

**The Impact of Media Exposure on Self-Esteem and  
Body-Satisfaction among Youth: The Moderating Role of Resilience**

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## ABSTRACT

This study aims to examine the impact of social media exposure on body dissatisfaction and self-esteem among youth, concentrating on resilience's moderating role. Employing a quantitative research design, self-report measures were used to assess social media exposure, body dissatisfaction, self-esteem, and resilience. Data was collected from a diverse sample of 300 participants, including male (150) and female (150), by applying a convenient sampling technique, from different areas of Haripur city. The results show that adults' self-esteem and body dissatisfaction were significantly impacted by social media use. Resilience played a moderating role in the effect of social media exposure, body dissatisfaction, and self-esteem. The study also discloses the gender differences in body dissatisfaction and self-esteem. The findings of this study advance our knowledge of the detrimental effects of social media on body image and self-esteem, emphasizing the protective role of resilience. This research highlights the significance of fostering resilience among youth to mitigate the negative effects of social media exposure.

**Key words:** social media exposure, body dissatisfaction, self-esteem, Resilience

## INTRODUCTION

In the middle of the twenty-first century, person-to-person communication venues began to emerge globally (Jan et al., 2017). Virtual entertainment was used by about 3.8 billion people in 2019—roughly a third of the global populace (Dennig, 2021; Farid et al., 2023). On average, people invest about 80 minutes a day on web-based entertainment platforms, with the amount of time spent increasing year over year (Global Web Index, 2020). Web-based entertainment is defined by Monitoring (2014) as "new types of media that include intuitive interest". Social media is rife with photos of people who appear to have the "perfect" figure, which are frequently edited and filtered (Atique et al., 2024). People may get anxious about their

bodies as a result of these pictures, which promote unattainable beauty ideals. Poor body image, abnormal eating habits, and body dissatisfaction have all been linked to social media use (Olanrewaju et al., 2020).

Boys and girls experience body dissatisfaction, even though girls have historically been the subject of most studies (Baker et al., 2019). It is crucial to comprehend the concept of self-esteem as it affects many aspects of students' lives. According to Davis (2018), Bilgin and Taş (2018), and Kuss et al. (2014), etc., students' self-esteem is affected by depression, sexual objectification, communication, psychological resilience, social media addiction, etc. According to Twenge (2017), among I Gen, mental health problems are linked to increased screen time. *“They were born in 1995 and later, so they saw life before the internet, had an Instagram page before starting high school, and grew up with cell phones”*. According to her research, social media has an impact on how people in this generation view themselves in relation to the friends and peers they interact with online, and indicates a robust relationship between social media use and self-esteem.

Resilience is the capacity to turn adversity and challenging or stressful circumstances into a constructive adaptation (Zautra, 2009). Resilience often enables an individual to resume their prior level of mental, emotional, and cognitive functioning (Borji et al., 2020). More resilient people are thought to be able to handle pressure better, maintain emotional equilibrium in stressful situations (Pinquart, 2009; Southwick et al., 2014). Resilience and happiness have also been demonstrated to positively correlate (Short et al., 2020). Studies have long connected self-concept to self-esteem (Garcia & Musitu, 2014; Fuentes et al., 2011). Adequate levels of self-esteem are markers of psychological wellness and personal fulfillment that support mental equilibrium and overall health (GoÑi et al., 2015; Halder & Datta, 2012; Mumtaz, 2021). These factors have significant implications for the growth of a positive life and the accomplishment of goals (Halder & Datta, 2012).

### **Problem Statement**

The Impact of Media Exposure on Self-Esteem and Body-Satisfaction among Youth: The Moderating Role of Resilience

### **Research Questions**

The primary objectives of this research proposal are as follows:

RQ 1: How does media exposure affect the self-esteem of youth?

RQ 2: What is the relationship between media exposure and body satisfaction among youth?

RQ 3: Does resilience play a moderating role in the relationship between media exposure, self-esteem and body satisfaction among youth?

RQ 4: How does media exposure affect body satisfaction among youth in terms of gender?

### **Hypotheses**

**H1:** There will be a significant association between media exposure, self-esteem, and body satisfaction among youth.

**H2:** Resilience moderates the relationship between media exposure and body satisfaction among youth, influencing the strength and/or direction of this relationship.

**H3:** Resilience moderates the relationship between media exposure and self-esteem among youth, influencing the strength and/or direction of this relationship.

**H4:** Females, who are exposed to higher levels of media content, especially portraying unrealistic body standards, will be more likely to experience lower body satisfaction compared to males exposed to similar content.

### **Significance**

The significance of the paper on the impacts of media exposure on body satisfaction and self-esteem among youth, with an emphasis on the moderating role of resilience, is multifaceted and carries implications for both academic research and real-world applications. It contributes to the broader understanding of media effects on individuals' mental and emotional well-being. The findings from this paper inform educational institutions, parents, and mental health professionals regarding the possible advantages and disadvantages of young media consumptions. Strategies can be developed to promote media literacy, healthy media consumption habits, and resilience-building skills among young individuals. Besides this, policymakers could use the findings to shape guidelines for age-appropriate media content and implement measures to mitigate potential negative effects on self-esteem and body satisfaction.

### **Social Media Usage and Body Dissatisfaction**

The way people consume information and are exposed to the skinny ideal has changed recently; youth are growing up in the social media era rather than the conventional media one. Platforms like Instagram, Snapchat, Twitter, and social media are examples of Social Networking Sites. For people in the United States who are 13 to 17 years old, YouTube, Snapchat, and Instagram are the most famous platforms, and many of them are used regularly (Pew Research Center, 2018). Social media's accessibility has made it extremely popular and is often used. Approximately 95% of young people own a smartphone (Pew Research Center, 2018).

According to Aubrey et al. (2020), teenage girls' self-objectification, worry about their looks, and desire for appearance-enhancing products are all influenced by the way health information is presented in YouTube videos. His finding has implications for health literacy. The authors portrayed women in beauty-focused and health-focused health films, with the latter emphasizing how utilizing a product might improve one's attractiveness and mood. Similarly, studies have shown that there are Twitter groups and material that promote or support being fit and healthy (fitspiration) or thin and losing weight (thinspiration), respectively. These items have the potential to be detrimental to one's physical and emotional well-being (Tiggemann et al., 2018; Ghaznavi & Taylor, 2015; Alberga et al., 2018). An abundance of content on Twitter stigmatizes people based on their weight, that might be detrimental to mental health, according to Lydecker et al. (2016).

Researches on other social media platforms also highlight their adverse effect. Yurdagul et al. (2019) examined the connection among problematic Instagram usage and psychological outcomes in young boys and girls, such as despair, depression, feelings of loneliness, general anxiety, social nervousness, and the function that body dissatisfaction played as a mediator. Nevertheless, there is a paucity of studies on the effect of Snapchat on body image. Italian youngsters participated in studies that were carried out by Marengo et al. (2018) on highly visual social media platforms (HVSM), such as Instagram and Snapchat. In comparison to non-users, the writers discovered that HVSM users reported far greater levels of body image issues and poor mental health (Marengo et al., 2018). Other researchers have found similar things about the relationship between pre-adolescent girls and boys who use Snapchat and eating feeding disorders and body image problems, as well as female adolescents (Fardouly et al., 2020; Saunders & Eaton, 2018).

It is evident from the literature as a whole how social media and self-worth are related. A study by Hawi and Rupert (2016) shows a detrimental relationship between social media addiction and self-esteem. The amount of time spent on social media and the number of friends one has on the platform are negatively correlated with one's sense of self-worth. This shows that, albeit it's unclear how, possessing lots of pals and using social media are often linked to decreased self-esteem (Ifaraon and Kaipainen, 2014). Social media users believe that others have a better life than they do and perceive their situation as unfair in comparison (Chou and Edge, 2012). Manago et al. (2015) referenced two studies that demonstrated how guys upload sexualized images of themselves and express anxiety about their bodies.

### **The Moderating Role of Resilience on Body Dissatisfaction and Self-Esteem**

The ability of an individual to adjust to the things that happen in their life is known as resilience (Tiruneh et al., 2024). According to Jayalakshmi and Magdalin (2015), those with greater resilience levels might have the capacity to "bounce back" from adversity more rapidly than people with lower resilience levels. The relationship between resilience, body image, and self-esteem can make a big difference on a person's emotions, ideas, and actions. For example, when it comes to their body or self-perception, a person with low resilience may not believe they can do anything to change what they wish to alter (Derosier et al., 2013). Not liking their body can also lead to low self-esteem (Shen, Zhou, and Kong, 2010).

Self-esteem may be significantly improved by resilience. Resilience has a favorable impact on psychological stress and life satisfaction through the mediating role of self-esteem (Liu et al., 2014; Benetti & Kambouropoulos, 2006). According to research, having a high sense of self-worth both protects and increases resilience (Bin & Wei, 2007). This suggests that there may be a relationship between resilience and self-esteem. Although resilience has been studied in a variety of health-related professions no empirical research has looked at how resilience affects young women's unhappiness with their bodies. Although it was not predicated on any prior empirical connections between the two, Choate (2005 & 2007) proposed a resiliency model to address body image dissatisfaction in young adolescent women. The model focused on the domains of media influence and familial and peer relationships and is marketed as a targeted intervention for school counselors.

### **Theoretical Foundation**

Social Cognitive Theory served as the study's theoretical foundation (SCT). The psychology theory of social cognitive theory (SCT) highlights how observational learning shapes attitudes and behavior. The theory was first put forth by psychologist Albert Bandura in the 1980s. Bandura suggested that people learn by watching other people's behavior and that media, such as television, movies, and more recently, social media, can facilitate this kind of learning (Anderson & Jiang, 2018). Social cognitive theory (SCT) posits that teenagers who are subjected to images of idealized, slim bodies on social media platforms may internalize these ideals and resort to behaviors like disordered eating and dieting in an effort to mimic the same body type. This phenomenon is referred to as social learning. Additionally, according to SCT, adolescents who have access to social media pictures of ideal bodies are more inclined to feel bad about their bodies and have low self-efficacy (Baker et al., 2019).

### **RESEARCH METHODOLOGY**

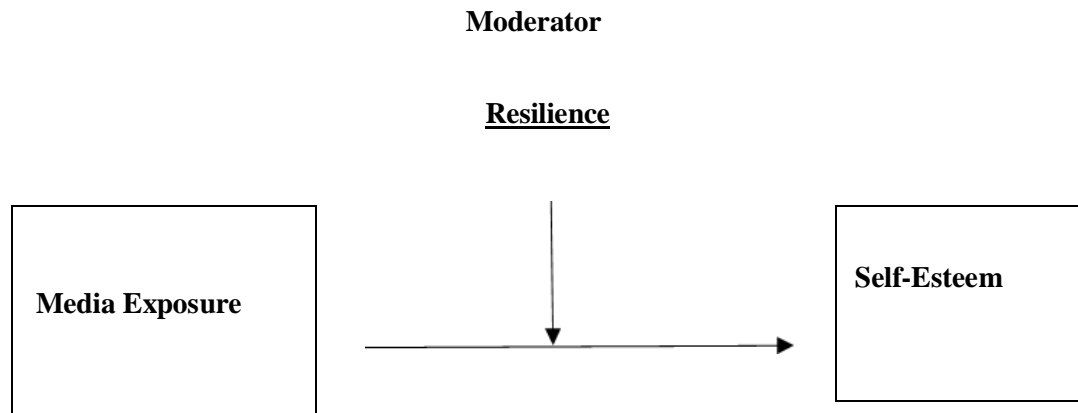
This study is all about understanding how social media exposure can affect the self-esteem and body dissatisfaction of young people. It's looking at whether resilience, which is the capacity to overcome obstacles, can moderate or lessen these effects. By examining the relationship between social media, self-esteem, body image, and resilience, researchers hope to gain insights into how to promote healthier online experiences for youth. The research will entail a quantitative investigation to explore the correlation

between youth media exposure and their sense of self-worth and contentment with their bodies. We will use a cross-sectional research design to examine the research issue. The participants will be required to fill out self-report questionnaires that evaluate their levels of resilience, body satisfaction, self-esteem, and media exposure.

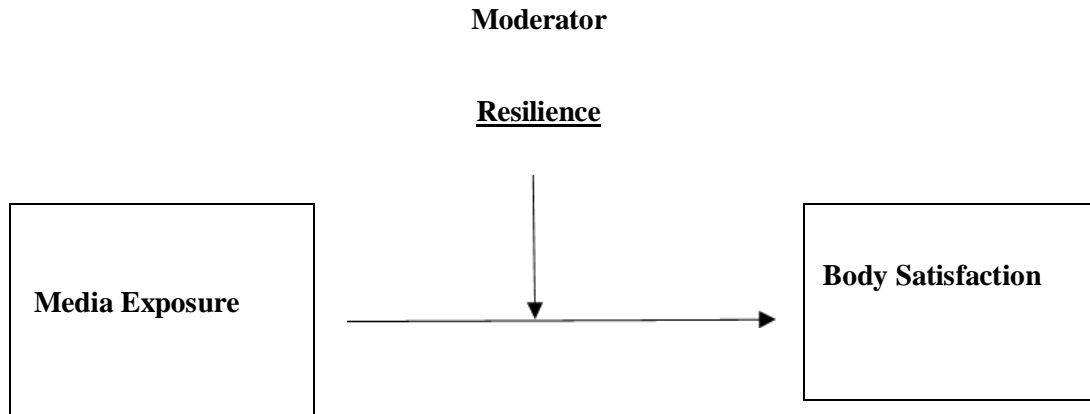
The population of research consist of youth aged 18-25 years recruited for this study. Participants (N= 300 both male and female) were drawn from various educational institutions in the city of Haripur. Research instruments such as Social Media Use Scale (Jenkins-Guarnieri et al. 2013), Body Self-Esteem Scale (Dr Sarah Johnson, 2009), Self-Esteem Scale (Dr. Mark Rosenberg, 1965), and Brief Resilience Scale (Dr Bruce D. Smith, 2008) were used to measure study phenomena. The study complied with ethical standards by getting participants' informed permission, maintaining participant anonymity, and giving debriefing materials. Statistical techniques were implemented to analyze the collected data using SPSS version 27. This involves descriptive statistics, correlations, analysis of variance, and mediation analysis.

**Conceptual framework of study**

**Model 1**



**Model 2**



**RESULTS**

Table 4.1

Descriptive Statistics and Correlation for Study Variables

Variables	N	M	SD	1	2	3
1. Social media	250	41.63	21.9	-	.88**	.67*
2. Body dissatisfaction	250	29.30	4.92		-	.84**
3. Self esteem	250	68.74	12.27			-

P\*\* Significant at the level 0.01, P\*Significant at the level 0.05

Table shows the Pearson correlation for study variables. The correlation values for all study variables ranging from -.67 to .88. Results indicates that social media is positively correlated with body dissatisfaction (r=.88, p=0.01), and self-esteem (r=.67, p=0.05).

H1: There is a significant association between media exposure, self-esteem and body satisfaction among youth.

Table 4.2

Moderation of Resilience between Media Exposure, Body Image Dissatisfaction

Variables	Model 1			Model 2		
	B	B	SE	B	β	SE
Constant	22.92***		.19	21.20***		.29
Resilience	8.49***	.61***	.44	9.10***	.77***	.42
Social media	2.17***	.34***	.44	2.13***	.18***	.42

Resilience ×social media		1.92***	.12***	.25
R <sup>2</sup>	.86		.88***	
ΔR <sup>2</sup>			.01***	

\*\*\*p<.001

The moderating effect of media exposure and body image dissatisfaction on resilience is displayed in Table 4.1.2. Model 1's R<sup>2</sup> value of .86 indicated that the predictors, with  $F(2,497)=1640.34$ ,  $p<.001$ , explained 86% of the outcome's variation. The results showed that body dissatisfaction was positively predicted by social media ( $\beta =.34$ ,  $p<.001$ ) and resilience ( $\beta =.61$ ,  $p<.001$ ). With  $F(3, 248) = 1240.14$ ,  $p<.001$ , Model 2's R<sup>2</sup> value of .88 indicated that the predictors explained 88% of the outcome's variation. According to the results, body dissatisfaction was positively predicted by resilience ( $\beta =.77$ ,  $p<.001$ ), social media ( $\beta =.18$ ,  $p<.001$ ), and both resilience and social media. With  $\Delta F(1,248) p<.001$ , the  $\Delta R^2$  value of .01 indicated a 1% decrease in the variance of models 1 and 2. Research reveals that resilience attenuated the correlation between social media use and body dissatisfaction.

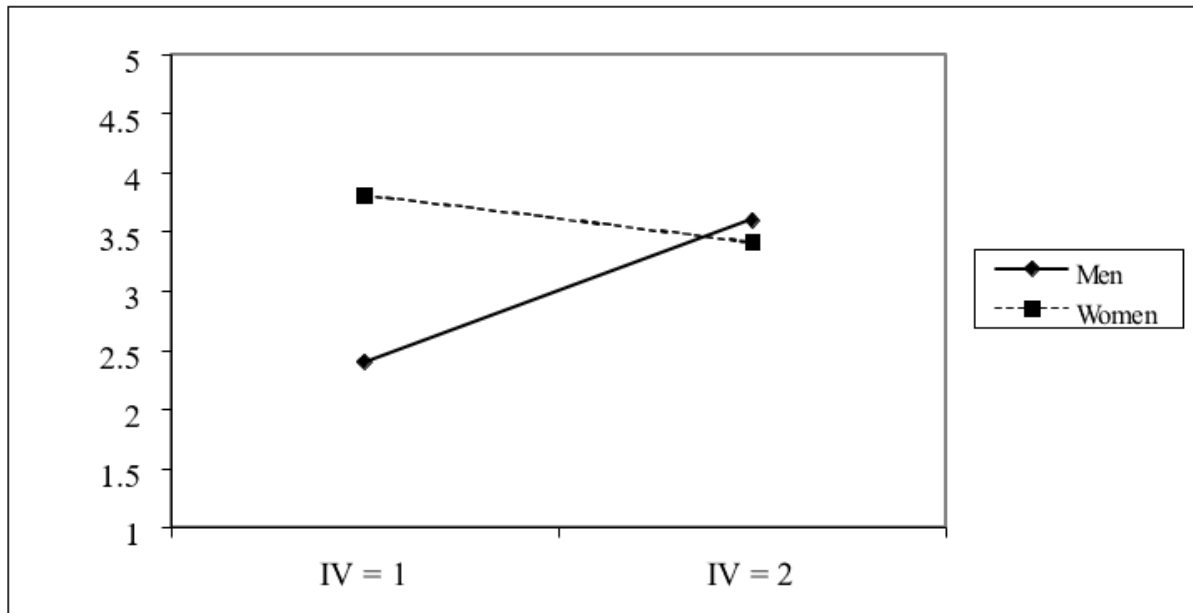


Fig1: Graph representing moderating role of resilience in the relationship between social media use and body dissatisfaction.

H2: Resilience moderates the relationship between media exposure and bodysatisfaction among youth, influencing the strength and/or direction of this relationship.

Table 4.3

Moderation of Resilience between Media Exposure, and Self Esteem

Variables	Model 1			Model 2		
	B	$\beta$	SE	B	B	SE
Constant	19.99***		.22	22.03***		.30
Resilience	8.01***	.71***	.35	8.88***	.77***	.39
Social media	2.17***	.34***	.32	2.98***	.20***	.22
Resilience $\times$ social media				1.70***	.33***	.21
R <sup>2</sup>		.78			.81***	
$\Delta$ R <sup>2</sup>					.03***	

\*\*\*p<.001

The moderating effect of media exposure and body image dissatisfaction on resilience is displayed in Table 4.1.3. The predictors in Model 1 explained 86% of the variation in the outcome, with an R<sup>2</sup> value of .78 and F (2.01) = 1532.34, p<.001. The results showed that body dissatisfaction was positively predicted by social media ( $\beta = .34$ , p<.001) and resilience ( $\beta = .71$ , p<.001). Model 2's R<sup>2</sup> value of .78 indicated that the predictors, with F (3, 248) = 1240.14, p<.001, explained 78% of the outcome's variation. Resilience ( $\beta = .71$ , p<.001), social media ( $\beta = .34$ , p<.001), and resilience and social media together ( $\beta = .12$ , p<.001) were shown to positively predict body dissatisfaction. With  $\Delta F (1, 248) p<.001$ , the  $\Delta R^2$  value of .01 indicated a 3% decrease in the variance of models 1 and 2. Resilience was shown to have mitigated the connection social media use and body dissatisfaction.

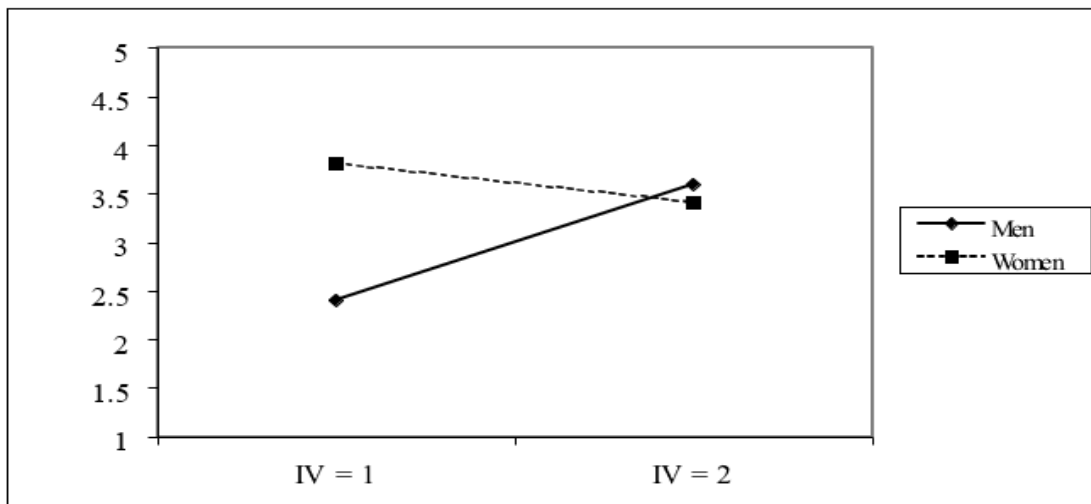


Fig2: Graph representing moderating role of resilience in the relationship between social media use and self-esteem.



H3: Resilience moderates the relationship between media exposure and self-esteem among youth, influencing the strength and/or direction of this relationship.

Table 4.4

Mean comparison for gender differences on body dissatisfaction

Variable	M	SD	M	SD	t(249)	P	Cohen's d
Body dissatisfaction	66.58	13.16	70.63	11.14	2.639	0.06	0.3

Table revealed significant mean differences on body dissatisfaction among male and female. Female significantly scored higher on body dissatisfaction (M=70.63, SD=11.14), p.05. The value of Cohen's d was 0.30 (>0.20) which indicated a greater effect size.

H4. Females, who are exposed to higher levels of media content, especially portraying unrealistic body standards, will be more likely to experience lower body satisfaction compared to males exposed to similar content

## DISCUSSION

In literature, correlations among exposition to images on social media and negative body image perceptions were investigated. Social media idealization was connected to increased body dissatisfaction or decreased body satisfaction in female cohorts (Tiggemann & Zaccardo, 2015; Brown & Tiggemann, 2016; Brichacek et al., 2018; Fardouly & Rapee, 2019; Prichard et al., 2020; Dignard & Jarry, 2021; McComb & Mills, 2021), male cohorts (Tiggemann & Anderberg, 2020), and mixed cohorts (Sampson et al., 2020). Social media (Brichacek et al., 2018) and Instagram (Tiggemann & Zaccardo, 2015; Brown & Tiggemann, 2016; Fardouly & Rapee, 2019; Prichard et al., 2020; Sampson et al., 2020; Tiggemann & Anderberg, 2020; Dignard & Jarry, 2021; McComb & Mills, 2021) have all shown evidence of this tendency.

Images pertaining to the body ideals (Brichacek et al., 2018; McComb & Mills, 2021), celebrities' images (Brown & Tiggemann, 2016), images of peers (Brown & Tiggemann, 2016), images of fitspiration (Tiggemann & Zaccardo, 2015; Prichard et al., 2020; Tiggemann & Anderberg, 2020; Dignard & Jarry, 2021), images of thinspiration (Dignard & Jarry, 2021), fashion images (Tiggemann & Anderberg, 2020), images of makeup and no makeup (Fardouly & Rapee, 2019), and images with attractive smiles (Brown & Tiggemann, 2016). When comparing the experimental groups (those who viewed the body-ideal photos) to the control group, the studies on exposure to nonspecific body-ideal images both found significantly increased levels of body dissatisfaction (Brichacek et al., 2018; McComb & Mills, 2021).

Regarding celebrity and peer photos, it was demonstrated (Brown & Tiggemann, 2016) that both categories had an effect on BI by raising body dissatisfaction in comparison to neutral travel photographs; however, no discernible differences were detected between the two categories of images. Research on fitspiration revealed similar results: looking at photos of fitspiration led to a lower level of body satisfaction than looking at photos of travel (Tiggemann & Zaccardo, 2015; Prichard et al., 2020; Tiggemann & Anderberg, 2020; Dignard & Jarry, 2021). According to Tiggemann and Anderberg (2020), fitspiration photographs were also found to considerably reduce body satisfaction when compared to fashion images.

However, fashion images did not significantly lower body satisfaction when in contrast to both fitspiration and vacation images. In comparison to trip 67 photos, thinspiration photographs similarly produced reduced levels of body satisfaction; however, there were no changes in body satisfaction between

thinspiration and fitspiration images (Dignard & Jarry, 2021). When compared to the control group, watching photographs of women using cosmetics also caused a fall in happiness with their facial appearance, while viewing images of women without makeup did not cause a decrease in satisfaction (Fardouly & Rapee, 2019). A distinction should be noted with respect to the findings of the study that used photographs of smiles. In this instance, the group shown pictures of the perfect grin had a large drop in face satisfaction but no rise in body dissatisfaction (Sampson et al., 2020).

The degree of contentment or unhappiness with one's physique is directly correlated with one's mood. Three studies underscore the effects of social media picture viewing on mood (Tiggemann & Zaccardo, 2015; Brown & Tiggemann, 2016; Prichard et al., 2020). Compared to seeing vacation photographs, watching images of peers and celebrities dramatically elevated depressive mood, with no discernible changes in the influence across the peer and celebrity groups (Brown & Tiggemann, 2016). Fitspiration photos also produced a noticeably more depressing mood in females than control pictures (Tiggemann & Zaccardo, 2015; Prichard et al., 2020).

### **Social Media and Self-Esteem**

Branden's research unequivocally demonstrates how social media negatively impact on people's self-esteem. The two components that compromise an individual's self-esteem are their self-confidence and self-respect (Branden, 1969). As people use social media more often, they examine the accounts of others and begin to feel envious of those they perceive to be better off or more accomplished than themselves.

According to Walther and colleagues, most people use social media to discover details about other people's life and quickly make judgements about them based on facts they discover on their accounts (Walther et al., 2008). These people compare themselves to others in an uplifting manner. They thus begin to feel unworthy, underprivileged, and resentful. These unpleasant emotions have a direct on the self-esteem of individuals. People's poor well-being is promoted and their lives are made worse through social comparisons made on social media platforms like Facebook (Steers, Wickham, & Acitelli, 2014). People ultimately have negative opinions of themselves as a result.

### **Moderating Role of Resilience in Social Media Use and Self-Esteem**

Studies have indicated a correlation between young body dissatisfaction and social media use (Slater & Tiggemann, 2015). Individual variances in resilience, however, could be a significant mediator in this connection. The capacity to overcome hardship and recover from setbacks is known as resilience (Herrman et al., 2011). People with great resilience may be more equipped to deal with given possible detrimental impact of social media on body image, even while youth with poor resilience may be more vulnerable to these effects (Tiggemann & Miller, 2010).

Studies show that resilience mediates the relationship between young people's usage of social media and body dissatisfaction; only those with low resilience see a significant association between the two (Lloyd et al., 2018). For example, Lloyd et al. (2018) discovered that social media use was strongly connected with body dissatisfaction among youth with low resilience, but not among youth with high resilience. Similarly, Burke et al. (2010) found that social media use was only associated with body dissatisfaction among teenage girls who lacked resilience, and that resilience was a substantial predictor of body satisfaction among these girls. These results demonstrate how crucial it is to support young people develop resilience in order to lessen the detrimental impacts of social media on body image. Gender differences in body dissatisfaction.

One important conclusion was that men and women were affected differently by the media. More often than not, men than women reported their bodily enjoyment. The effect of the media on women's body

dissatisfaction has been the subject of several research (Barlett, Vowels, & Saucier, 2008; Hargreaves & Tiggemann, 2004; Hargreaves & Tiggemann, 2009; Tiggemann, 2006). According to these results, unrealistic beauty standards that place an emphasis on unachievable thinness may be a major contributing factor to young girls' body dissatisfaction (Hargreaves & Tiggemann, 2004). Adolescent females are more prone to experience body image issues if they watch more television, read more magazines, and spend more time online (Tiggemann & Slater, 2013). Eating disorders and depression are two more detrimental outcomes linked to body dissatisfaction in teenage girls (Hargreaves & Tiggeman, 2009).

Experimental research has shown that teenage girls who are briefly exposed to idealized media pictures suffer unfavorable consequences right away, which can last for a while. This highlights the detrimental impacts of appearance-focused social comparisons (Tiggemann, 2006). While earlier research has mostly examined how the media affects women's body dissatisfaction, more attention is now being paid to studying teenage boys' body dissatisfaction. According to recent study, unrealistic appearance standards are also likely to be the underlying reason of body dissatisfaction in male adolescents (Hargreaves & Tiggemann, 2009).

Men are more likely than women to report being unhappy with their look on the BAS-2is due to a lack of sufficient muscular tone or size (Hargreaves & Tiggemann, 2009). Male media consumption has been linked to a worse body image, according to correlational research (Schooler & Ward, 2006). People who saw media pictures of muscular models reported feeling less confident about their looks thereafter (Hargreaves & Tiggemann, 2009). Males are more probable than females to experience body image dissatisfaction, which has been connected to variety of detrimental effects, such as disordered eating, depression, and excessive exercise (Hargreaves & Tiggemann, 2009). In general, compared to teenage girls, the impact of the media on adolescent guys' body image is less pervasive, normative, and severe, yet it still produces a great deal of misery (Hargreaves & Tiggemann, 2009).

## **CONCLUSION AND RECOMMENDATION**

The study findings lead to several key conclusions about how media exposure affects young people. Self-esteem of teenagers is greatly influenced by their media exposure. Continuous exposure to glorified and edited photos on social media frequently experience low self-esteem and feelings of inadequacy. In addition, body satisfaction and media exposure are also correlated. Poor body image and discontent with one's appearance are exacerbated by the media's presentation of unattainable beauty standards. Furthermore, the study reveals, that resilience act as a moderating factor in this relationship. Teenagers with high resilience are more likely to maintain good image regarding themselves and positive body satisfaction regardless of media pressure. Lastly, the impact of media exposure on body satisfaction shows variation across gender. Female teenagers are more prone to the negative affect because of societal expectations and pressure on certain physical appearance.

Resiliency can be obtained towards media pressure and its negative impact by taking care of one's personal and emotional wellbeing, and by surrounding oneself with positive affirmation and realistic representation, rejecting narrow beauty standards. Additionally, there is a need to critically evaluate the societal beauty standards that promote unrealistic and vague ideals and to promote a more diverse, inclusive, and encouraging setting.

Future research should focus on evaluating media literacy education levels in school and community programs. This could help in assessing the basic understanding of media literacy and ways to empower them to have healthier relationships with media. Also, the study is limited as the data is collected from educational institutions in the city of Haripur. Therefore, there is a need to assess the effect of media on

teenagers' self-esteem and self-image in other cities, especially in other cities or a broader context, and there is also a great need to identify the ways to increase media literacy and create an inclusive environment on media platforms.

#### **Applied significance of study**

The study has important implications for public health, education, and policy in that it provides evidence of women's position and role in society. What it does is raise awareness on the impact of negative messages conveyed in social media platforms, particularly how these impact self-esteem and body satisfaction among adolescent women, and thus calls for subsequent intervention approaches that will help these young people cultivate resilience and progressive overtones towards their bodies. The findings presented in this thesis can be helpful for educators, parents, and policymakers to create experience-based programs that would teach young people how to avoid the elements that contribute to the formation of negative attitudes towards their bodies, which is often associated with poor mental health.

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