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Social Media Addiction and Body Image Evaluation on Life Satisfaction

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Abstract

This study examined the influence of social media addiction and body image evaluation on life satisfaction among university students. The participants of this study were 100 undergraduate students of Nnamdi Azikiwe University Awka, who were within the age range of 18 to 32 years with a mean age of 21.60 and standard deviation of 2.23 years. Three instruments were adopted for data collection: Bergen's Social Media Addiction Scale (BSMAS) developed by Andreassen (2005) was used to measure Social Media Addiction. Yale brown obsessive compulsive scale {BDD-YBOCS} developed by Philips et al (1997) was used to measure body image evaluation. Satisfaction with Life scale (SWLS) developed by Dierne et. al. (1985). Two by two factorial design was adopted for this study and the statistics appropriate for data analysis was two way Anova. Statistical Package for Social Sciences (SPSS) version 22.0 was used for data management. Hypothesis one was confirmed, result showed that there is a significant difference between students of high social media addiction and those of low social media addiction on life satisfaction at $f(1, 98) = 3.74, p < .05$. Hypothesis two was also confirmed, the result showed that there is a non-significant interaction effect between social media addiction and body image evaluation on life satisfaction at $f(1, 98) = .02, p < .90$. Undergraduates should be exposed to teachings on consequences of social media addiction on their psychological well-being and as such exposure them to understand the impact of negative body image evaluation on life Satisfaction.

Keywords: *Social Media, Body Image and Life Satisfaction*

Introduction

All human actions aim to render life more significant, with the quest for happiness considered a basic and universal human impulse. Lately, social scientists and academics in related areas have directed their focus on life satisfaction across diverse populations, including younger and older individuals (Joshnloo and Afshari, 2011). Life satisfaction signifies an evaluative and cognitive mechanism by which individuals assess their life's quality based on multiple factors (Emmons and Larson, 1985). This cognitive appraisal, therefore, relies on the disparity between individuals' expectations for their lives and their actual circumstances. Essentially, life satisfaction is the recognition of one's situational context or the attainment of a person's comprehensive life necessities.

Life satisfaction denotes an individual's personal outlook and comprehensive appraisal of their life as a whole or particular elements thereof, such as family dynamics and educational and social interactions. Life satisfaction is indicative of the harmony between individual aspirations and their existing situation. A reduced difference between individual aspirations and the existing state of a person correlates with increased pleasure. The concept of life satisfaction is acknowledged as a fundamental aspect of subjective well-being. It is perceived as a person's holistic appraisal derived from the contrast between their goals and their successes (George and Bearnon, 1980). Life satisfaction represents the conclusion of self-evaluation, reliant on one's anticipations. It is shaped by a person's viewpoint on the current state of affairs and their ideals. According to Sousa (2007), life satisfaction is described as a subjective evaluation of the quality of one's existence. Life satisfaction denotes the

manner in which individuals appraise their lives and their perceptions of future orientations and choices. It functions as a gauge of well-being and can be measured by mood, contentment with social connections and attained goals, self-perception, and the perceived ability to handle daily life.

The concept of life satisfaction is somewhat more nuanced than it looks, as it is commonly conflated with happiness, but they are, in reality, two independent entities. Life satisfaction constitutes the appraisal of a person's life overall, rather than just their current happiness quotient. Researchers in social science and psychology focused on subjective well-being contend that a crucial element of a prosperous life is an individual's appreciation of their own existence. Life Satisfaction refers to a person's intellectual and emotional judgments of their life. These analyses incorporate emotional reactions to situations as well as cognitive assessments of satisfaction and gratification. According to Shin and Johnson (2015), Life satisfaction is described as a judging process through which individuals evaluate their life quality based on personal criteria. It is presumed that a person assesses their perceived life situations in relation to a self-defined set of norms, and the closer the alignment, the greater their reported pleasure with life.

Thus, life satisfaction is a mindful cognitive appraisal of one's life, with the benchmarks for assessment being set by the person themselves. According to Sousa (2001), satisfaction with life signifies a state of contentment or acceptance of one's circumstances, as well as the achievement of one's wants and requirements in the broader context of life. According to Buetell (2006), life satisfaction is viewed as a holistic appraisal of sentiments and attitudes towards one's existence at a certain time, varying from adverse to advantageous. Ruut Veenhoven, a respected authority on life satisfaction, offers a notable definition, describing it as the level at which a person appraises the overall quality of their life favorably. The degree of satisfaction a person derives from their existence. According to Gilbert (2009), life satisfaction is defined as our comprehensive perception of life and our degree of gratification with its trajectory.

Measures of life happiness are predominantly subjective, grounded in the elements that a person considers personally meaningful in their life. Your overall life fulfillment will not be dictated by a variable that you do not genuinely regard as meaningful. A person who is homeless or suffering from a terminal illness could potentially derive more life pleasure than a wealthy one in excellent health, due to their emphasis on a divergent set of determinants related to quality of life. While there are slight discrepancies in the definitions, the fundamental notion is identical: life satisfaction relates to an individual's general perceptions of their life. To put it differently, life happiness is a holistic appraisal instead of being tied to any certain timeframe or domain.

An extensive body of psychological studies has investigated the factors contributing to people's overall contentment with life. The exploration of what influences life satisfaction has been a continual focus for researchers, who predominantly argue that these influences can be divided into two main categories: personality characteristics (genetic variables) and environmental conditions (life circumstances and events). In their exploration of the factors of life satisfaction, Ho and Cheung (2008) recommend various models, including the Top-Down and Bottom-Up approaches. The top-down approach model endorses the significance of dispositional elements, including personality characteristics, in the analysis of life happiness. In this regard, studies have shown that hereditary elements are responsible for around 80 percent of the differences in well-being. The evidence pointed to the conclusion that the distinctions in life satisfaction among individuals arise from their biological characteristics. Should this reasoning be pushed to the extreme, it suggests that there is scant we can do to modify people's feelings of contentment, since it is primarily inherited. As a result, certain people are inclined to feel either satisfaction or dissatisfaction with their existence.

A different interpretation is the bottom-up paradigm, which asserts that the actual living conditions and situations influence a person's level of life satisfaction. Satisfaction in life is sourced from key areas such as career, well-being, marriage, learning, and earnings. The mean gratification obtained from these domains aggregates to define our whole life pleasure. This seems to validate our commonly accepted idea that fulfillment with domain characteristics including occupation, earnings, environment, and well-being dictates our overall life happiness. It is evident that particular occurrences or conditions may result in a sense of fulfillment in life. Consequently, in conjunction with personality characteristics, elements like social media addiction, body image

perception, peer connections, social support, and one's environment could serve as crucial drivers of life satisfaction. The happiness experienced by undergraduates stems from a combination of psychological aspects like positive affectivity, self-esteem, self-evaluation, and assertiveness, with environmental influences such as peer relationships, body image assessment, and social media addiction.

Social media dependency is one of the numerous elements that impact life satisfaction in today's world. Owing to advancements in technology inside our culture, the engagement with social media has escalated markedly among university students. It is exceedingly rare to find an undergraduate without a smartphone and at least one account on various social media websites. The addiction to social media is perhaps the most contemporary variant of technology-related addiction. Conventionally, the idea of addiction relies on a medical paradigm, reflecting profound physical or psychological need and allegiance to a material thing. Nevertheless, investigators assert that the concept of addiction should be expanded to include a more comprehensive range of behavioral aspects, including social and psychological dimensions.

Consistent with this, Griffiths (2013) put out the idea of technology addiction. He has delineated technology addiction as activities that are behavioral rather than pharmacological, involving significant contact between humans and machines. In addition, technology addiction is characterized as a non-active behavior akin to watching television, participating in video games, and online talking. When employed correctly, the Internet is a significant technology that offers individuals vital abilities for the 21st century, such as accessing information, resolving issues, and engaging in self-directed education. Nonetheless, when the Internet is utilized mindlessly, it can lead to anxiety or panic and detrimentally influence human growth (Kerberg, 2005). Furthermore, excessive engagement with the internet may negatively influence the biological, physiological, psychological, and social development of the user (Caplan, 2002). Within this framework, Internet addiction has steadily evolved into a critical concern, while social media addiction is a particular variant of this phenomenon. Numerous researchers have described social media addiction as a variant of Internet addiction, marked by individuals' compulsive behavior towards excessive social media usage (Starcevic, 2013).

According to Andreassen and Pallesen (2014), social media addiction is defined as an intense fixation on social networking sites that compels individuals to frequently log on or engage with these platforms, thereby compromising other social interactions, educational endeavors, occupational duties, personal relationships, and mental health. Wigmore (2019) articulates a clear definition of social media addiction as an unhealthy and frequent utilization of interactive media platforms such as Twitter, Facebook, and Instagram. According to Sahin (2018), social media addiction is regarded as a kind of Internet addiction, when individuals dedicate substantial time to social media and have an incessant craving for notifications.

The proliferation of modern technologies has rendered social media extensively accessible to practically all individuals. The omnipresence of social media is significantly affecting our society by transforming social fabrics and the essence of social connections, especially in younger demographics. According to the Global Digital Report (2019), the biggest proportion of social media users worldwide is comprised of those aged below 24. In light of this age range, the predominant segment of users consists of students. In today's age of sophisticated technology and ubiquitous Internet connectivity, students confront a fresh dilemma in navigating the impacts of their modern environment. The internet has evolved into an essential aspect of their everyday routines. With each news broadcast, we are gratified to receive fresh innovations in technology and Internet access.

Thus, this evolution could generate additional requirements for many adults, notably university students. Social media comprises internet tools that enable users to produce content and exchange opinions, insights, and experiences. The advantages of social media are plentiful, and it is beyond question that it promotes community progress and personal evolution. Social media provides a platform for individuals to convey their ideas and opinions to other users. Social media constitutes a significant resource for people seeking information. Social media is at the forefront of advancing digital journalism and news dissemination worldwide. Platforms like Facebook, WhatsApp, TikTok, Twitter, Instagram, YouTube, and similar sites act as facilitators of sociability. The act of socializing over the internet has grown in significance for young adults, who craft personalized

profiles on social media sites to engage with friends and various individuals.

The utilization of social media channels such as Facebook, Instagram, Snapchat, and WhatsApp has evolved into a favored pastime for undergraduates. The escalating time that college students dedicate to social media has elicited apprehensions about its potential detrimental impact on their health and overall well-being. As technology advances and social media networks expand globally, the addiction to social media has surfaced as a pressing concern. The advent of social media has established a new facet in our social sphere; despite its advantageous features such as real-time interaction and worldwide outreach, it additionally acts as a valuable platform for marketing and gathering insights about our society. Alternatively, it is also compulsive. Addiction to social media can adversely affect the user's psychological health. There is no question that social media represents a significant innovation that has greatly shaped the world; nonetheless, some research indicate that frequent usage might result in social media addiction, which may detrimentally effect physical and mental health (Vieno, & Spada, 2018).

According to Busalim et al. (2019), the greater the frequency of social media use, the more probable it is for a person to develop an addiction, which signifies the intensity of usage. Academics have correlated the recent difficulties posed by social media with psychological and health-related concerns (Marino et al. 2018), subpar academic results (AlMenayes 2015), and other adverse compulsive actions (Nguyen, Lin, Rahman, Ou & Wong 2020). Although numerous methods have been utilized to reduce social media addiction and its impacts, the detrimental ramifications of social media appear to endure. As a consequence of social media dependency, most college students have prioritized leisure and enjoyment over their academic pursuits on diverse social media platforms. This advancement results in a reduction in academic performance, impaired focus, feelings of loneliness, sadness, low self-esteem, body image discontent, and various other detrimental aspects of an undergraduate's existence. Should the challenge of social media dependency remain unaddressed, we are prone to confront an ambiguous future regarding our undergraduates.

Academics have correlated the judgment of body image with contentment in life. Body image appraisal is regarded as a complex entity consisting of perception, cognition, affect, and behavior. Body image refers to an inconsistent psychological knowledge of body contour, scale, and configuration (Banfield & McCabe, 2002). The American Psychological Association (APA) describes body image as "the mental representation a person develops of their body in its entirety, including its physical traits and their feelings about these traits. The concern of body image is a tangible and educational predicament that impacts people, especially those in higher education. A significant number of youths feel unhappy with their bodies because to the contrast between their idealized physique and their real appearance. College students are consistently anxious about their physical appearance to a greater extent than they would readily recognize. Regularly, undergraduate individuals attempt to juxtapose themselves with their classmates, perhaps leading to issues related to body image (Lawallen & Behm-Morawitz, 2016). The fixation on bodily aesthetics transcends modern civilization; every epoch has established its unique ideals of beauty.

In modern society, there seems to be a growing preoccupation with body image among young individuals. This apprehension can largely be linked to social media. Young males consistently attend the gym to sculpt an optimal physical form, whereas young females are opting for cosmetic procedures, dietary regimens, and liposuction to attain the perfect figure, including breast augmentation, a narrow waist, and pronounced hips. At times culminating in detrimental effects including ulcers, physical agony, and occasionally, fatality. Week after week, news articles highlight numerous cases, notably involving women, who either perish during cosmetic surgeries or experience health issues as a consequence of these procedures. Body Dysmorphism encompasses the beliefs and sentiments individuals possess about their bodies, impacted by aspects including body shape, look, weight, head form, skin hue, dental characteristics, ear size, and cultural ideals concerning the perfect physique. Achieving a positive body image is frequently arduous for individuals due to societal, peer, and media-imposed conventions that define acceptable beauty standards. A person's body image perception is significantly shaped by both biological and environmental forces.

A significant number of people are apprehensive about at least one portion of their body. This overwhelming concern with body image can culminate in a mental health condition identified as Body Dysmorphic Disorder. Body dysmorphic disorder, sometimes referred to as body dysmorphia, is identified by a troubling fixation on imagined or minor imperfections in body image, which can result in substantial psychosocial challenges for the individual (Bjornsson, 2010). According to Jessica Cortez (2009), body image is described as our self-perception in terms of physicality – the dialogue we engage in with ourselves and others about our looks, shaped by the picture we see in the mirror. An unfavorable cognitive appraisal of one's form can reflect a poor body image. The term body image dissatisfaction refers to negative perceptions and sentiments regarding one's body. Alongside adverse body judgment and the relevance of looks, a constructive assessment of one's body is equally crucial to the cognitive-affective aspect. Body image satisfaction refers to the acknowledgment, appreciation, and favorable assessment of one's own body, but also rejecting the unattainable body ideals presented by the media.

The perception of one's body is a crucial factor in determining life satisfaction and subjective well-being (Mental Health Foundation, 2019). An affirmative perception of one's body fosters greater self-esteem and comprehensive health (Grogan, 2021). People who feel unsatisfied with their bodies tend to adopt hazardous practices, like severe dietary restrictions and strenuous exercise programs, motivated by their mindset. The effect of social media can shape the perception of one's body image (Grogan, 2021). At this time, upwards of 90% of young individuals between 18 and 29 utilize social media (Perrin, 2015). As a result, a significant number of young adults experience their body image being affected by social media; the nature of this effect, whether advantageous or harmful, requires evaluation (Valkenburg et al., 2022).

In general, body image denotes the way a person views their own body. The idea comprises the mental representation of physical size and proportions, in addition to the emotional responses directed towards one's body (Cash, 2012). To put it differently, body image consists of a blend of perceptual and emotional factors. Furthermore, the awareness of one's body is not static and can change based on how a person interprets their physique (Grogan, 2021). In addition, the body image that one develops is not a genuine depiction of their corporeal appearance. Conversely, it represents a self-generated interpretation of one's form molded by individual evaluations. The environment, interpersonal relations, and social media impact the manner in which people do self-assessments. If the outcome of this mental evaluation is unfavorable, it indicates that a person has fostered discontent with their body image. Both genders can experience dissatisfaction, which emerges when individuals judge their bodies through dysfunctional and negative perceptions and feelings about their physique. Detrimental judgments often relate to size, muscle bulk, body weight, and overall form (Grogan, 2021).

Instruments

Bergen's Social Media Addiction Scale (BSMAS)

Bergen's Social Media Addiction Scale is a 18-item scale developed by Andreassen (2005) for measuring social media addiction. The responses are scored using a 5-point Likert scale format ranging from 1 = very rarely, 2 = rarely, 3 = Sometimes, 4 = often and 5 = very often. Some of the sample items include; 1. I spent a lot of time thinking about Social Media, 2. I feel an urge to use Social Media more and more, 3. Become restless and troubled if I've you prohibited from using social media. The scale consistently achieves an Alpha coefficient of .86 and validity coefficients of .86. This makes the scale valid and reliable for use, to measure social media addiction.

Yale Brown Obsessive Compulsive Scale {BDD-YBOCS}

Yale Brown Obsessive Compulsive Scale (BDD-YBOCS) assess domain-specific individual differences in body image evaluation. It is a 10-item questionnaire developed by Philips et al (1997) to measure body image dissatisfaction and evaluation. A 5-point Likert scale format was used to score the responses ranging from 5 = strongly disagree, 4 = disagree, 3 = undecided, 2 = strongly agree and 1 = agree. Some of the questions include; 1. I spend too much time occupied by thoughts about a defect or flaw in my appearance. 2. Thoughts about my

body defect causes me more distress. 3. I have a great deal of control over thoughts about my body defect. The scale showed good internal consistency, Cronbach's $\alpha = 0.87$ and reliability of 0.79 . This shows that Yale Brown Obsessive Compulsive Scale (BDD-YBOCS) is a reliable and valid instrument for measuring Body image evaluation

Satisfaction with Life scale (SWLS)

Satisfaction with life scale (SWLS) is a 5-item scale developed by Diener et. al. (1985) to measure Life satisfaction. The responses are scored using a 7-point Likert scale format ranging from strongly agree, agree, slightly agree, neither agree nor disagree, slightly disagree, disagree and strongly disagree. Some of the sample item include, 1. I am satisfied with my life. 2. In most ways, my life is close to my idea. 3. The conditions of my life are excellent. The scale's reliability showed good internal consistency at $= 0.74$, this makes the scale valid and reliable to use.

Design and Statistics

The design adopted for this study was two by two factorial design and the statistics was Two-way Anova using SPSS version 23.0.

Results

Two-Way Analysis conducted on influence of social media addiction and body image evaluation on life satisfaction among university students is presented in table 1 and 2 below:

Table 1: Descriptive Statistics on social media addiction and body image evaluation on life satisfaction

Life Satisfaction * Social Media Addiction * Body Image Evaluation			
	Mean	N	Std. Deviation
High Social Media Addiction	22.98	41	6.47
Low Social Media Addiction	19.21	58	6.41
Total	20.77	99	6.67
Positive Body Image Evaluation	16.84	25	7.43
Negative Body Image Evaluation	22.09	74	5.87
Total	20.77	99	6.67

The descriptive table shows that the mean scores of students of high social media addiction ($x = 22.98$, *std.* 6.47), is higher than students of low social media addiction ($x = 19.21$, *std.* 6.41). Likewise, the mean scores of students of negative body image evaluation ($x = 22.09$, *std.* 5.87) is higher than students of positive body image evaluation ($x = 16.84$, *std.* 7.43)

Table 2: Analysis of variance coefficients on social media addiction and body image evaluation on life satisfaction

Tests of Between-Subjects Effects					
Dependent Variable: Life Satisfaction					
Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	743.54 ^a	3	247.85	6.52	.000
Intercept	24911.37	1	24911.37	654.82	.000
SMA	142.40	1	142.40	3.74	.05
BIE	359.67	1	359.67	9.45	.003
SMA * BIE	.62	1	.62	.02	.90
Error	3614.12	95	38.04		
Corrected Total	4357.66	98			

a. R Squared = .171 (Adjusted R Squared = .144)

Table 2 above showed a significant difference between students of high social media addiction and those of low social media addiction on life satisfaction $f(1, 98) = 3.74, p < .05$.

Likewise, the table showed a significant difference between students of positive body image evaluation and those of negative body image evaluation on life satisfaction $f(1, 98) = 9.45, p < .05$.

Finally, it showed a non-significant interaction effect between social media addiction and body image evaluation on life satisfaction $f(1, 98) = .02, p < .90$.

Discussion

This research examined the impact of social media addiction and body image assessment on life satisfaction in undergraduate students at Nnamdi Azikiwe University, Awka. This research was directed by two hypotheses; the first hypothesis, which posited that students with high social media addiction would exhibit substantial differences in life satisfaction compared to those with low social media addiction, was affirmed. This discovery aligns with the results of Necmetin and Yildiz (2023), who indicated that heightened social media addiction correlates with diminished life satisfaction and contentment. In accordance with this, Sahin (2020) in his study indicated that a negative correlation exists between life happiness and social media addiction. These results align with the conclusions of Adel and Musawi (2022) and Gelvoligaya (2021), who indicated that social media addiction adversely impacts life satisfaction.

Hypothesis two, which posited that students with a positive body image assessment would significantly vary from those with a negative body image assessment on life satisfaction, was similarly validated. This discovery aligns with the research of Sandhyarani Hawbam (2022), which indicated that negative body image concerns are significantly inversely related to life satisfaction. Soudabeh et al. (2020) also indicated a substantial correlation between body image assessment and life satisfaction. These results align with the conclusions of Fowler and Lilly (2019) as well as Nitikorn (2023).

All human endeavors aim to enhance the significance of life, and the pursuit of happiness is seen as a fundamental and universal human motivation. A substantial amount of psychological inquiry has investigated the origins of individuals' life contentment, with the issue of what influences or instigates life pleasure being a persistent theme among scholars. Scholars have been preoccupied with the concept of Life Satisfaction, perhaps due to the significant rise in the frequency of various life-threatening incidents globally and specifically in Nigeria. Life satisfaction constitutes a crucial component of a person's overall sense of well-being. A segment of society where life satisfaction holds significance, indicative of personal perceptions and assessments of one's existence, is within the university. University students can experience challenges with their life fulfillment. The university years represent a phase where students experiment with adult identities, ready themselves for professional life, and refine their ideals. Striving to harmonize personal life and social relationships with academic pursuits, while also aiming for a more promising future, can be arduous and result in anguish and discontentment with life.

Conclusion

The current study's findings lead the researcher to conclude that social media plays a crucial role in the daily lives of undergraduates when utilized appropriately, but might adversely affect their life satisfaction when overused. Body image assessment significantly influences the life satisfaction of university students.

Recommendation

Undergraduates should be exposed to teachings on consequences of social media addiction on their psychological well-being and as such expose those to understand the impact of negative body image evaluation on life Satisfaction. Parents, counselors, Lecturers and significant others should sensitize them on the need to properly manage their time on social media and the importance of positive body image evaluation. They should be cautious of their thoughts about themselves and their engagements on social media platforms.

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