional correlational research design, examining the relationship between exposure to

advertisements on social media (independent variables) and their impact on young girls' body image and self-esteem (dependent variables) at a single point in time.

Variables

Dependent Variables: The dependent variables are Body Shame, Anxiety and Depression, Lower Internal Body Awareness, FOMO Effects (Fear of Missing Out), Eating Disorder, Sleep Disorder, Social Disconnection, Low Educational Performance, Body Image and Self-Esteem

Independent Variables: The independent variables are Frequency of Exposure to Social Media Advertisements and Control Variables (Demographics, Social Media Use Patterns)

3.3 Sampling

The study uses non-probability sampling, specifically convenience sampling. Participants are recruited via social media platforms and online survey tools like Google Forms. This method is cost-effective and convenient, allowing the researcher to gather data from accessible participants. The target population includes young individuals who actively use social media platforms and are exposed to social media advertisements daily. The study focuses on participants from urban areas in Pakistan (Rawalpindi, Islamabad). The sample size consists of 304 participants, ensuring statistical validity and addressing potential dropouts and incomplete responses.

3.4 Data Collection

Data is collected using an online survey questionnaire distributed through social media platforms. The questionnaire includes demographic questions, patterns of social media use, advertisement exposure, body image perceptions, and self-esteem levels.

3.5 Data Analysis

Data is analyzed using SPSS statistical software. Descriptive statistics summarize demographics and social media use. Inferential statistics, including correlation and regression analysis, are conducted to explore the relationship between variables.

3.6 Ethical Considerations

Ethical considerations include obtaining informed consent from participants and their guardians. Confidentiality and the right to withdraw are ensured. The study ensures that it does not aggravate existing body image anxiety or psychological distress among participants, with counseling services available if needed.

3.7 Delimitations

The study is limited by its survey-only data collection method and the sample's focus on urban areas in Pakistan. Resource constraints, including time and financial limitations, also restrict the scope of the research.

ANALYSIS

This section presents the statistical analysis of the data collected to examine The Psychological Impact of Social Media Advertisements on Body Image and Self-Esteem among Young Girls. The analysis aims to test the proposed hypotheses and explore the relationships among key variables, including social media exposure, self-objectification, body image dissatisfaction, and psychological outcomes. Descriptive statistics are used to summarize the demographic characteristics of the sample, while inferential statistics—including correlation and regression analyses—are employed to determine the strength and direction of associations among variables.

4.1   Frequency Tables

Table 1: Frequency of Age

Age	Frequency	Percent
13-18	49	16.1

19-24	135	44.4
25-30	87	28.6
30+	33	10.9
Total	304	100.0

Table 1 shows the age of the respondents, total number of respondents were 304 and respondents with the age of 13-18 are 49 that is 16.1% of the entire population. Similarly, respondents with the age of 19-24 were 135 which is 44.4% of entire survey population. In the same way, respondents with the age of 25-30 were 87, and respondents with the age of 30+ were 33 which are 28.6% and 10.9% of entire population, respectively. Overall, table 1 highlights that majority of the respondents of this survey belongs to age 19-24 which are 44.4% of entire population. Meanwhile, respondent with age of 25-30 are 28.6%, then respondent with age of 13-18 are 16.1%, and least participants belongs to age 30+ which are 10.9% of entire population.

Table 2: Frequency of Educational Level

Educational Level	Frequency	Percent
Matric/O levels	19	6.3
Intermediate/A levels	49	16.1
Bachelors	131	43.1
Masters	92	30.3
PhD	13	4.3
Total	**304**	**100.0**

Table 2 shows the educational level of participants of the research study. As shown in the table 2, percipients with matric or O levels are only 19 which is 6.3 percent of entire population. Similarly, respondents with education level of Intermediate or A level are 49 which is 16.1% of entire population. Respondents with Bachelor's degree were 131 in numbers which is 43.1% of entire population of this research study. Percipients with Masters and PhD degree were 92 and 13 which are 30.3% and 4.3% of entire population.

Overall, major respondents of the research study are belonged to Bachelors which is 43.1% of entire population. Similarly, percipients with Masters, Intermediate or A levels, Matric or O levels, and PhD education were 30.3%, 16.1%, 6.3%, and 4.3%, respectively. This shows that a major portion of the percipients of the research study belonged to Bachelors of education, while 30.3% are enrolled or completed their PhD degree. This also highlight that majority of the percipients of the research study equipped with higher level of education, and they have good understanding of impacts of social media uses and their impacts on individual life.

RQ1. How and to what extent do social media advertisements contribute to greater body shame among young generations?

Table 03: Descriptive Statistics

Variable	Mean	Std. Deviation	N
Age	2.34	0.876	304
Time spent on social media	2.17	0.885	304
Social media advertisements most often feature objectified body images	3.37	1.075	304
Social media advertisements influence my perception of beauty	3.27	1.075	304
Eating Disorder (mean of skip meals, extreme dieting)	2.19	1.058	304

Sleep Disorder (mean of hard to sleep, stayed up all night)	1.76	1.053	304
Social Disconnection (mean of avoid social situations, isolated yourself)	1.89	1.082	304
Low Education Performance (mean of think during class, failed exam)	1.85	1.056	304

Table 03 presents an overview of research study participants self-reported social media use, concern related to body image, and issues related to psychology that highlights a moderate levels of body dissatisfaction, social discussion and sleep difficulties.

As per the table, the participants of the current research study are relatively homogenous in terms of age as the mean value of age is 2.34 and lo variability (SD = 0.876). The participants on average spend at least 2.17 hours on social media on daily basis which shows a moderate variation in usages of social media (SD = 0.885). Meanwhile, the respondents moderately agree that the advertisements on social media platforms often showed objectified body images that effects on their thinking patterns with the mean value of 3.27 and SD value of 1.075.

Similarly, the table highlight the eating disorders which showed that participants showed mild tendencies regarding eating disorder behaviors including skipping eating and extreme dieting to shape their body as shown in the advertisements (mean = 2.19, SD = 1.058). Similarly, the table indicate regarding the participants sleep disorder behavior that showed that mild sleep disorders with mean value of 1.76 and SD value of 1.053. Participants also showed mild tendencies regarding social disconnection and low educational performances with value of (mean = 1.89, SD = 1.082) and (mean = 1.85, SD = 1.056), respectively.

Table 04: Correlation

Variable	Age	Time spent on social media	Social media advertisements most often feature objectified body images	Social media advertisements influence my perception of beauty	Eating Disorder	Sleep Disorder	Social Disconnection	Low Education Performance
Age	1							
Time spent on social media	0.090	1						
Social media advertisements most often feature objectified body images	0.158**	0.177**	1					
Social media advertisements influence my perception of beauty	-0.004	0.083	0.531**	1				
Eating Disorder	0.004	0.043	0.229**	0.228**	1			
Sleep Disorder	-0.065	0.045	0.048	0.089	0.592**	1		

Social Disconnection	-0.107	0.115*	0.136*	0.191**	0.557**	0.732**	1	
Low Education Performance	-0.119*	0.116*	0.008	0.109	0.420**	0.685**	0.646**	1

The ** next to the correlation coefficients indicates statistical significance at the 0.01 level (2-tailed).

The * next to the correlation coefficients indicates statistical significance at the 0.05 level (2-tailed).

Table 04 highlights an important correlation among social media use by research participants and objectification in social media advertisements and negative psychological concerns which indicate that exposure to social media is correlate with the participant's body image issues, mental health issues and eating disorders.

The above table indicate that the age has weak but positive correlations towards objectified body images as well as weak negative correlations with social disconnections which highlighting that older participants of this study perceiving more objectification in social media advertisements but they show less social disconnections from society. The above table also highlight that time spent on using social media has positive correlation with objectified body images, social disconnection, and different other psychological concerns which indicating that perceiving more objectification in advertisements on social media is correlated with different negative mental health issues.

Similarly, eating disorder strongly associated with sleep disorder low educational performance and social disconnection which highlighting that eating disorder are linked with other struggles such as sleep issues, social isolation as well as students' academic performances. Further, the table also indicating that social disconnection and sleep disorder have strong positive correlation highlighting that responders that dealing with sleep issues are more likely to engage with social disconnection.

RQ2. How and to what extent do social media advertisements enhance anxiety and depression levels through self-objectification?

Table 05: Descriptive Statistics

Variable	Mean	Standard Deviation	N
Age	2.34	0.876	304
Time spent on social media	2.17	0.885	304
Social media advertisements most often feature objectified body images	3.37	1.075	304
Social media advertisements influence my perception of beauty	3.27	1.075	304
Eating Disorder (mean of skip meals, extreme dieting)	2.19	1.058	304
Sleep Disorder (mean of hard to sleep, stayed up all night)	1.76	1.053	304
Social Disconnection (mean of avoid social situations, isolated yourself)	1.89	1.082	304
Low Education Performance (mean of think during class, failed exam)	1.85	1.056	304
Greater Body Shame (mean of worth based on appearance, self-esteem effect by likes/comments, ashamed of body)	2.77	0.962	304
Greater Anxiety/Depression (mean of feeling pressured to look a certain way, feel anxious, feel depressed)	2.93	0.918	304
Lower Internal Body Awareness (mean of focus on others' beliefs, focus on how I look instead of physically, forget to appreciate myself)	2.92	0.991	304
FOMO Effects (mean of improve appearance for SM, fear of missing out, compelled to achieve ideal body)	2.85	1.007	30

Table 05 introduce more variables including anxiety, body shame, depression and FOMO-effect that highlighting moderate levels of psychological effects due to social media advertisement exposure.

The above table highlight that participants report moderate body shame with mean value of 2.77 and standard deviation value of 0.962. Meanwhile, participants also report moderate level of depression and anxiety linked to appearances pressure due to exposure to social media advertisements (mean = 2.93, SD = 0.918). The participants of the current research study also highlight moderate but low internal body awareness by focusing on external perceptions than to their own physical appearances with the mean value of 2.92 and standard deviation value of 0.991. Similarly, participants show moderate fear regarding the missing out (FOMO-Effect) linked to social media and their physical appearance with mean value of 2.85 and SD value of 1.007.

Table 06: Correlation Table

Variable	Age	Time spent on social media	Social media advertisements most often feature objectified body images	Social media advertisements influence my perception of beauty	Eating Disorder	Sleep Disorder	Social Disconnection	Low Education Performance	Greater Body Shame	Greater Anxiety/Depression	Lower Internal Body Awareness	FOMO Effects
Age	1	0.090	0.158**	-0.004	0.004	-0.065	-0.107	-0.119*	-0.103	-0.059	-0.009	-0.074
Time spent on social media	0.090	1	0.177**	0.083	0.043	0.045	0.115*	0.116*	0.065	0.177**	0.205**	0.157**
Social media advertisements most often feature objectified body images	0.158**	0.177**	1	0.531**	0.229**	0.048	0.136*	0.008	0.380**	0.381**	0.438**	0.408**
Social media advertisements influence my perception of beauty	-0.004	0.083	0.531**	1	0.228**	0.089	0.191**	0.109	0.462**	0.440**	0.505**	0.445**

Eating Disorder	0.004	0.043	0.229**	0.228**	1	0.592**	0.557**	0.420**	0.503**	0.489**	0.493**	0.536**
Sleep Disorder	-0.065	0.045	0.048	0.089	0.592**	1	0.732**	0.685**	0.477**	0.460**	0.409**	0.410**
Social Disconnection	-0.107	0.115*	0.136*	0.191**	0.557**	0.732**	1	0.646**	0.549**	0.518**	0.523**	0.491**
Low Education Performance	-0.119*	0.116*	0.008	0.109	0.420**	0.685**	0.646**	1	0.370**	0.366**	0.366**	0.313**
Greater Body Shame	-0.103	0.065	0.380**	0.462**	0.503**	0.477**	0.549**	0.370**	1	0.760**	0.793**	0.777**
Greater Anxiety/Depression	-0.059	0.177**	0.381**	0.440**	0.489**	0.460**	0.518**	0.366**	0.760**	1	0.809**	0.760**
Lower Internal Body Awareness	-0.009	0.205**	0.438**	0.505**	0.493**	0.409**	0.523**	0.366**	0.793**	0.809**	1	0.799**
FOMO Effects	-0.074	0.157**	0.408**	0.445**	0.536**	0.410**	0.491**	0.313**	0.777**	0.760**	0.799**	1

Table 06 highlights strong relationship among social media uses and objectified body images, anxiety level, body shame concerns, and different other mental health issues which indicating the broader psychological effects of exposure to social media advertisements on body images as well as the mental well-being of young generation.

The above table indicate that objectified body images strongly linked with greater body shame, greater depression level, anxiety level, and lower internal body awareness that highlighting that exposure to social media advertisements contributes towards negative body images as well as mental health issues of the respondents. Meanwhile, the FOMO effects have significant association towards greater body shame, eating disorders, anxiety and depression level which highlighting that fear of missing out directly associated with to using of social media is linked with body dissatisfaction as well as psychological distress.

Further, greater anxiety level and depression level associated with greater body shame and lower internal body awareness that indicating how social media exposure leads towards mental health issues. Similarly, social disconnection and sleep disorder are strong correlate to low education level, depression, anxiety and eating disorder which highlighting that sleep disorder as well as social disconnection enhance other psychological and mental health issues.

RQ1. How and to what extent do social media advertisements contribute to greater body shame among young generations?

The results highlight that there is a strong positive correlation among greater body shame and social media advertisements featuring objectified body images as r = 0.380, p < 0.01. This result indicates that the younger girls are using social media and exposed to body images in the advertisements, the more they are likely to experience of inadequacy as well as shame about their own body image. Meanwhile, there is a significant positive association among greater anxiety level, depression and social media advertisement featuring objectified body images as r = 0.381, p < 0.01. This result indicates that such kind of advertisements contributing to enhancing level of depression and anxiety among young generation.

Based on the results, we can say that social media advertisements featuring objectified and unrealistic body images which playing crucial role in turning young generation perceptions of their own body image. These kinds of advertisements promoting a narrow and often unattainable image of beauty, that are unable to achieve in reality by the young generation. Meanwhile, the emotional toll manifests through body shame and enhance anxiety level which subsequently supporting the objectification theory framework that such kind of exposure to advertisements leads towards adverse psychological issues. With the passive of time, this can lead towards multiple effects including diminished self-esteem, social disconnection and more importantly the mental health issues.

RQ2. How and to what extent do social media advertisements enhance anxiety and depression levels through self-objectification?

The results of the study highlight that there is a strong positive correlation among social media advertisement featuring objectified body images and lower internal body awareness as (r = 0.438, p < 0.01. This indicate that in the presence of these kind of advertisements significantly effects on the young girl's association with their own internal body sensations and decease their ability to appreciate their own physical body. Moreover, advertisement on social media platforms influence perception of beauty have a positive strong correlation with lower internal body awareness as (r = 0.505, p < 0.01).

Self-objectification theory prompted through prolonged exposure to objectified images on advertisement on social media platforms shifted the focus of young generation from

internal bodily awareness towards external awareness and appearance only. Which resulted in becoming preoccupied by how their bodies are perceived by other individuals by neglecting their own physical appearance and even emotional well-being. This preoccupation through external validation disrupts "flow experiences" that are moments that we can say that deep engagements and can have immersion in tasks. However, without these positive experiences many of the young generation can find it hard to develop a healthy relationship with their own body as well as emotions which can further exacerbating psychological vulnerabities.

RQ3. How does self-objectification affect internal body awareness among the young generation?

Table 07

Variable	Age	Time spent on social media	Social media advertisements most often feature objectified body images	Social media advertisements influence my perception of beauty	Eating Disorder	Sleep Disorder	Social Disconnection	Low Education Performance	Greater Body Shame	Greater Anxiety/Depression	Lower Internal Body Awareness	FOMO Effects
Age	1	0.090	0.158**	-0.004	0.004	-0.065	-0.107	-0.119*	-0.103	-0.059	-0.009	-0.074
Time spent on social media	0.090	1	0.177**	0.083	0.043	0.045	0.115*	0.116*	0.065	0.177**	0.205**	0.157**
Social media advertisements most often feature objectified body images	0.158**	0.177**	1	0.531**	0.229**	0.048	0.136*	0.008	0.380**	0.381**	0.438**	0.408**
Social media advertisements influence my perception of beauty	-0.004	0.083	0.531**	1	0.228**	0.089	0.191**	0.109	0.462**	0.440**	0.505**	0.445**
Eating Disorder	0.004	0.043	0.229**	0.228**	1	0.592**	0.557**	0.420**	0.503**	0.489**	0.493**	0.536**

Sleep Disorder	-0.065	0.045	0.048	0.089	0.592**	1	0.732**	0.685**	0.477**	0.460**	0.409**	0.410**
Social Disconnection	-0.107	0.115*	0.136*	0.191**	0.557**	0.732**	1	0.646**	0.549**	0.518**	0.523**	0.491**
Low Education Performance	-0.119*	0.116*	0.008	0.109	0.420**	0.685**	0.646**	1	0.370**	0.366**	0.366**	0.313**
Greater Body Shame	-0.103	0.065	0.380**	0.462**	0.503**	0.477**	0.549**	0.370**	1	0.760**	0.793**	0.777**
Greater Anxiety/Depression	-0.059	0.177**	0.381**	0.440**	0.489**	0.460**	0.518**	0.366**	0.760**	1	0.809**	0.760**
Lower Internal Body Awareness	-0.009	0.205**	0.438**	0.505**	0.493**	0.409**	0.523**	0.366**	0.793**	0.809**	1	0.799**
FOMO Effects	-0.074	0.157**	0.408**	0.445**	0.536**	0.410**	0.491**	0.313**	0.777**	0.760**	0.799**	1

The result of the current research study highlights a significant positive association among eating disorder and social media advertisements featuring objectified body images as $r = 0.229$, $p < 0.01$. This shows that young girls that exposure to those advertisements are more likely to involved in unhealthy eating disorders including skipping means and extreme dieting habits. Moreover, perception of beauty influence by the social media advertisements also significantly associate with eating disorder of young generation as result shows ($r = 0.228$, $p < 0.01$) reinforcing the role of beauty-related social media advertisements in enhancing harmful habits. Overall, based the results we can say that exposure to those advertisements on social media that feature objectified body images highly correlate with the low anxiety level and depression level.

RQ4. How do social media advertisements contribute to the FOMO-Effect and influence self-esteem and body image among the young generation

Table 08

Variable	Age	Time spent on social media	Social media advertisements most often feature objectified body images	Social media advertisements influence my perception of beauty	Eating Disorder	Sleep Disorder	Social Disconnection	Low Education Performance	Greater Body Shame	Greater Anxiety/Depression	Lower Internal Body Awareness	FOMO Effects
Age	1	0.090	0.158**	-0.004	0.004	-0.065	-0.107	-0.119*	-0.103	-0.059	-0.009	-0.074
Time spent on social media	0.090	1	0.177**	0.083	0.043	0.045	0.115*	0.116*	0.065	0.177**	0.205**	0.157**
Social media advertisements most often feature objectified body images	0.158**	0.177**	1	0.531**	0.229**	0.048	0.136*	0.008	0.380**	0.381**	0.438**	0.408**
Social media advertisements influence my perception of beauty	-0.004	0.083	0.531**	1	0.228**	0.089	0.191**	0.109	0.462**	0.440**	0.505**	0.445**
Eating Disorder	0.004	0.043	0.229**	0.228**	1	0.592**	0.557**	0.420**	0.503**	0.489**	0.493**	0.536**

Sleep Disorder	-0.065	0.045	0.048	0.089	0.592**	1	0.732**	0.685**	0.477**	0.460**	0.409**	0.410**
Social Disconnection	-0.107	0.115*	0.136*	0.191**	0.557**	0.732**	1	0.646**	0.549**	0.518**	0.523**	0.491**
Low Education Performance	-0.119*	0.116*	0.008	0.109	0.420**	0.685**	0.646**	1	0.370**	0.366**	0.366**	0.313**
Greater Body Shame	-0.103	0.065	0.380**	0.462**	0.503**	0.477**	0.549**	0.370**	1	0.760**	0.793**	0.777**
Greater Anxiety/Depression	-0.059	0.177**	0.381**	0.440**	0.489**	0.460**	0.518**	0.366**	0.760**	1	0.809**	0.760**
Lower Internal Body Awareness	-0.009	0.205**	0.438**	0.505**	0.493**	0.409**	0.523**	0.366**	0.793**	0.809**	1	0.799**
FOMO Effects	-0.074	0.157**	0.408**	0.445**	0.536**	0.410**	0.491**	0.313**	0.777**	0.760**	0.799**	1

Self-objectification which is reflected in lower internal body awareness and great body shame highlight a strongly correlation with anxiety and depression level as resulted indicate (r = 0.489, p < 0.01). This result indicate that majority of young girls engaged with self-objectification are more often external depression and anxiety level. However, the results showed a very limited positive correlation as compared with the advanced counties like United States as many previous research studies indicate higher positive correlation values as compared to current study. Moreover, there is significant positive correlation among social disconnection and self-objectification behaviors (r = 0.523, p < 0.01), indicating how self-objectification enhance feelings of social disconnection.

5. DISCUSSION

The results of the current research study highlight significant insights regarding the psychological as well as the behavioral implications of exposure to different advertisements on social media featuring objectified body images between young generation. Moreover, the findings of this research study align with and expand upon many existing theories like objectification theory which explain the complex relationship among self-objectification, media exposure, body dissatisfaction and psychological outcomes.

5.1 Self-Objectification and Its Psychological Implications

The result of the study highlights a significant positive correlation among exposure to social media advertisements featuring objectified body images and body shame and higher anxiety level. Moreover, the results reinforce the idea that social media advertisements portray idealized and unrealistic body images and beauty level that can have detrimental impact on young generations and their self-esteem levels. As per the objectification theory posits, continuous watching to media advertisements changed the focus of young generation from intrinsic body awareness to external appearance which foster experience of shame and inadequacy. However, internalized objectification is not effecting on the self-esteem of young generation but also increasing the psychological burden which directly manifest as heightened depression and anxiety levels.

These findings can be paralleled to Fredrickson and Roberts' (1997) objectification theory, where appearance-based worth boosts is examined as self-monitoring. Comparable outcome was witnessed by Vandenbosch and Eggermont (2012) who also discovered that adolescence that undergo through self-objectifying media were more inclined to endorse self-objectifying image of the self-esteem, and subsequently experienced a flavored negative consequences of self-objectification. Furthermore, Grabe, Ward and Hyde (2008) another meta-synthesis testifying the current results established that objectifying media has perfect positive correlation with body dissatisfaction.

Also, self-objectification was revealed to have a negative relationship with both internal body perspective and flow experiences. Both 'thinner-than-ideal' and 'objectified body image' subscales were significant predictors: girls who endorsed the objectified body image measure stated they were more concerned with the way their bodies looked to others rather than how their bodies felt to them. This research shows that such an approach is detrimental to psychic and emotional integrity since self-objectification shifts focus from the internal Self to external recognition. These effects can cause them to have reduced participation and overall capacity in goal attainment and therefore psychological disease. The above finding is in concordance with the study by Tiggemann & Slater (2002) who concluded that self-objectification reduced mindfulness as well as physical sensitivity among young-growing girls.

5.2 Impact on Psychological Health

Another important discovered area concerned the effects associated with the social media advertisements regarding eating disorders. The Fs for the six adverts were calculated using the objectified body image scale: adverts with higher objectified body images were higher correlated with disordered eating behaviours, including extreme dieting and skipping meals. This implies that girls who grow up watching and or comparing themselves to the skinny shaped models will engaging in maladaptive eating habits in order to achieve that look. These behavor are not only destructive to physical well-being but re-inforce feelings of failure and inadequacy and circumference themselves in cycle of eating disorder and depression.

This inference agrees with Stice & Shaw's (2002) who found that media was a critical factor that precipitated eating disorders. Modified from their study, the authors proved that the media that present thin-ideal body images leads to elevated levels of body dissatisfaction with subsequent negative eating attitudes. In addition, Dakanalis et al. (2015) showed that appearance-related use of SNS increases the risk of eating disorder symptoms among women of the young, as it was identified in this study.

Further, a positive correlation was established to existing studies between self-objectification and psychological climates including anxiety, depression, and social isolation. Hand some findings, those women who started self-objectifying experienced more intense depressive mood and feelings of loneliness. This is in consonance with Moradi and Huang (2008) who showed that self-objectification fully mediates the link between cultural objectification on one hand, and depression and social anxiety on other hand. Since Berger (2012) signals that self-objectification creates lifelong psychological vulnerability, self-objectification does not allow a person to grow and sustain healthy relationships.

5.3 The Mediating Role of Body Image Dissatisfaction

The findings of the study also show that other variables such as body image dissatisfaction do moderate the extent of social media advertisements on psychological consequences. Body shame and anxiety had high positive correlation with FOMO effects including portraying a perfect body just to gain approval online. This just reels out the ubiquity of social media drugs the young girls with the wrong perception about their worth in society and the continuous social pressure the world places on women to be standards that they cannot meet.

The study proposes that body image dissatisfaction acts as the mediating factor between media exposure and negative psychological consequences, intensifying the impact of self–objectification. The studies conducted earlier, as a part of the present research, like that of Perloff (2014), stress on the use of the social media as a special means in adherence to the appearance based comparison and effect on the body image. Citing Perloff the focus is given to influence of media on adolescents as well as the encouragement of body dissatisfactory among them. In the same manner, Fardouly et al. (2015) showed that SM use was a potent correlate of appearance comparison, which explained body dissatisfaction and numerous adverse effects.

5.4 Broader Implications

The relevancy of the study is on the high situational level because the study results impact not only the concerned individuals but society at large. From the presented study, the sampled young girls' media exposure has mental and behavioral consequences that mandate interventions focused on media literacy and resistance against societal beauty standards. So having aspects that can help mitigate body objectification, meaning

educational programs that put social worth on something other than physical appearance and social worth in media content, would help prevent its damage and promote healthier communications with one's self.

The results have broader implications, at a societal level, that call on social media platforms and advertisers to take responsibility for how they shape public perceptions of beauty and self-worth. The psychological burden on young audiences might be reduced if the prevalence of objectified body images in advertisement could be reduced and diversity and reality in appearances of beauty promoted. The legislation that addresses the advertisement and sets proper ethical norms for proper portrayal of media in media propaganda plays an important role in establishment of a healthy digital platform.

CONCLUSION

In this present research, the researcher sought to establish the effect of social media advertisements on body image and self-esteem among young girls while adopting the objectification theory. The findings offer a rich picture of the researched topics as they address each of the research objectives simultaneously.

In the current study, there was an establishment of the fact of association between the advertisements on social media and self-objectification among young girls. Participants remembered moderate level of such advertisements (mean = 3.37, SD = 1.075), which had a significant positive relationship with their perception towards beauty, $r = 0.531$ $p < 0.01$. These findings underscore that specific effects of objectified body images in advertisements are that young girls learn and therefore reproduce the dominant culture's beauty regime resulting in self-objectification.

The study therefore showed that the extent of influence by social media advertisement influences psychological health. Participants expressed considering moderate levels of body shame (M = 2.77), anxiety and depression (M = 2.93), FOMO consequences (M = 2.85).• Objectified body images were connected to eating disorders ($r = 0.229$, $p < 0.01$).• Concerning the correlation between sleep disturbances, social disconnection, and mental health, it was determined that sleep disturbances, and social disconnection had a very strong positive correlation with mental health distress ($r = 0.732$, $p < 0.01$). Demonstrated moderate levels of body shame (mean = 2.77), anxiety and depression (mean = 2.93), and FOMO effects (mean = 2.85). Correlation analyses highlighted that:

- Eating disorders were linked with exposure to objectified body images ($r = 0.229$, $p < 0.01$).
- Sleep disturbances and social disconnection were significantly associated with mental health struggles ($r = 0.732$, $p < 0.01$).

These findings validate the destructive impact of the different media portraying slim female body image.

The study further showed that self-objectification is a key factor that influences body shame anxiety and flow experience. Significant relationships were also established with higher body shame and depression indicating that compliance with societal slender beauty standards leads to increased psychological dysfunction ($r = 0.760$, $p < 0.01$). Furthermore, restricted flow mode was manifested through the low educational achievement and external reinforcement orientation of participants.

Self-loan satisfaction was found as a mediator between the amount of exposure to social media and psychological consequences. Higher levels of dissatisfaction showed tendencies of, more anxiety, more depression, and more FOMO impact. The significance of body image dissatisfaction as a mediator been underlined so a direct correlation between

advertisement influenced by social media and mental health, as well as self-perception is highlighted.

The objectification theory guided the research of whether social media advertisements would have an impact on body image and self-esteem for young girls. The findings also supply an understanding about the cumulative effect from exposure of people to objectified body images in advertisements and its effect on psychological, social, and academic outcomes. However, participants spent moderate time (mean = 2.17 hours) on social media, of which there was a significant correlation between social media use and perception of objectified body images.

Body dissatisfaction was strongly correlated with objectified body images (mean = 3.27, SD = 1.075; agreement among participants that such images influenced their perceptions of beauty; $r (45) = 0.406$, $p = 0.016$, 95 % CI = [0.057, 0.693]). Body images were strongly linked with body dissatisfaction, as evidenced by moderate agreement among participants that such images influence their perceptions of beauty (mean = 3.27, SD = 1.075).

Significantly correlated with increased body shame, anxiety, and depression, was o Exposure to objectified advertisements. There was a strong interrelation among these variables and indicated a wider pattern of psychological distress. Mild tendencies were found on eating disorders (mean = 2.19), sleep disturbances (mean = 1.76) and social disconnection (mean = 1.89) in participants. Strong interrelations, highlighting a broader pattern of psychological distress. o Participants exhibited mild tendencies toward eating disorders (mean = 2.19), sleep disturbances (mean = 1.76), and social disconnection (mean = 1.89). Often, these were related problems which made them complex and difficult to handle in general.

This is seen with moderate FOMO effects (mean = 2.85) and low internal body awareness (mean = 2.92), supporting the finding that social demands from social media encourage social validation over intrinsic self-esteem. A social comparison perpetuated by social media was closely tied to these variables and in turn exacerbate greater anxiety and body shame. The correlative proofs were found to be as strong as the reason for social disconnection and sleep disorders correlated strongly with low educational performance which only underlines the cognate consequences of mental health strife on day to day livelihood.

The research emphasize the wide impact social media is having on young girls consuming advertisements that convey objectified body images that lead to body dissatisfaction, mental health issues, and behavior issues. That these findings line up with objectification theory, which suggests a long history or objectifying stimulus leads to self-objectification and damaging psychological correlates, is consistent with the literature. Social media adverts with objectified body images have profound and multidimensional impact on young girls, concludes the study. These include impacts beyond body image, and include impacts to mental health, academic performance and social interactions. Media literacy, self-compassion and critical engagement with social media content, are the kind of interventions we need to mitigate these effects. They also need to create safer online environments where these harmful piece of content is limited

FUTURE RESEARCH DIRECTIONS

There's a lot more that can be done in terms of trying to see the effect social media has on your body image. Then more longitudinal studies are needed to determine whether social media exposure cause the development of the distorted body image outcomes and other associated mental health consequences in young girls in the long run. On top of doing

research on various types of intervention that are most effective (ie. media literay programmes, body positivity programmes etc), this can serve as useful research to see what does and doesn't work.

Also, additional analysis of social media algorithm's contribution to the perception of body image and for algorithmic bias. This research is relevant to address how it is to be of value in the social media body image for young girls of various race, ethnicity, and socioeconomic background. Following that the debates commence about how these social media platforms can be used to shift the body image narrative towards the positive and increase body positive sentiment in order to attempt further change of these interventions.

LIMITATIONS OF THE EXISTING LITERATURE

There are not as many relationships between social media and body image in current literature. The research also involves a lot of self reported data and likely has social desirability bias and can not account for much of what would happen with a young girl. Additionally, these studies have all mainly concerned Western populations and can not be extrapolated to other cultural backgrounds. Second, many social media exposure studies using the research designs rely mainly on cross sectional methods, which incapable to identify the causation relations between their exposure to social media and the outcomes on the body image. Future research can further investigate the phenomena of youth girls' interactions of body image, social media and self esteem by the use of longitudinal studies in a mixed methods and culture sensitive methodology to completely understand what is truly going on in the minds of the youth girls all over the globe.

SUGGESTION & RECOMMENDATION

Although the existing research about how social media influences body image is crucial, further research must be performed in more areas. Social media interaction duration has a special relationship with body image changes that depend on the mental health situations for young female individuals in which longitudinal research is obligated. The development of social media body image outcomes should be researched longitudinally to find out, not only causal relations, but also direct cause and effect connections. There is need for more specific investigation surrounding social media algorithms that are shaping body image. Because algorithms give preferential treatment to a specific body type and beauty standards, body image concerns worsen over time. Better social media designs using better responsible designs will emerge from understanding of operations of algorithms, with their associated bias risks, and learning to help create beauty standards.

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