

Social Media and its Impact on the Development of Body Image Dissatisfaction Among Urban Male Undergraduate Students

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INTERNATIONAL CONFERENCE ON RECENT TRENDS IN HUMANITIES AND SCIENCE 2018, 'ICRTHS-2018'.

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26TH OCTOBER 2018.

American J of Bio-pharm Biochem and Life Sci 2018 December, Vol. 6: OP26

ABSTRACT

There has been much research that has linked body image dissatisfaction and media. However, the bulk of this research focussed on traditional media. Social media has since emerged as an increasingly influential medium and has had an impact on youth given the frequency with which youth access the different platforms. This study looks at the role social media plays in influencing the development of body image dissatisfaction among youth. For youth today, social media represents a source of information through which standard of beauty are established. The way this information is processed, however, differs for men and women. Body image dissatisfaction and its impact on women which has also been well documented, this study looks at how it has affected men, particularly young men. Studies have shown that men who experience body image dissatisfaction engage in behaviour patterns that are different from women. The study employed in-depth interviews and focus groups, looking at male undergraduate students. The study did confirm that the relationship between social media and men is a complicated one. The results indicated that men do use social media as a source of information but the impact it has on them, including body image dissatisfaction, is influenced by their motives.