

Influence of Media on Body Image Among Dental Students

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Abstract: Although there is a voluminous literature on mass media effects on body image concerns of young adults, there has been relatively little theoretically driven research on processes and effects of social media on youth's body image and self-perceptions. The interactive format and content features of social media such as strong peer presence and exchange of a multitude of visual images suggest that social media working via negative social comparisons, and peer normative processes can significantly influence body image concerns.

Keywords: media, body image

1. Introduction

Body image is being seen as one of the most important values in ideology among youth. There are numerous factors which influence the perception of body image among people and plays a major role in shaping one's self [2].

Media portrays ideal images for both men and women. This may have many destructive effects and consequences [4]. Very often, people evaluate themselves by comparing to others on social media [1] Though some media exposure makes people feel better, few people may still get offended because of the content/ communication exchange that takes place and it leads to negative psychological functioning.

Many researchers have shown that negative body image leads to eating disorders, decrease one's self esteem and consequently may lead to depression [4].

Nowadays people are in a constant fear of being judged over the social media platforms, which in turn lead to decrease in self-confidence levels [2].

At present most of the students are addicted to social media such as Instagram, Facebook & Twitter to name a few. Some of them try to adopt abrupt/ insane diet regimen posted online in these platforms for betterment of their body image without complete knowledge [3]. This may have both positive as well as negative impact which depends on the individual. The effect of social media is more profound in comparison to conventional media on people. People are bound by technology and the content in the social media revolves around ones' self. It is because people can bind with technology, content can revolve

around self. People are immensely affected by Social media on a personal level than conventional media. Psychological processes such as social comparisons, should mediate the impact of social media uses on body image concern [1].

The present study focuses on the undergraduate dental students, to evaluate if they have been affected and it also focuses on the knowledge of students towards body image.

The main aim is to examine the influence of media on body image among undergraduate dental students.

It is conducted to analyze the extent to which the media impacts on one's perception of body image.

2. Methodology

A. Permission

Permission was taken from the head of the department, Department of Public Health Dentistry.

Questionnaire is explained and informed consent was taken prior to study from study subjects.

B. Study design

A cross-sectional questionnaire based study was conducted among students of Mamata Dental College, Khammam, Telangana.

C. Pilot Study

Framed questionnaire is distributed among 30 students to know reliability of questionnaire.

D. Inclusion Criteria

All interns, 4th year, 3rd year, 2nd year students who were present during the day of the survey are included in the study. The duration of the study was from 29th May 2019 to 6th June 2019.

E. Exclusion Criteria

Students who were absent during the day of survey were excluded.

F. Study procedure

The study was conducted among 200 dental students.

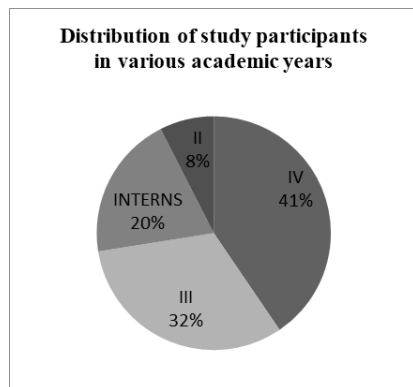
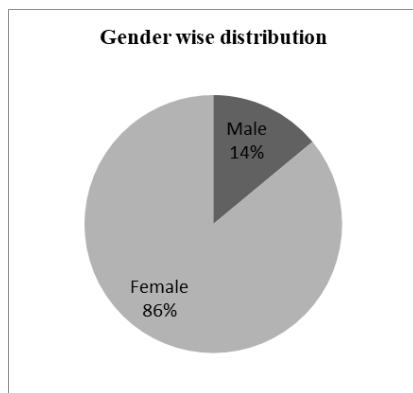
Questionnaires were distributed to 2nd, 3rd, 4th year students and interns during their working hours i.e., 9:00am to 4:00pm. Questionnaire includes personal data and questions pertaining to the current study.

G. Statistical Analysis

The data collected through the questionnaire is tabulated into an Excel sheet and sent for analysis.

3. Results

The inputs from the 200 students taken into study constitutes 14% male and 86% female dental students belonging to various academic years and majority of them belong to IV year (40.5%).



In the table given below, maximum people think that body image is combination of aesthetics, Attractiveness, perception of thoughts and feelings (55%). On the contrary few think it is aesthetics & attractiveness (17.5%) and statistically significant difference observed was $p < 0.05$.

Table 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Aesthetics & attractiveness	35	3.5	17.5	17.5
Perception of thoughts & feelings	55	5.5	27.5	45.0
Both	110	11.0	55.0	100.0
Total	200	20.0	100.0	

In the table given below, majority i.e.; 51% people believe that they generally have a positive sense of body image and few i.e.; 17.5% people think they have a negative sense of body image & statistically significant observed difference was $p < 0.05$.

Table 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid positive	102	10.2	51.0	51.0
negative	35	3.5	17.5	68.5
unsure	63	6.3	31.5	100.0
Total	200	20.0	100.0	

The table below shows that, maximum i.e.; 32% people think their own perception is the main cause of insecurity of their body image & on the contrary few i.e.; 7% people think that family is the main cause of feeling insecure about their body image & statistically significant difference observed was $p < 0.05$.

Table 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid . Own perception	64	6.4	32.0	32.0
friends	40	4.0	20.0	52.0
Family	14	1.4	7.0	59.0
Social media	35	3.5	17.5	76.5
Not insecure	47	4.7	23.5	100.0
Total	200	20.0	100.0	

In the table given below, most of the people i.e.; 51% have not changed their self because of something/ someone in the media & few people i.e.; 18% have changed themselves because of Something/ someone in the media the statistically significant difference observed was $p < 0.05$.

Table 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	36	3.6	18.0	18.0
some times	62	6.2	31.0	49.0
no	102	10.2	51.0	100.0
Total	200	20.0	100.0	

The table below shows that, 38% people felt that they are never felt judged on social media & 15% people felt that they are often being judged on social media & statistically significant difference observed was $p < 0.05$.

Table 5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid often	30	3.0	15.0	15.0
some times	51	5.1	25.5	40.5
rarely	43	4.3	21.5	62.0
never	76	7.6	38.0	100.0
Total	200	20.0	100.0	

4. Discussion

The present study was conducted to know the influence of media on body image among dental students.

According to majority of students i.e.; 55% body image is combination of aesthetics, attractiveness and perception of thoughts, feelings.

It shows that maximum (51.5%) students think that sometimes opinion of others on their physical appearance is important.

Majority i.e.; 45.5% people agree that media's representation of women & men encourage people to have a self-esteem.

Majority i.e.; 42.5% people think that internet has the strongest influence on them.

This survey shows that, many of them (57.5%) think there's a particular impact of social media on girls.

Self-perception is regularly influenced by few components which predominantly includes media.

5. Conclusion

Each person has their own different definition of body image.

The media plays an important role among the young generation. People should make up their minds that they will not be negatively influenced by the media.

Thus, controlling the influence of media may help in attaining a positive physical and psychological body image. Self-evaluation of one's thoughts, habits and ones' actions, help mitigate the adverse effects of social media influence and helps them embrace a positive physical & psychological body image.

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