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ASSOCIATION BETWEEN SOCIAL MEDIA ADDICTION, BODY IMAGE DISSATISFACTION AND SELF EVALUATION AMONG YOUNG ADOLESCENTS



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Capital University of Science & Technology,
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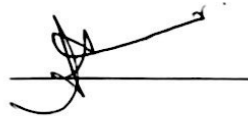
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January, 2024

CERTIFICATE OF APPROVAL

It is certified that the Research Thesis titled “Association between Social media addiction, body image dissatisfaction and self-evaluation among young adolescents” carried out by Urooba Ikram, Reg. No. BSP201048, under the supervision of MS. Anum Tanweer, Capital University of Science & Technology, Islamabad, is fully adequate, in scope and in quality, as a Research Thesis for the degree of BS Psychology.

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DECLARATION

It is declared that this is an original piece of my own work, except where otherwise acknowledged in text and references. This work has not been submitted in any form for another degree or diploma at any university or other institution for tertiary education and shall not be submitted by me in future for obtaining any degree from this or any other University or Institution.

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ABSTRACT

This research aims to investigate the association between self-evaluation, social media addiction, and body image dissatisfaction among young adolescents. Negative body image has a subcomponent called "body dissatisfaction," which typically refers to having unfavorable thoughts or emotions about one's appearance. Social media addiction, also known as social media dependency or problematic social media use, refers to an excessive and compulsive preoccupation with social media platforms that negatively affects a person's daily life, relationships, and overall well-being. It is characterized by an inability to control or limit social media use, an intense urge to be constantly connected, and withdrawal symptoms when not using social media. Self-evaluation is the process of taking stock of one's performance or behaviour and comparing it to a set of norms or criteria. It entails assessing one's assets and liabilities, deciding where one needs to progress, and establishing objectives for one's own development. A quantitative approach was used in the research to gather data from a sample of young adults. The study designed was correlation and the sampling technique was convenient sampling. In the study, ethical considerations were addressed and the privacy and confidentiality of the participants would be maintained. Theoretical framework of the study was discussed. Limitations and Implications along with the future recommendations of the research were also discussed in the study.

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Chapter-1 Introduction

Social media has become an integral part of the daily lives of young adolescents around the world, including Pakistan. The widespread use of platforms such as Facebook, Instagram, Snapchat, and TikTok has brought about numerous opportunities for communication, self-expression, and connectivity. However, alongside these benefits, a growing concern has emerged regarding the impact of social media on the mental well-being of young individuals, particularly in relation to body image dissatisfaction. In Pakistan, as in many other societies, young adolescents are increasingly exposed to idealized and often unrealistic images of beauty and perfection on social media platforms. This exposure can contribute to the development of body image dissatisfaction, a condition where individuals harbor negative perceptions and feelings about their own bodies. The constant comparison with digitally altered and filtered images of influencers and celebrities can lead to unrealistic beauty standards, creating a sense of inadequacy and low self-evaluation among adolescents. Over 4.2 billion people browse social media sites globally each day for an average of more than two hours, indicating that the use of social media has increased dramatically in recent years. People frequently engage in social comparison processes as a result of the carefully selected, idealized self-presentations they frequently see on social media.

Body Image Dissatisfaction

When someone has persistently unfavorable thoughts and emotions about their body, it can lead to body image dissatisfaction. Despite being an internal emotional and cognitive process, body dissatisfaction is affected by external variables, such as pressures to conform to a particular appearance ideal (Aparicio et al., 2019). Young adolescent's body image dissatisfaction can be exacerbated by Social media addiction due to unrealistic standards of beauty, social comparison, and unfavorable comments. Social media addiction can result in

obsessive ideas about appearance when there is bodily dissatisfaction (Ponnusamy et al., 2020). Body image dissatisfaction refers to a negative perception or dissatisfaction with one's own body or physical appearance. It is characterized by feelings of unhappiness, distress, or discontentment regarding one's body shape, size, weight, or specific body parts. Body image dissatisfaction is a prevalent concern among young adolescents in Pakistan, influenced by various factors such as cultural norms, media portrayal, societal expectations, and peer influences. Body image dissatisfaction can affect individuals of any gender, age, or body size. Individuals experiencing body image dissatisfaction often have negative perceptions of their own bodies. They may perceive themselves as overweight, too thin, unattractive, or flawed, even if these perceptions are not objectively accurate. Young adolescents in Pakistan are avid users of social media platforms where images of idealized beauty are prevalent. Exposure to these images can lead to unrealistic expectations and comparisons. Societal ideals, media representations, and cultural influences often promote narrow and unrealistic beauty standards. These standards can contribute to a discrepancy between a person's perception of their body and the perceived ideal, leading to dissatisfaction. Body image dissatisfaction can significantly impact an individual's self-esteem and overall self-worth. They may develop a negative self-image, feel inadequate, or experience low self-confidence due to their perceived physical shortcomings. People with body image dissatisfaction often engage in frequent comparison with others, especially through social media platforms. Seeing carefully curated images of others can amplify negative self-perceptions and intensify dissatisfaction (Cash et al., 2012). Societal pressures to conform to certain body ideals can also contribute to body image issues. Body image dissatisfaction can lead to a range of emotional and behavioral consequences. It may contribute to feelings of depression, anxiety, and social withdrawal. Some individuals may develop unhealthy eating behaviors, engage in excessive exercise, or pursue unhealthy weight control methods in an attempt to achieve the desired body image. Body image dissatisfaction

affects both male and female, but the specific concerns and ideals often differ. Women often face pressure to attain a thin and toned physique, while men may strive for a muscular and lean body. However, it's important to note that body image dissatisfaction can affect individuals across both genders (Fardouly et al., 2015).

Social Media Addiction

Social media addiction refers to a compulsive and excessive use of social media platforms that impacts various aspects of a person's life. It is characterized by an inability to control or limit social media usage, an intense preoccupation with social media, and withdrawal symptoms when not engaging with social media. Individuals with social media addiction spend an excessive amount of time using social media platforms. They may find it difficult to cut back or stop using social media, often sacrificing other important activities or responsibilities to engage with social media. Moreover, there is a strong compulsion to frequently check social media notifications, updates, and messages. Users may constantly refresh their social media feeds or feel an intense need to respond to notifications promptly. Social media addiction can also be accompanied by a dependence on social media for mood regulation. Users may rely on social media as a source of validation, seeking likes, comments, and reactions to boost their self-esteem. Conversely, negative experiences on social media, such as cyber bullying or comparison with others, can significantly impact their mood and overall well-being. Excessive social media use has been linked to various mental health concerns, including increased rates of anxiety, depression, loneliness, and low self-esteem (Grabe et al., 2008). While social media addiction is generally associated with negative consequences, it's essential to acknowledge that some positive outcomes may arise from social media use, even in cases where individuals engage with these platforms excessively. Social media is a powerful tool for disseminating information and raising awareness about important issues, events, or causes. Young adolescents in Pakistan spend great time on social media and are exposed to different content.

Individuals addicted to social media may experience a temporary sense of validation and positive self-evaluation when they receive positive responses to their posts.

Self-Evaluation

Self-evaluation is a crucial component of personal development because it inspires people to reflect and be introspective, identifies areas for improvement, and establishes objectives for personal growth. Individuals can improve their performance or behavior, increase their self-awareness, and reach their personal and professional objectives by self-evaluating (Saud et al., 2019). The continuous comparison to others and exposure to unrealistic beauty standards may result in social media addiction, which in turn can exacerbate body image issues. This may result in low self-esteem and an inaccurate perception of one's own physical image (Lee, 2022). Self-evaluation is the process of reflecting upon and assessing one's own thoughts, feelings, actions, strengths, weaknesses, and overall performance. It involves an honest and critical examination of oneself with the goal of gaining insight, identifying areas for improvement, and fostering personal growth. It involves examining various aspects of oneself with the aim of gaining self-awareness, understanding one's strengths and areas for improvement, and promoting personal growth and development. Self-evaluation is an ongoing process that requires self-reflection, honesty, and a willingness to take responsibility for personal growth. It is a valuable tool for gaining self-awareness, identifying strengths and weaknesses, and making positive changes to enhance personal and professional development. Self-evaluation is not solely about self-reflection but also about taking action. Once strengths and weaknesses are identified, self-evaluation prompts individuals to develop action plans and strategies to enhance strengths and address weaknesses. This may involve learning new skills, seeking guidance or support, adopting new habits, or implementing changes in behaviors. Self-evaluation is an ongoing and iterative process. It requires regular introspection and assessment to track progress, make adjustments, and set new goals as one grows and develops over time. It is a

journey of self-discovery, self-improvement, and personal empowerment (Perloff, 2014). Young Adolescents in Pakistan with social media addiction may develop a more positive online persona compared to their real-life experiences. The positive feedback received in the virtual world can contribute to a sense of accomplishment and positive self-evaluation, even if it doesn't fully align with their offline reality.

Literature Review

In a society where cultural norms and expectations regarding physical appearance are deeply ingrained, young adolescents in Pakistan often find themselves grappling with body image dissatisfaction. The pressure to conform to traditional standards of beauty, which may include preferences for fair skin and specific body shapes, contributes to a sense of inadequacy among the youth. These expectations, perpetuated by family, societal ideals, and media representations, create a backdrop against which young individuals evaluate their own bodies, fostering feelings of discontent and low self-evaluation.

According to studies, Social media addiction is a mediating element that affects how satisfied people feel about their bodies. Social media addiction causes social comparison, which can be a major cause of negative body image because users may continuously compare themselves to other users and feel under pressure to meet arbitrary beauty standards (Ding et al., 2020). According to research, people who are addicted to social media may be especially vulnerable to these side effects because they may spend too much time scrolling through their feed, constantly compare themselves to others, and experience pressure to uphold unattainable standards of beauty (Zell et al., 2020).

Griffiths gave an overview of the concept of social media addiction and presents preliminary findings on its prevalence, risk factors, and associated psychological and social outcomes. It highlights the need for further research to establish diagnostic criteria and develop effective interventions (Griffiths, 2019).

The social media platforms that have been used to spread beauty standards are a crucial additional aspect. Social media is crucial in determining what is deemed attractive in society, making the slender beauty ideal for both male and female increasingly unreachable. These beliefs supported how young people saw themselves and, consequently, how much they are

worth. Body issues are a result of the discrepancy between the idealized bodies that society presents as role models and the actual bodies that many young women possess. Body insecurities typically persist over time and worsen body dissatisfaction. Because of the distortion of the body image, its perception, and consequently, body concern, this body dissatisfaction emerges (Smolak, 2011).

Social media literacy, which refers to the knowledge and skills to critically evaluate and navigate social media content, may serve as a protective factor against the negative impact of exposure to idealized body images. It found that higher social media literacy was associated with lower body dissatisfaction in young adolescents. The research suggests that individuals may engage in social comparisons on social media as a way to cope with high levels of appearance-related content. However, frequent social comparisons were associated with increased body dissatisfaction (Tiggemann & Anderberg, 2020).

Because of the distortion of the body image, its perception, and consequently, body concern, this body dissatisfaction emerges. Due to the emotional and psychological anguish it causes, this dissatisfaction also plays a crucial part in unhealthy eating attitudes. In order to better understand the roots of these disorders, the theory of social comparison and various studies have looked at the connection between body dissatisfaction and disordered eating attitudes (Rodgers et al., 2013). These earlier studies demonstrated that direct comparisons to other people can affect one's perception of one's body and may lead to eating disorders. Social media users are able to display themselves in a selectively positive way, creating a platform where it's easy to compare oneself to those who appear to be better than them. While interesting social events and appealing visuals frequently appear in news feeds, less appealing images and unfiltered images are rarely featured. People who frequently compare their appearance to that of others run the risk of developing body image disorders, such as body dissatisfaction and eating disorders (Vertanian, 2016). On social media, especially on image-based sites like

Instagram, Snapchat, there are numerous opportunities to compare one's body to that of others. Digital technology's development in the form of filters and photo editing software has encouraged content tampering and fostered the development of unattainable standards (Ricciardelli et al., 2015).

The most common comparisons on social media relate to appearance/attractiveness, popularity/friendship, and lifestyle/activities. Comparisons on social media are broad and take place in many different domains. Despite these varied forms of social media content, studies in the sector frequently concentrate on the comparisons of physical characteristics sparked by exposure to beautiful and idealized photographs. Social media platforms provide users with the ability to selectively present themselves and their lives in a positive and idealized manner. Users often post carefully chosen photos, highlight achievements, and showcase exciting experiences (Ayyıldız et al., 2022). This idealized self-presentation can create a distorted perception of reality and contribute to social comparison and negative self-evaluation when individuals feel their own lives fall short of these idealized portrayals. Social media platforms offer opportunities for receiving validation and feedback through likes, comments, and shares. Individuals may seek external validation and use the engagement metrics as a measure of their self-worth and social acceptance. This reliance on social media feedback for self-evaluation can be problematic, as it may lead to a fluctuating sense of self-worth based on the response received (Andreasen et al., 2017).

Though there is undoubtedly a relationship between weight and shape, men seem more interested in the former. The disparity between men's and women's desires for weight loss through dieting and shape transformation could be attributed to the disparities in male and female ideals. In contrast to the feminine ideal, which is extremely thin with emphasis on small hips, bottom, and thighs, the male ideal is V-shaped and emphasizes strong biceps, chest, and shoulders. Males' desires to put on more muscle and get the ideal V-shaped form are compatible

with their desire to gain weight. Compared to males, women are more prone to identify as obese, weigh themselves regularly, and go on diets (Furnham et al., 2012).

On contrary, a research suggests that Dissatisfaction with one's body can serve as a powerful motivator for positive change. Individuals may decide to adopt healthier lifestyle habits, such as exercising regularly and adopting a balanced diet. These changes can lead to improved physical health and well-being, contributing to a more positive self-evaluation (Braun et al., 2016).

It's important to recognize that social media often showcases the highlight reels of people's lives, emphasizing their accomplishments, positive experiences, and happy moments. However, this portrayal may not accurately represent the full spectrum of their lives. Comparing one's behind-the-scenes reality with others' carefully curates highlight reels can lead to distorted self-evaluation and feelings of inadequacy. The impact of social media on self-evaluation can vary across individuals and contexts. Factors such as age, personality traits, self-esteem, and social support networks can moderate the relationship between social media use and self-evaluation outcomes. Developing self-awareness, critical media literacy skills, and setting healthy boundaries with social media use can help individuals navigate the influence of social media on their self-evaluation in a more positive and balanced way (Farduoly et al., 2015).

Body image dissatisfaction and self-evaluation are closely interconnected. Body image dissatisfaction refers to a negative perception or dissatisfaction with one's own body, including its size, shape, weight, and appearance. Self-evaluation, on the other hand, involves the assessment and judgment of one's overall worth and value as a person. Body image dissatisfaction can significantly impact self-esteem, which is an individual's overall evaluation of their self-worth. When individuals have a negative body image and perceive themselves as

falling short of societal beauty standards, it can lead to lowered self-esteem and a diminished sense of self-worth (Kircaburun et al., 2018). Society often promotes narrow and idealized standards of beauty that can be difficult for individuals to attain. When individuals internalize these standards and compare themselves unfavorably to them, it can contribute to body image dissatisfaction and negative self-evaluation. In a culture that places considerable emphasis on physical appearance, individuals may develop a tendency to derive their self-worth primarily from their appearance. This can lead to a constant preoccupation with body image and a heightened sensitivity to any perceived flaws, which may negatively impact overall self-evaluation. Body image dissatisfaction can lead to cognitive distortions, such as selective attention to perceived flaws and magnification of physical imperfections. These distortions can influence self-evaluation, as individuals may disproportionately focus on their perceived shortcomings, leading to a more negative overall self-assessment. Body image dissatisfaction and negative self-evaluation can also affect overall life satisfaction (Kuss et al., 2017). When individuals constantly evaluate themselves based on their appearance and feel dissatisfied with their bodies, it can spill over into other areas of life, leading to decreased satisfaction and well-being. Body image dissatisfaction and self-evaluation can interact in a cyclical manner. Negative self-evaluation can contribute to body image dissatisfaction, as individuals may feel inadequate or unworthy due to their appearance. Conversely, body image dissatisfaction can reinforce negative self-evaluation, as individuals may judge themselves harshly based on their perceived flaws. Body image dissatisfaction and negative self-evaluation can impact behaviors related to body management, such as engaging in unhealthy dieting, excessive exercise, or the use of extreme weight control supplements. These behaviors may be driven by a desire to attain a more positive body image and improve self-evaluation (Oberst et al., 2017).

Social media platforms often perpetuate narrow beauty standards, reinforcing stereotypes about the "ideal" body shape or size. Adolescents who do not fit these standards may internalize

negative beliefs about their bodies leading to body image dissatisfaction (Kircaburun et al., 2018).

According to the research young adolescents are more likely to be influenced by negative content on social media about standardized body image as they are newly exposed to these platforms and are not mature enough to realize the importance of inner self. Also, in young adolescents, there comes a major shift in student's lives as they move to high school or college from school. They meet people from different socio economic statuses and there are great chances to get influenced by the fellow students and students from low socio economic status have chances to develop low self-esteem considering themselves lower than their mates (Lee, 2019). Excessive use of social media can lead to a distorted self-perception. Users often carefully curate their online presence, presenting an idealized version of themselves or their lives. This discrepancy between the online self-presentation and the reality can impact self-evaluation, as individuals may feel pressure to live up to the perfected image they have created online. This can contribute to feelings of dissatisfaction and a negative self-evaluation when comparing the online persona to their actual self. Social media addiction can create a feedback loop where individuals seek validation and approval through increased social media use, leading to comparisons and a negative impact on self-evaluation. This cycle can become self-reinforcing, as individuals may feel compelled to spend more time on social media to alleviate negative self-perceptions or seek validation, perpetuating the addiction. Social media often promotes unrealistic standards of beauty, success, and happiness. Continuous exposure to these idealized representations can distort self-evaluation, making individuals feel inadequate or dissatisfied with their own lives or achievements (Kuss et al., 2017). This can contribute to negative self-evaluation and a sense of failure or unworthiness. Excessive use of social media can lead to time mismanagement and reduced productivity in real-life activities. When individuals perceive themselves as wasting time or being unproductive due to their social media

addiction, it can negatively impact their self-evaluation. They may judge themselves harshly, viewing their lack of self-control or time management skills as personal shortcomings (Oberst et al., 2017).

According to the research, social media addiction may involve constant comparison with others. However, if an individual perceives themselves as having a more attractive or accomplished life compared to their peers, this comparative advantage can contribute to a heightened sense of self-worth. Social media platforms are designed to encourage social validation through likes, followers, and other metrics. Achieving high numbers in these metrics can lead to a sense of popularity and social acceptance, contributing to a positive self-evaluation (Karam et al., 2023).

Some studies suggest that social media can provide a sense of community and support for individuals facing body image concerns. Online communities and forums may foster connections among individuals sharing similar experiences, offering empathy and understanding. Social media platforms have become channels for body positivity movements, promoting acceptance of diverse body shapes and sizes. Influencers and activists use these platforms to challenge traditional beauty standards, fostering a more inclusive and positive environment. For certain individuals, social media serves as a means of empowerment and self-expression. Through carefully curated content, users may reclaim control over their narratives, showcasing diverse identities and challenging societal norms around body image (Heger et al., 2022). The self-evaluation motive drives judgements about one's ability or standing on a dimension, whereas the self-improvement motive refers to attempts to learn how to, or to be inspired to, improve a particular attribute. The self-improvement motive generally prompts upward comparisons with targets deemed to be inspiring on a particular characteristic. Therefore, it is likely that women who are invested in their appearance, or are actively attempting to improve their appearance, see models as inspirational figures and use them as

comparison targets for self-improvement. Theoretically, self-improvement comparisons can lead to positive or neutral outcomes, so long as the comparison target is not seen as a competitor (Halliwel et al, 2005).

As social media platforms are used mainly by young adolescents, their excessive usage of SNSs could develop into an addiction, which could affect how they perceive their bodies, according to Saud et al. (2019). As a result, they were further exposed to a variety of psychological concerns, including eating disorders, anxiety, and sadness (Saud et al., 2019).

A current research has been done on Muniba Mazari in which her journey has been described. After the turmoil, she lost her legs but she did not let this define her life and she proved the world that she can do much more than others. She worked hard and never let her flaws stop her. She is a confident and independent woman and is an inspiration for many people who can get inspired by their flaws and imperfections and encourages people to be confident. In one of her speeches, she said “ We all are perfectly imperfect. This example proves that success has nothing to do with being pretty, is about the talent people have in themselves and the hard work they do to achieve their goals” (Ansar et al., 2022).

The body image field has recently experienced a shift from a strong emphasis on negative aspects of body image to a broader focus and understanding of different elements of body image. Specifically, researchers have begun to examine positive body image and the ways in which it may foster well-being. Positive self-evaluation can lead to a positive body image. Positive body image can be defined as a foundation of love, respect, appreciation, and acceptance of the appearance and functionality of one's body. Positive body image is conceptualized as more than merely the absence of body dissatisfaction (Andrew et al, 2015).

The degree to which people view the facts about their bodies is referred to as their body image. This perception of the people consists of two parts and can lead to both satisfaction and

dissatisfaction. The first element, body perception, includes one's subjective understanding of their physical characteristics. The methods to close this gap depend on the characteristics and precision of an individual's perception of ideal and actual physical characteristics. The second component of body satisfaction is one's level of contentment with their current physical characteristics. The degree of one's body dissatisfaction, body esteem, and body confidence are all influenced by their level of body satisfaction. There has been a rapid rush in study efforts globally to unearth the complexities involved in individual body perceptions and body satisfaction and the implications thereof, due in large part to the enormous consequences of body perception and body satisfaction (Cai et al, 2021).

There has been much research done on how media shapes people's perceptions of their bodies. It has been discovered that the quantity and type of media content, the people' IQ, gender, age, and past degree of body satisfaction all contribute to the cumulative effects of media on body image. Some of the main methods to evaluate the effects of media on people's body image include the use of commercials and advertisements, ideal body shapes, length of media exposure, and evaluating the pressure from the media to have a perfect body shape. The majority of these research have shown that exposure to idealized body pictures causes a slight to moderate decline in both men's and women's perceptions of their bodies and levels of body satisfaction (Saud et al., 2019).

Theoretical Framework

According to the social comparison theory, people assess themselves by comparing them to others. Users of social media platforms are frequently exposed to idealized pictures of others, which can cause them to make positive or negative social comparisons and have a poor or good opinion of their own body image (Soohinda et al, 2019). Positive self-image and a strong sense of self-worth may make people less vulnerable to the detrimental impacts of social comparison

on Social media. Overall, social comparison theory suggests that the impact of social media on body image and self-evaluation may depend on an individual's level of self-awareness and self-evaluation and can help explain the complex interrelationships between body image dissatisfaction, Social media addiction, and these concepts (Crusius et al, 2022). Research has mostly concentrated on two directions of comparison: upward vs downward, ever since the social comparison theory was first proposed. When someone compares them to someone they believe to be superior, this is known as upward comparison. Although the goal of this kind of comparison is frequently self-improvement, it frequently gives rise to negative emotions including envy, anxiety, frustration, and despair. When the comparison target is thought to be inferior to the comparer, however, a downward social comparison takes place. This kind of comparison most frequently results in an improved mood and good self-evaluations because it is primarily driven by self-enhancement. There could be two types of social media comparisons. It can lead to positive comparison when individuals find inspiration, motivation, or a sense of connection through the content shared by others. For example, a person addicted to fitness-related content may follow influencers who share their workout routines, healthy recipes, and personal transformation stories. This positive comparison can serve as a source of encouragement, fostering a desire for self-improvement and healthy lifestyle changes. Individuals may set realistic goals and work towards achieving them, drawing inspiration from the success stories and positive experiences shared within their online communities. This form of positive comparison can contribute to personal growth, goal-setting, and a supportive online environment. Conversely, social media addiction often gives rise to negative comparison, where individuals measure their own lives, achievements, and appearances against the seemingly perfect lives portrayed by others on these platforms. This negative comparison can lead to feelings of inadequacy, low self-esteem, and even anxiety or depression. For instance, someone addicted to beauty and fashion content may constantly compare their appearance to

the idealized images showcased by influencers, creating unrealistic expectations for themselves. The curated nature of social media content can contribute to a distorted perception of reality, as users often present only the highlights of their lives. This negative comparison may fuel a perpetual cycle of dissatisfaction and self-criticism, impacting mental health and overall well-being. Addressing negative comparison involves promoting self-compassion, media literacy, and fostering a realistic understanding of the curated nature of social media content (Ryan et al., 2014). Through social comparisons, individuals gain information about their abilities, achievements, and attributes, which can influence their self-evaluation. When people compare themselves to others who are better off, they may experience negative affect and perceive themselves as less competent. Conversely, when individuals engage in downward comparisons, it can lead to positive affect and an enhanced self-concept.

Social comparisons are often made within specific reference groups, which are the groups of individuals against whom individuals compare themselves. Reference groups can be based on various dimensions, such as age, gender, occupation, or social status. People tend to compare themselves more to others who are similar to them or who they perceive as relevant for self-evaluation. Social comparisons can have significant implications for self-esteem and psychological well-being. Constantly engaging in upward comparisons and perceiving oneself as inferior to others can lead to feelings of low self-esteem, self-doubt, and psychological distress. On the other hand, downward comparisons can boost self-esteem and promote positive affect (Weinstein et al, 2010). The impact of social comparisons can be influenced by contextual and situational factors. For example, individuals may engage in more upward comparisons when they perceive the relevance of a particular domain as high or when they have a strong need for self-improvement. The presence of social media and online platforms has also provided new avenues for social comparisons, potentially intensifying the effects. Social comparison theory has implications for advertising and marketing strategies.

Advertisements often use social comparisons to create a desire for products or services by presenting individuals who are perceived as superior or successful (Weinstein et al, 2010).

Social comparison theory proposes that individuals continually evaluate themselves in order to assess their own standing on a wide range of characteristics. Originally, it was proposed that individuals make subjective comparisons with other people around them only in the absence of objective information about norms and standards, and that the aim of these comparisons is accurate self-evaluation. However, further developments in social comparison theory suggest that subjective social comparisons occur even when objective information is available and that individuals are motivated to engage in social comparisons not only for self-evaluation, but also for other motives, such as self-improvement (Tiwari et al, 2015).

Rationale

The rationale for this study is to better understand the complex relationships between these factors that how Social media addiction can influence one's perception about body image. By studying the association between these factors, researchers can gain insights into the mechanisms that underlie these conditions, and develop self-evaluation strategies for management of body image dissatisfaction. Moreover, it is important to understand the potential negative effects of Social media addiction and its relationship with an individual's perception about one's own body image. By studying the association between these factors, researchers can identify individuals who may be at risk for negative outcomes and develop awareness campaigns to reduce the negative effects of social media use (Quittkat et al, 2019).

Objectives

1. To examine the relationship between body image dissatisfaction, social media addiction and self-evaluation among young adolescents.
2. To explore the impact of demographics on body image dissatisfaction, social media addiction and self-evaluation among young adolescents.

Hypotheses

1. There would be a significant positive relationship between body image dissatisfaction and social media addiction among young adolescents.
2. There would be a positive relationship between body image dissatisfaction and self-evaluation among young adolescents.
3. Women tend to report higher levels of body dissatisfaction than men.
4. Women tend to use social media more frequently than men.

Chapter 2- Method

Research design

Correlation study was used. However, because this research has a correlation structure, it is impossible to make a causal inference. Therefore the relationship between body image dissatisfaction, social media addiction and self-evaluation has been studied in this research.

Population and sample

The study sample will be 150 consisting of young adolescents both male and female.

Sampling technique

Convenient sampling technique was used.

Inclusion criteria

- Participants aged 13-19 years.
- Participants who are willing and able to provide informed consent
- Participants from schools and colleges of Rawalpindi

Exclusion criteria

- Participants who are in pre-school and are unable to understand the items of scales
- Participants below the age of 13 years and above 19 years old

Measures

Body Image Dissatisfaction Scale

The Body Image Dissatisfaction Scale, consists of 6 items that measure multiple dimensions related to body image and appearance satisfaction. The scale was developed by (Kaestner et al., 2014). Participants' responses ranged from 1 to 6. Cronbach's alpha reliability of the BIDS scale was .86 and the validity was .74 which showed the scale is acceptable and has good reliability.

The core self-evaluations scale (CSES)

The Core Self-Evaluations Scale (CSES) is a psychometric tool used to measure an individual's overall evaluation of themselves. It assesses four fundamental personality traits that are believed to underlie an individual's self-perception and self-evaluation. The CSES typically consists of items that capture these four dimensions. Participants rate their level of agreement or disagreement with statements that reflect these traits. The responses are then scored, and a higher score on the scale indicates a more positive core self-evaluation. The CSES has been widely used in research to study the relationship between core self-evaluations and various outcomes, such as job satisfaction, academic performance, well-being, and leadership effectiveness. It has been found that individuals with higher core self-evaluations tend to have better psychological well-being, greater job satisfaction, and more positive life outcomes. The scale was developed by Timothy A. Judge, Edwin A. Locke, and Cathy C. Durham in 1997 as a way to capture a broad evaluation of oneself rather than focusing on specific domains or aspects of self-perception. The CSES has since been utilized in numerous studies across different fields, providing insights into the role of core self-evaluations in various aspects of individuals' lives. It is important to note that the CSES is a self-report measure, and like any psychological assessment tool, it has strengths and limitations. The Cronbach alpha reliability

of the scale was .88 and the validity of scale is .78 that shows that the scale is reliable and valid and can be used in the study.

Social Media Addiction Questionnaire

The social media addiction questionnaire is an 8-item questionnaire inferred from the Facebook Interruption Questionnaire (FIQ). The FIQ was created to degree social media addiction based on behavioral addiction side effects, especially withdrawal, backslide and reestablishment, and elation. It was developed by Vimala in 2023. SMAQ too comprises of 8 imperative questions that are specifically related to the addictive behavior towards social media. It measures the degree of an individual's issues due to social media utilize in day by day schedule, social life, efficiency, and resting designs. These criteria are measured against a 5 point scale with standard reactions from “strongly disagree” to “strongly agree.” The Chronbach alpha reliability of social media addiction questionnaire was .88 and the validity was .86 that shows that the scale is reliable and valid and can be used in the study.

Procedure

Participants were selected from schools and colleges of Rawalpindi/Islamabad. Institutional approval was taken for data collection. Consent forms were signed from the participants, and also the consent forms were provided to the participants to get them signed by their parents. The participants were informed about the objectives and purpose of the study beforehand and were given the right of withdrawal from study any time. They were also informed that the data collected from them would be kept confidential. Once they agreed, they were requested to share their actual information and fill out the questionnaire of and The Body Image dissatisfaction Scale (BIDS), Social Media Addiction Questionnaire, The core self-evaluations scale (CSES).

Ethical consideration

The consent was taken from the institution from where the data was taken and from the participants. The participants and the institution were ensured confidentiality regarding the study; moreover, the findings will be beneficial for others.

Statistical analysis

Data analysis was done by using SPSS. Descriptive analyses were performed, a Spearman Bivariate correlation was used to observe the relationship between Social media addiction, Body image dissatisfaction and self-evaluation among young adolescents. Mann-Whitney U-test to compare the differences between the two groups males and females.

Chapter-3 Results

This study aimed to find out the relationship between social media addiction, body image dissatisfaction and self-evaluation among young adolescents. The data (N=150) has been collected from the schools and colleges of Islamabad and Rawalpindi and was analyzed through descriptives including, mean, median, mode, and frequency statistics for demographic variables and also calculate the reliability and spearman correlation of all variables Social media addiction, body image dissatisfaction and self-evaluation and to check the differences between the two groups of male and female, Mann-Whitney was used.

Table 1 presents the demographic characteristics of social media addiction, body image dissatisfaction and self-evaluation among young adolescents.

Table 1

Demographic Characteristics of Participants

Demographic Characteristics	Categories	<i>f</i>	%
Age	15	9	6.0
	16	37	24.7
	17	55	36.7
	18	36	24.0
	19	13	8.7

Gender	Male	75	50
	Female	75	50
Ethnicity	Punjabi	141	94
	Pathan	9	6
Marital status	Married	0	0
	Unmarried	150	100
Religion	Islam	148	98.7
	Christianity	2	1.3
Social Media Use	1-2 hours	18	12.0
	3-4 hours	61	40.7
	5 hours and above	71	47.3

Note: N=150 (n =75 participants in each group), % = Percentage

The demographic characteristics of the sample are presented in Table 1. The sample consisted of N = 150 participants, with an equal distribution of gender, comprising 75 females (50%) and 75 males (50%).

The age distribution ranged from 13 to 19 years old. The largest age group was 19 years old, comprising 8.7% (n = 13) of participants. The smallest age group was 15 years old, representing 6.0% (n = 9) of the sample.

The remaining age groups were as follows: 16 years old (24.7%, n = 37), 17 years old (36.7%, n = 55), 18 years old (24%, n = 36). Overall, the sample consisted of an equal number of male and female participants, with a relatively balanced distribution across, education levels. For ethnicity (94%, n=141) of the participants were Punjabi and (6 %, n=9) of the participants were pathan. The table shows that (98.7%, n= 148). 100% participants were unmarried as the population was young adolescents. The religion of (98.7 %, n=148) participants was Islam and (1.3%, n=2) were Christians. The table shows that (12%, n=18) of the participants use social media for 1-2 hours a day, (40.7%, n=61) of the participants use social media for 3-4 hours in a day and (47.3 %, n=71) of the participants use social media for 5 hours and above that comes in the addiction criteria.

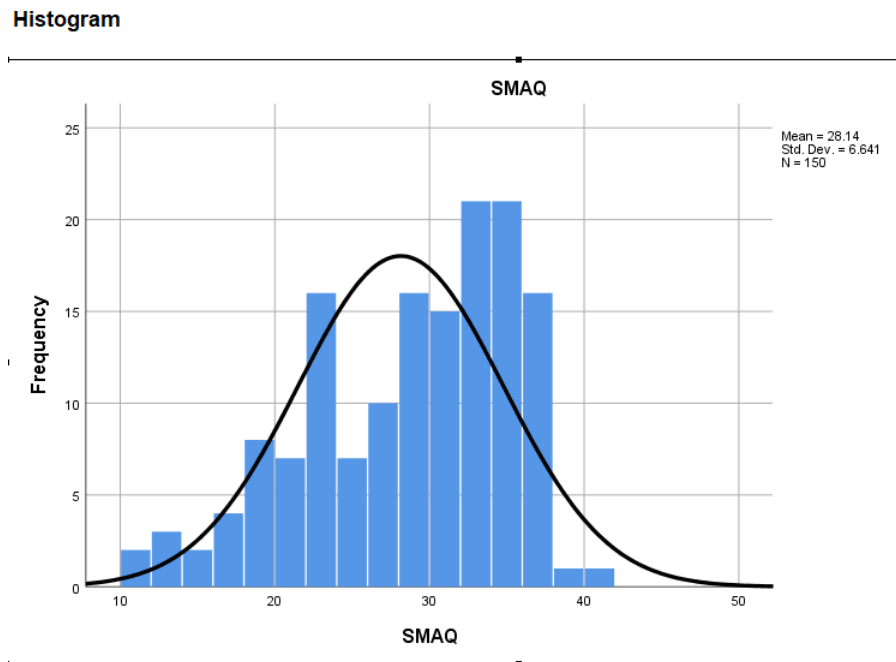
Table 2

Cronbach's alpha reliabilities of Social Media Addiction Questionnaire (SMAQ), Body Image Dissatisfaction Scale (BIDS) and Core Self Evaluation Scale (CSES)

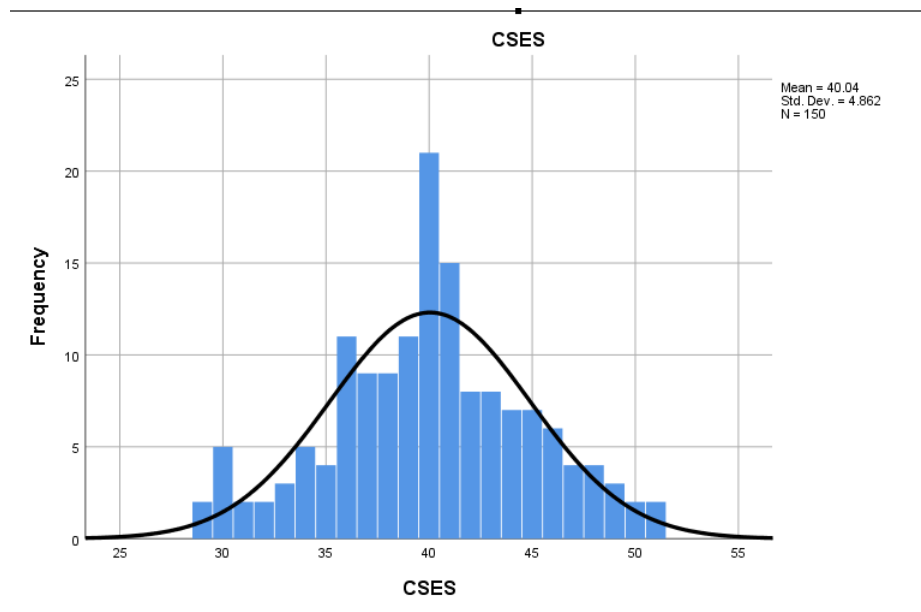
Scale	<i>N</i>	<i>M</i>	<i>SD</i>	α	Range	Potential	Actual	Skewness
SMAQ	150	28.14	6.64	.898	8-45	11-40		-.626
BIDS	150	50.33	15.9	.891	6- 36	22-86		.304
CSES	150	40.04	4.86	.535	12-60	29-51		.791

Note: M =mean, SD = standard deviation, α =alpha reliability, SMAQ= Social media addiction questionnaire, BIDS= Body Image Dissatisfaction scale and CSES= Core Self-evaluation scale

Table 2 exhibits the item numbers, alpha reliabilities, mean, standard deviation and skewness of all the scales used in the study. SMAQ ($\alpha=.89$), BIDS ($\alpha = .89$) and CSES ($\alpha = .53$) of all three scales are reliable concerning the Cronbach's alpha values mentioned above in the table which shows the SMAQ (M=28.14, SD= 6.6), and BIDS (M= 50.3, SD=15.9) and CSES (M= 40.0, SD= 40) are reliable.

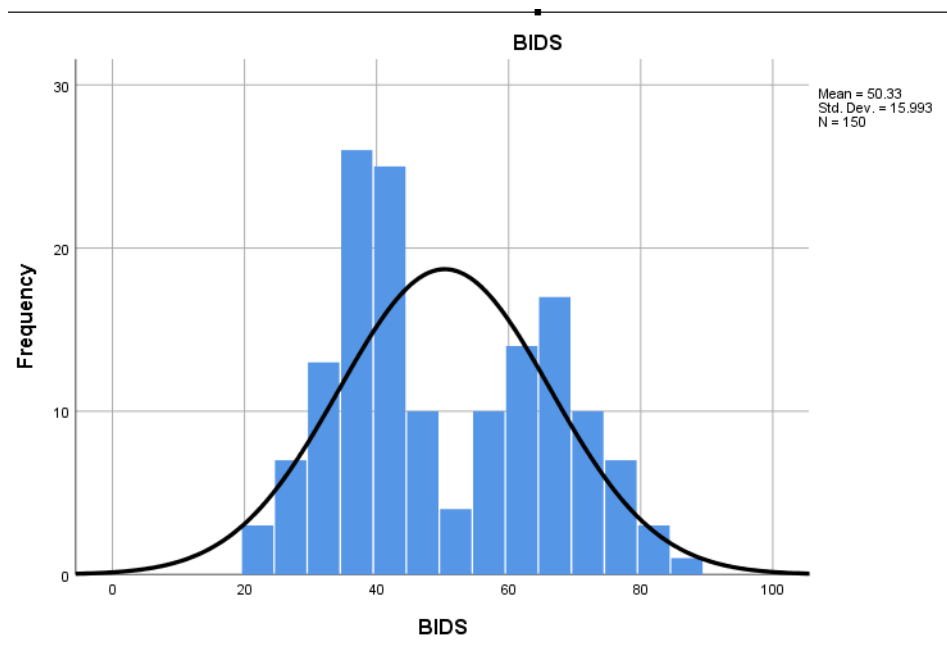
Figure 1.1

The graph illustrates Social media addiction among 150 participants. The histogram shows non normal distribution of data.

Figure 1.2

The graph illustrate the distribution of Core self-evaluation among 150 participants. The distribution of data slightly deviates from normal.

Figure 1.3



This graph illustrates the distribution of Body image dissatisfaction among 150 participants.

The distribution of data deviates from normal.

Table 3**Descriptive statistic: Mean, Median, Mode, Skewness, Kurtosis, KS(N=150)**

Scales	Mean	Median	Mode	Skewness	Kurtosis	K-S	P
SMAQ	28.14	29.50	32 ^a	-.626	-.385	.119	.000
BIDS	50.33	45.00	35	.304	-1.399	.147	.000
CSES	40.04	40.00	40	-.061	-1.126	.082	.115

Note: M= mean, SD= standard deviation, KS= Kolmogorov-Smirnov, p value

Table 3 shows the descriptive properties of administered scales. The K-S value for both scales is showing non- normal distribution as it is significant ($p < .05$) in while considering the values of skewness and kurtosis and the shape of the histogram as well.

Table 4

Correlation for Social Media Addiction Questionnaire, Body Image Dissatisfaction Scale and Core Self Evaluation Scale by using Spearman's rho correlation (N=150)

Variables	N	1	2	3
SMAQ	150	-	-.400**	-
BIDS	150	-	-	.267**
CSES	150	-	-	-

Note: SMAQ= Social Media Addiction Questionnaire, BIDS=Body Image Dissatisfaction Scale, CSES= Core Self Evaluation Scale.

Table 4 exhibits Spearman correlation analysis was used to analyze the relationship between social media addiction, body image dissatisfaction and self-evaluation as the data were non-normally distributed. The results showed a significantly negative relationship between social media addiction and body image dissatisfaction ($p = -.400^{**}$) and a positive relationship between body image dissatisfaction and self-evaluation ($p = .267^{**}$).

Table 5***Mann-Whitney U- Test values for scales in both genders Male and Female***

	Male		Female		<i>U</i>	<i>p</i>
	<i>N</i>	<i>M</i>	<i>N</i>	<i>M</i>		
SMAQ	75	70.69	75	80.31	2451.5	.174
BIDS	75	83.75	75	67.25	2193.5	.020
CSES	75	80.65	75	70.35	2426.0	.145

Note: M= Mean, U= Mann-Whitney, p= Significance value

For the Social Media Addiction scale, the Mann-Whitney U-Test statistic is 2451.5, and the associated p-value is .174. The p-value indicates the significance of the difference between the male and female groups. In this case, the difference is not statistically significant at the conventional significance level of .05. For the Body Image Dissatisfaction scale, the Mann-Whitney U-Test statistic is 2193.5, and the associated p-value is .020. The p-value is less than .05, indicating a statistically significant difference between male and female groups in terms of Body Image Dissatisfaction. For the Core Self-Evaluation scale, the Mann-Whitney U-Test statistic is 2426.0, and the associated p-value is .145. The p-value indicates that the difference between the male and female groups is not statistically significant at the conventional significance level of .05.

Chapter 4- Discussion

This chapter of the study discussed reliabilities of scale, and demographic characteristics of the participants. The relationship was statistically analyzed in SPSS by using Spearman correlation as the data was not normally distributed. Furthermore, differences among groups were also analyzed by using a Mann Whitney U-test for checking comparisons in demographics among both groups. The present study consisted of 75 male participants and 75 female participants. Three scales were used to measure the social media addiction, body image dissatisfaction and self-evaluation. Concerning the demographics, males have high level of body image dissatisfaction and females had high level of social media addiction.

The questionnaires used in this study include a demographic sheet, Social Media Addiction Questionnaire (SMAQ), Body Image Dissatisfaction Scale (BIDS) and Core Self Evaluation Scale (CSES). According to the scales, author; Cronbach's alpha reliability of the Social Media Addiction Questionnaire (SMAQ) was found to be 0.89 which is considered good reliability. In this research study, Cronbach's alpha of the Body Image Dissatisfaction Scale is .89. According to the scales author; Cronbach's alpha reliability of the Core Self Evaluation Scale was found to be 0.53 which is considered reliable. Also, the Kolmogorov-Smirnov test statistics indicate the non-normal distribution of data across both groups.

The hypothesis of the study states that there is a significant negative correlation between social media addiction and body image dissatisfaction and positive relationship between body image dissatisfaction and self evaluation. Spearman correlation was used to analyze the relationship between social media addiction, body image dissatisfaction and self-evaluation as the data was not normally distributed. The results show that there is a significant negative relationship between social media addiction and body image dissatisfaction ($p = -.400^{**}$) and a significant positive relation between body image dissatisfaction and self-evaluation ($p = .267^{**}$).

H1: there will be a significant positive relationship between body image dissatisfaction and social media addiction. Table 4 indicates a negative correlation between social media addiction and body image dissatisfaction. The results can be supported by the previous studies which states that social media has been a platform for various body positivity movements that aim to challenge traditional beauty standards. Adolescents addicted to social media may come across influencers or role models who share empowering messages about body acceptance and self-love. Inspirational content that focuses on individual strengths and achievements rather than appearance can contribute to a positive body image. Exposure to messages promoting body diversity and acceptance can have a positive impact on individuals struggling with body image dissatisfaction. Also, there are many supportive communities on social media platforms that share positive messages about body acceptance and self-love. Engaging with such communities can provide a sense of belonging and support, potentially countering negative body image influences .

Social media can serve as a source of inspiration for adopting a healthier lifestyle, promoting fitness, and focusing on overall well-being rather than conforming to narrow beauty ideals.

Social media allows individuals to express themselves creatively and authentically. For some, sharing images and stories on social media may serve as a form of self-expression and empowerment, contributing to positive self-esteem. Positive interactions on social media, such as receiving supportive comments and encouragement from friends and followers, can enhance feelings of connection and social support, potentially promoting positive self-perception. .

H2: Hypothesis two states that there will be a positive relationship between body image dissatisfaction and self-evaluation. Table 4 supports this hypothesis as it indicates a positive relationship between body image dissatisfaction and self-evaluation. Body image dissatisfaction may initially stem from negative feelings about one's body, it can also serve as

motivation for positive changes (Johnson, 2022). This might include adopting healthier lifestyle choices such as engaging in regular exercise, improving nutrition, and practicing self-care. People who struggle with body image dissatisfaction may focus on developing and appreciating their inner qualities, such as intelligence, kindness, creativity, and resilience. Shifting the focus from external appearance to internal attributes can contribute to a more positive self-evaluation. Some individuals use their experiences with body image dissatisfaction to become advocates for positive change. They may engage in activism, promoting body positivity, challenging societal beauty standards, and empowering others to embrace diverse body shapes and sizes. They do not let their flaws define them (Smith, 2020).

H3: Women tend to report higher level of body image dissatisfaction than men. The results show that men have higher level of body image dissatisfaction. The results may vary from the hypothesis due to the cultural difference. Societal expectations regarding masculinity in Pakistan, such as the emphasis on physical strength and muscularity, can contribute to body image dissatisfaction among young males who may feel pressure to conform to these ideals. Exposure to Western media, including images of lean and muscular male bodies, can impact body image perceptions in young males. Media portrayals can set unrealistic standards that may not align with traditional cultural values (Jones, 2021).

H4: Women use social media more frequently than men. The result supports this hypothesis. Social media platforms, such as Instagram and Pinterest, heavily feature visual content related to lifestyle, fashion, beauty, and personal interests. Women may be more drawn to these platforms for inspiration, self-expression, and staying updated on trends. Women might be more inclined to participate in online communities, forums, and groups on social media platforms. These communities offer a sense of belonging, shared interests, and a space for discussions, contributing to increased engagement. Women may engage more in content creation and sharing, including photos, videos, and personal updates. This active participation

in generating content can contribute to increased time spent on social media. Research has suggested that women often use social media for communication and relationship maintenance (Auxier, et al., 2021).

Conclusion

The relationship social media addiction, between body image dissatisfaction and self-evaluation was examined in the study. The findings suggest that, in this context, higher levels of social media addiction are associated with lower levels of body image dissatisfaction. Additionally, higher levels of body image dissatisfaction are associated with higher levels of self-evaluation. The study is based on the cultural context. It also proves that In Pakistan, males have high level of body image dissatisfaction and females are more addicted to social media. It is highly recommended that people properly manage the amount of time spent on social media to decrease the possibilities of being influenced in a negative way. Moreover, parents are recommended to monitor their children and detect any sign of eating disorders or social media addiction to overcome the problem in its early stage. Health education campaigns related to healthy lifestyle and how to properly use SNSs are required.

Limitations

- The study is confined to specific age range. Therefore, findings may not be representative of other population that limits generalizability of findings.
- Another drawback of this study was the use of questionnaire as the only method to examine the variables which had a self-reporting aspect and therefore, it was possible to create biasness in the information obtained.
- Body image dissatisfaction, social media addiction and core self-evaluation are often measured through self-report instruments. Respondents may provide socially desirable responses, and self-perceptions may not always align with actual behaviors, introducing potential biases.
- Body Image dissatisfaction can vary in different socioeconomic statuses.
The study did not focus on the economic status as well.

Implications and Recommendations

Future research can be done on other variables such as self-perception, selective social media attention and positive self-imagery. The result of the study can be of interest to parents, academic advisor, counselor and educator. For instance, parents can keep a check and balance on children to use social media effectively and should set a specific time for social media use. Educators and academic advisors can guide students if about positive self-evaluation and make them aware of the positive body image.

The type of the study was correlational study, future research can be done on other variables which determine causal effect. Moreover, it is suggested that future research in this area look at social media addiction and body image dissatisfaction in people of other age groups and people from different socioeconomic statuses.

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APPENDICES

APPENDIX A

CONSENT FORM

INFORMED CONSENT FORM FOR PARTICIPANT

Introduction:

I am Urooba Ikram, currently enrolled as a student at Capital University of Science and Technology. I invite you to participate in a research study exploring the relationship between Body image dissatisfaction, social media addiction, and self evaluation among young adolescents. Your participation is voluntary, and before you decide whether to participate, it is important for you to understand the purpose, procedures, risks, and benefits of this study.

Purpose of the Study:

As the screen time and social media dependency is increasing in teenagers nowadays, the purpose of my study is to examine the effects of social media addiction among young adolescents.

Procedures:

If you agree to participate, you will be asked to complete a series of questionnaires related to Body image dissatisfaction, social media addiction and self evaluation. The survey will take approximately 15-20 minutes to complete.

Your responses will remain confidential.

Risks and Benefits:

There are no known risks associated with participating in this study. The potential benefits of participating include gaining a better understanding of relationship between Body image dissatisfaction, social media addiction and self-evaluation. Your active participation in this research not only enriches the study with valuable data but also ensures that the research findings have practical applications, directly benefiting young adolescents who are involved in excessive use of social media or are facing body image dissatisfaction due to the social media comparison.

Confidentiality:

Your responses will be kept confidential. All data collected will be stored securely and only accessible to the researcher.

Voluntary Participation:

Your participation in this study is entirely voluntary. You have the right to withdraw at any time without penalty. Your decision will not affect your current or future relationship with your Institution.

Contact Information:

If you have any questions or concerns about the study, you are welcome to contact me, at bsp201048@cust.pk.

Consent:

I have read and understood the information provided above. I voluntarily agree to participate in this study and consent to the collection and use of my responses for research purposes only.

Participant's Name: _____

Participant's Signature: _____

Researcher's Statement:

I have explained the nature and purpose of the study to the participant. I confirm that the participant has willingly given their consent to participate in this research study.

Researcher's Name: _____

Researcher's Signature: _____

APPENDIX B**CONSENT FORM FOR PARENTS****Introduction:**

I am Urooba Ikram, currently enrolled as a student at Capital University of Science and Technology. I invite you to participate in a research study exploring the relationship between Body image dissatisfaction, social media addiction, and self evaluation among young adolescents. Your child's participation is voluntary, and before you decide whether to participate, it is important for you to understand the purpose, procedures, risks, and benefits of this study.

Purpose of the Study:

As the screen time and social media dependency is increasing in teenagers nowadays, the purpose of my study is to examine the effects of social media addiction among young adolescents.

Procedures:

If you allow your child to participate, he/she will be asked to complete a series of questionnaires related to Body image dissatisfaction, social media addiction and self evaluation. The survey will take approximately 15-20 minutes to complete.

The child's responses will remain confidential.

Risks and Benefits:

There are no known risks associated with participating in this study. The potential benefits of participating include gaining a better understanding of relationship between Body image dissatisfaction, social media addiction and self evaluation. Your child's active participation and

your cooperation in this research not only enriches the study with valuable data but also ensures that the research findings have practical applications, directly benefiting young adolescents who are involved in excessive use of social media or are facing body image dissatisfaction due to the social media comparison.

Confidentiality:

Child's responses will be kept confidential. All data collected will be stored securely and only accessible to the researcher's team.

Voluntary Participation:

The child's participation in this study is entirely voluntary. Your child would have the right to withdraw at any time without penalty.

Contact Information:

If you have any questions or concerns about the study, you are welcome to contact me, at bsp201048@cust.pk.

Consent:

I have read and understood the information provided above. I voluntarily agree to participate in this study and consent to the collection and use of my responses for research purposes only.

Participant's Name: _____

Participant's Signature: _____

Researcher's Statement:

I have explained the nature and purpose of the study to the participant. I confirm that the participant has willingly given their consent to participate in this research study.

Researcher's Name: _____

Researcher's Signature: _____

APPENDIX C

DEMOGRAPHIC INFORMATION FORM

For the following items, please select the response that is most descriptive of you or fill in the blank as appropriate

1. Name: _____

2. Age: _____

3. Gender:

- Male
- Female

4. Race/ Ethnicity: _____

5. Marital Status: _____

6. Religion: _____

7. Social Media Use Daily:

- 1-2 hrs
- 3-4 hrs
- 5 hrs and above

APPENDIX D**SOCIAL MEDIA ADDICTION QUESTIONNAIRE****Instructions**

Indicate how much you agree or disagree with the given statements

Statement	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	1	2	3	4	5
1. I often think about social media when I am not using it	1	2	3	4	5
2. I often use social media for no particular reason	1	2	3	4	5

3. Arguments have arisen with others because of my social media use	1	2	3	4	5
4. I interrupt whatever else I am doing when I feel the need to access social media	1	2	3	4	5
5. I feel connected to others when I use social media	1	2	3	4	5
6. I lose track of how much I am using social media	1	2	3	4	5
7. The thought of not being able to access social media makes me feel distressed	1	2	3	4	5
8. I have been unable to reduce my social media use	1	2	3	4	5

APPENDIX E**Body Image Dissatisfaction Scale****Instructions**

Please indicate how much you agree or disagree with each of the statements by highlighting the single number in each section which represent how you feel right now

Indicate 1 as lowest and 6 as highest

Statement	1	2	3	4	5	6
1. Right now, I feel (Extremely dissatisfied to Extremely satisfied) with my physical appearance	1	2	3	4	5	6
2. Right now, I feel (Extremely satisfied to Extremely dissatisfied) with my body size and shape	1	2	3	4	5	6
3. Right now, I feel (Extremely dissatisfied to	1	2	3	4	5	6

Extremely satisfied) with my weight						
4. Right now, I feel (Extremely physically attractive to Extremely physically unattractive)	1	2	3	4	5	6
5. Right now, I feel (A great deal worse to A great deal better) about my looks than I usually feel	1	2	3	4	5	6
6. Right now, I feel (A great deal better to A great deal worse) than the average person looks	1	2	3	4	5	6

APPENDIX F

Core Self Evaluation Scale

Instructions

Please select how much do you agree with these statements

Statement	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
1. I am confident I get the success I deserve in life.	1	2	3	4	5
2. Sometimes I feel depressed	1	2	3	4	5
3. When I try, I generally succeed.	1	2	3	4	5

4. Sometimes when I fail I feel worthless	1	2	3	4	5
5. I complete tasks successfully	1	2	3	4	5
6. Sometimes, I do not feel in control of my work.	1	2	3	4	5
7. Overall, I am satisfied with myself	1	2	3	4	5
8. I am filled with doubts about my competence	1	2	3	4	5
9. I determine what will happen in my life.	1	2	3	4	5
10. I do not feel in control of my	1	2	3	4	5

success in my career					
11. I am capable of coping with most of my problems.	1	2	3	4	5
12. There are times when things look pretty bleak and hopeless to me.	1	2	3	4	5

APPENDIX G

AUTHOR'S OBTAINED PERMISSION

Scale permission Inbox x**urooba ikram**

Hello, As the subject of my email defines the purpose of sending mail to you. I'm a student of BS Psychology and need to use the scale to conduct research. This

**Timothy A Judge** <sj.judge025@gmail.com>

to me ▾

Hi Urooba,

You dont need the explicit permission to use the scale. You can apply it to your research. Wish you best of luck for your research.

Kind regards

Thank you for your response.

That's great, thank you very much.

Thank you for the clarification.

↩ Reply

➡ Forward

Scale permission Inbox x**urooba ikram**

Hello, I'm doing my research on the topic " Association between body image dissatisfaction, social media addiction and self evaluation among young adolescents".

**Vimala Balamurugan** <vimalabalamurugan3@gmail.com>

to me ▾

Hello

The questionnaire of social media addiction is freely available and free to use. You can use it in your study.

Thankyou!

Thank you for your response.

Thank you, I will do that.

That's great, thank you very much.

↩ Reply

➡ Forward



Scale permission Inbox x



urooba ikram

Hello, As the subject of my email defines the purpose of sending mail to you. I'm a student of BS Psychology and need to use the scale to conduct research. This



Ralf Kaestner <ralfkaestner46@gmail.com>

to me ▾

Yes, of course you can.



Thank you for your response.

That's great, thank you very much.

Thank you for your quick response.

↩ Reply

↗ Forward

