

**BEAUTY INFLUENCERS AND SELF-OBJECTIFICATION:
AN ANALYSIS OF MEDIATING ROLE OF SOCIAL
COMPARISON**



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2018-2022**

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AN ANALYSIS OF MEDIATING ROLE OF SOCIAL COMPARISON**



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IN

MEDIA STUDIES

By

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It is certified that Ms. Maria Dawood student of B.A. Honors (session 2018-2022), Department of Media Studies has carried out this work entitled “Beauty influencers and self-objectification: an analysis of mediating role of social comparison” which is a researched thesis, under my supervision.

It is assured that this thesis is original and sufficient in terms of scope and quality of degree.

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ABSTRACT

In the digital globalized world the role of influencers which is the process of changing audience opinions. Beauty influencers lead people to objectifying themselves to some extent and they also lead to social comparison. The aim of this study ‘Beauty influencers and self-objectification: an analysis mediating role of social comparison’ was to explore that what effects and causes leads to objectification in women and what role influencers play in it, based on the comparison of knowledge from the results of global research studies and the quantitative research study processed by authors. A sample size of 200 respondents has taken. The population were the students of four different universities of Lahore; Kinnaird College for Women, Lahore College for Women University, University of Central Punjab and Punjab University. The research was based upon on the young females. This research used the theoretical framework of objectification theory proposed by Fredrickson and Roberts in1997. The researcher used convenient sampling and closed ended questionnaire is selected for data collection to analyze the influence of beauty influencers. The analysis is done on the basis of viewers’ perception towards beauty influencers and this is creating a change in their personality as well. Moreover, the study justifies that beauty influencers alter the mind sets of individuals and case them to socially compare themselves to others.

Keywords: Beauty influencers, self-objectification, social comparison, Women, beauty standards, social media, appearance, anxiety, psychological disorders, eating disorders.

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List of Abbreviations

KC	Kinnaird College for Women Lahore
LC	Lahore College for Women University
PU	Punjab University
UCP	University of Central Punjab
SNS	Social Networking Sites
UGT	Uses of and Gratification
BMI	Body Mass Index

CHAPTER I INTRODUCTION

The technological improvement added very own modifications in changing of social structure and generation together with the net and cell telephones have had a large effect on those social structure and generation. Social media has grown to be main media structures to proportion non-public facts, announcements, pictures, films and the critical conversation daises allows the intercommunication of on-line people, that may affect or be laid low with the reviews of others. For splendor and lifestyle, there may be no platform pretty just like the visible one. The target market for those manufacturers could make buy selections primarily based totally on what they see. Interestingly,

What they see doesn't appear to remember as tons as wherein they see it. Data suggests as a marketplace, visitors nevertheless choose YouTube for content. Between 2016 and 2017, the range of splendor tutorials nearly doubled on YouTube and 97% of the target market's interest is managed with the aid of using beauty vloggers who cowl make-up tutorials from the maximum fundamental skin care exercises to the extra radical Halloween make-up. Yes, Instagram's IGTV function comes close, however there may be not anything pretty just like the appeal of YouTube for this market. Instead, its miles a platform wherein you can still watch cat films, make-up films, and stand-up comedy all within side the identical breath (Riboni, 2017).

Simply put, the sheer nature of the interface is what makes YouTube the sort of perfect platform for users. About 60% of all make-up shoppers choose to shop for on-line. Over 41% of make-up shoppers within side the UK record that they watch tutorials on YouTube earlier than creating a buy decision. Because on-line income best makes up 5% of the whole splendor income so far, the scope for boom is massive. It is possibly no surprise, then, that splendor films obtain over 1 billion perspectives each month, contributed to with the aid of using the ever-developing range of video influencers at the platform. YouTube is well-privy to its effect on make-up consumers. It is assisting the efforts of manufacturers and influencers with the aid of using introducing a ton of recent functions to assist the conversion method along (Mlodkowska, 2019).

Self-objectification takes place while people deal with themselves as gadgets to be considered and evaluated primarily based totally upon look. Beauty Standards these days are frequently harsh, and vital of girls. Our pores and skin wish to be wonderful with lengthy eyelashes and plump lips. There may be no seen flaws. One manner that girls are cause accept as true with will uphold to those requirements is with the assist of make-up. This mind-set has been validated to be negatively affecting adolescents with the aid of using making them suppose that they've to put on make-up and up-hold this facade of perfection, although it isn't real. Women frequently grow to be disenchanted with our bodies due to the fact they may be not able to satisfy the sociocultural decided splendor ideal, a perfect that prescribes an incredibly skinny parent for girls. The cultural exercise of sexual objectification ends in self-objectification, which becomes self-surveillance, inflicting mental outcomes and intellectual fitness dangers in victims. Initially, it changed into perceived that media objectifies the people however with the passage of time, it has grown to be clean that people themselves are carrying out practices of self-objectifying themselves with a view to get appreciation and to appearance lovely to others. Not best girls however guys also are indulged in objectifying themselves and media has a first-rate function to play. This leads people to objectifying themselves and then it causes to depression etc. (Fredrickson et al, 1997).

One cause why girl could be inspired to sell their beauty is to boom their shallowness. Many girls cause that in the event that they appearance suitable they may additionally sense suitable. In different words, their outward look affects their shallowness a courting among look and shallowness does now no longer simply have an effect on teenagers. Makeup tutorials are one of the maximum famous YouTube video genres amongst younger females. Feminist media pupils have asserted that make-up films are primarily based totally on postfeminist culture. Post feminism defines femininity as a physical asset and specializes in improving look thru consumption. Many girls sense much less assured after they do now no longer put on make-up. Cosmetic utilization is likewise negatively correlated with extraversion, social self-belief, emotional stability, and intellect. So now no longer best does make-

up use relate to self-belief and different inner characteristics, however it's also associated with one's social interactions as well (Scramberg, 2012).

Today women are so conscious about their beauty because social media has created beauty standards. Beauty influencers try to change their audience perspective. Social media spreads beauty standards negatively. There has been upward push of women who mainly use their platform to become "Instagram models." These women healthy all of society's expectancies of attractiveness. Most of those "models" are tan and brilliant thin with ideal pores and skin and facial features. It's tough to scroll via Instagram without seeing a female that suits this description. Dove took a survey of 1,027 ladies among the age group of 18 and 64, and 25% claimed their concept of beauty became formed via way of means of social media. There were 78% of the women surveyed felt that the portrayal of ladies on those structures is unrealistic (Murray, 2012).

Plastic surgical operation uses has been increasing day by day. People see stars like Angelina Jolie or Kylie Jenner putting traits for big lips and determine they need to alternate themselves to healthy like them. Botox strategies have multiplied via way of means of 759% on account that 2000. The trouble with plastic surgical operation is that there may be the threat of the strategies being botched, which may be bad for the person's frame. The assessment of beauty surgical operation states that with plastic surgical operation there may be threat of headaches from anesthesia, contamination on the surgical operation site, fluid building up beneath the pores and skin, bleeding, and scarring and nerve damage. Women could now no longer be in hazard of those headaches if it weren't for the splendor requirements that push them to get those surgeries (Sophie, 2016).

Statement of problem

This study is designed to observe "beauty influencers and self-objectification: an analysis of mediating role of social comparison".

Objectives

- To study how beauty influencers lead to social comparison.
- To investigate the relation between social comparison and the impact of beauty influencers.
- To explore what changes beauty influencers bring.
- To investigate what negative effects of self-objectification can lead towards.
- To investigate how people gain self-objectivity through media.

Research questions

- How beauty influencers lead to self-objectification through social comparison?
- How is society being affected by the media's objectification of women?

Hypothesis

H₁: Social comparison is likely to have a positive relationship with self-objectification.

H₀: Social comparison is not likely to have a positive relationship with self-objectification.

H₂: Production of beauty influencers have a direct relationship in creating self-objectification.

H₀: Production of beauty influencers do not have a direct relationship in creating self-objectification.

Rationale

Beauty standards are a disease in today's society. When women in the society see their surroundings, they see a standard expectations of how to look like. This eventually leads to mental health issues and cause harm to their physical body as well. This leads to woman changing themselves to fit in today's society and match the standard beauty scale bar.

Mostly woman are so much effected by this that they are even getting facial surgeries, the only way to reduce it that if society and its people open up their mind towards different kinds of beauty and not the standardized beauty of women is only

considered as beautiful. All skin types and all skin colors should be equally considered as normal and beautiful. This will give all woman around the society the confidence and they will have no fear of judgment and this will help them to improve their skills needed for progress rather their own beauty.

Researcher wanted to know what were the effects of this self-objectification and how social comparison hinder? What people think about self-objectivity and self-presentation?

CHAPTER II

LITERATURE REVIEW

The most important part of any research is literature review that provides the better conceptual framework understanding. It also helps to tell the other that the researcher knows about literature present on her topic. Therefore, the researcher reviewed all relevant literature on internet like research articles and books.

Myers et al. (2007) they took a research on “Sociocultural pressures, thin ideal internalization, self-objectification, and body dissatisfaction: could feminists beliefs be a moderating factor?” All these things are related with body dissatisfaction, while women’s rightist’s beliefs plays a defensive function. There were 195 undergraduate female students who completed self-disclose measures assessing that self-objectification leads to body dissatisfaction. Results showed the link between awareness of media and objectifying, but not the link between influence of social media and objectifying.

Ellyn (2010) said in his article “The impact of culture on self-objectification and risky appearance management behaviors in college females: A path analytic model” women think that their bodies are objects. Social media has an effect on our daily lives and also has a power to change our opinion. For his research he took the age group from 18-22 and 478 undergraduate female students filled out the survey. He wanted to check the relationship among cultural impact, self-objectification and how females behave in universities. Results showed the relationship among cultural impact, self-objectification and how women behave in universities.

Tiggemann et al. (2011) their study "The role of self-objectification in disordered eating, depressed mood, and sexual functioning among women: A comprehensive test of objectification theory" they tested objectification theory (1997). They took 116 undergraduate female students from Australia completed the survey that was about self-objectification, body shaming, depression, stress, mental disordered body appearance and eating disordered. Results showed that all the variables are

interconnected. The findings were in the favor of objectification theory. Self-objectification leads to psychological problems in young females.

Moreover, Morris et al. (2013) their study "Objectification as self-affirmation in the context of the death relevant health threat" they wanted to know the different diseases develop in women due to objectification. They took a survey of 129 female students of college. There were 36% Asians, 29% Caucasian, 10% Hispanic, 2% Black and the remaining indicated others or more than one race. They had a survey on 9-point scales ranging from "Not at all likely" to "extremely likely." The findings showed that Asian women have highly value their appearance in almost all circumstances and there are more disease rate in Asian women due to objectifying themselves.

Fardouly et al. (2018) their study "Instagram use and young women's body image concerns and self-objectification: testing mediational pathways" they tried to know the link between the usage of Instagram and the problems of objectifying own self. They took a sample of 203 females from America and 73 female participants from Australia. All the participants belonged to the age group of 18-25. The results showed that the Instagram has a negative effect because due to Instagram women became more conscious about their appearance and try to self-objectifying themselves.

Rollero et al. (2017) said in their article "Self-objectification and personal values. An exploratory study." that self-objectification occurs when people think that they are object and try to focus on their appearance to look good. The study was conducted on the women from the west and undergraduate students were participated in it. They got to know from the results that women and self-objectification are interlinked and females give more value to their appearance and self-objectifying themselves.

In Addition to Hossain (2019) said in his article that "Effects of uses and gratifications on social media use: The Facebook case with multiple mediator analysis" billions of humans round the arena are experiencing new approaches of interacting with humans the usage of the social networking sites (SNS). With the heavy visitors and technological capabilities, SNS gives fantastic gratifications to its users, however

there's a lack of know-how approximately how gratifications play a function in utilization purpose and whether or not there are different elements that have an effect on this dating. Therefore, this examines pursuits to meet those studies gaps. This examine conceptualizes a complete framework primarily based totally at the principle of makes use of and gratification (UGT), addiction and the subjective norm to discover those troubles in depth. Structural equation version is used to investigate the survey data. The outcomes of the examine monitor that UGT has a great impact on utilization purpose. Consumer addiction and subjective norm play a vital mediating function within side the dating among UGT and utilization purpose. The proposed framework could appreciably make contributions to the SNS literature and managerial insights through integrating private and social elements in figuring out the consumer recognition of the media.

Rosi et al. (2019) said in their article "The impact of failures and successes on affect and self-esteem in young and older adults." They took sample of 100 young people belonged to the age group from 19-30 and 102 adults belonged from the age group 65-81. The results showed that the old people and the young people have the same influence of success and failure due to self-esteem.

Lee (2020) "The effects of social comparison orientation on psychological well-being in social networking sites: Serial mediation of perceived social support and self-esteem" an online survey was taken of 236 participants from South Korea. He got to know after the findings that there is a negative influence of social comparison on the psychological health of humans. There is a social comparison on social media that raises the negative emotions and harm the self-esteem.

Further, Dr. Bell et al. (n. d). "Self-objectification: self-objectification and positive feedback ("Likes") are associated with frequency of posting objectifying self-images on social media" they collected a report from 86 young adult females from England belonged to the age group 19-28 on the usage of social media and self-objectifying themselves. They took their 20 most recent pictures that were uploaded on their personal Instagram account and analyzed their content for self-objectification. The results showed that 29.77% of participants' images of Instagram

were objectified, because there were different perspective. Objectification images received more likes than non-objectifying images.

Zak et al. (2020) conducted a research study “The role of influencers in the consumer decision making process.” They wanted to know that how influencers are handling social media to influence audience attitudes and how they change their opinions. Opinion leaders are the one who are playing a great role in audience’s decision process. They took an online survey and the results showed that influencers plays a vital role in decision process because when buying anything most of the people inspired by the reviews given by the influencers.

Tran et al. (2020) regulated research under the title “Paint a better mood? Effects of makeup use on YouTube beauty influencers’ self-esteem” they collected the report that there were 90% women belonged to the age group 18-29. The aim of this research was to know the reasons of low self-esteem, the role of beauty influencers on self-esteem and the use of makeup increases the low self-esteem or not? Although 90% of women between the ages of 18 and 29 report using makeup, research on the motivation and effects of makeup use on self-esteem is lacking. Jacobsen's Aesthetics of psychology framework was used to classify narratives of nine female beauty influencers aged between 21 and 40 years from the United States and Great Britain. Results showed that the usage of makeup enhance positive the self-esteem. Findings showed that women who follow beauty influencers use more makeup and stuff like that.

Sarah. E et al. (2021) "Young women’s body image following upwards comparison to Instagram models: The role of physical appearance perfectionism and cognitive emotion regulation" they took 142 undergraduate female students for their research. The findings of their research were that women try to compare themselves to Instagram models and this leads to dissatisfaction.

Pedalino et al. (2022) said in their article "Instagram use and body dissatisfaction: The mediating role of upward social comparison with peers and influencers among young females" the use of Instagram is increasing day by day. Different pictures uploaded on Instagram related to body shaming and low self-esteem.

They took self-report cross-sectional knowledge collected from 291 females and young girls from Italy. Their findings showed that use of Instagram leads to social comparison and low body dissatisfaction. Being a young person female (compared to a young woman) and having the next Body Mass Index (BMI) were related with worse body appreciation.

Pan et al. (2022) said in their article "Social media influencer viewing and intentions to change appearance: A large scale cross-sectional survey on female social media users in China" They took a sample of 7,015 female person TikTok users in China concerning their social media influencer viewing to change their appearance. The results showed that female TikTok users' they self-objectify themselves try to change their physical appearance after watching the content of beauty influencers and also whenever they watch a beauty content they compare themselves with the videos.

By the literature review of these all-research articles' researchers have learned a lot of things. And these articles also help us to do our search work. And to make our hypothesis for thesis as well. By reading these all now we are able to make our thesis research topic.

CHAPTER III

THEORITICAL FRAMEWORK

A good theory helps predict what will happen in future by giving practical insight into how the phenomenon being studied works. The uses of new technologies by explaining new communication theories are surely needed. The explanation about uses and consequences of media advancement through theories is needed and it's content in Pakistan as they give us the better understanding about our world and relationships as well. Theories are made and can be amended or rejected.

For her research problem, the researcher formulated a theoretical framework by reviewing of relevant literature and studies. This scheme is a tentative explanation or theoretical explanation of the phenomenon or problems and serves as the basis for the formulation of research hypothesis. The theoretical framework becomes the central theme, the focus and the main thrust of the study.

Objectification theory

This theory was proposed by Fredrickson and Robert in 1997. This theory helps us to understand the experiment of being a female in a culture that objectifies the female body sexually. This theory states that both women and girls are interacted to mainstream more than boys and men, so that they can manifest viewer's perspective as their primary view of their physical selves.

This stance is mentioned as "self-objectification" which makes many girls and women to constantly monitor their bodies' outward appearance. Which as a result leads to escalated feelings of anxiety, shame and odium towards their own self, reduce opportunities for pinnacle motivational states, and plunges awareness of internal bodily states. Gathering of these feelings accounts for a variety of mental health issues that disproportionately effects women causing depression, eating disorders, sleeping disorders and sexual dysfunction. The explanation of this theory also help us to know that why interchange in these mental risks occur beside other bodily changes that occur in the female body throughout life i.e.: Emerging at puberty and curtailing after menopause.

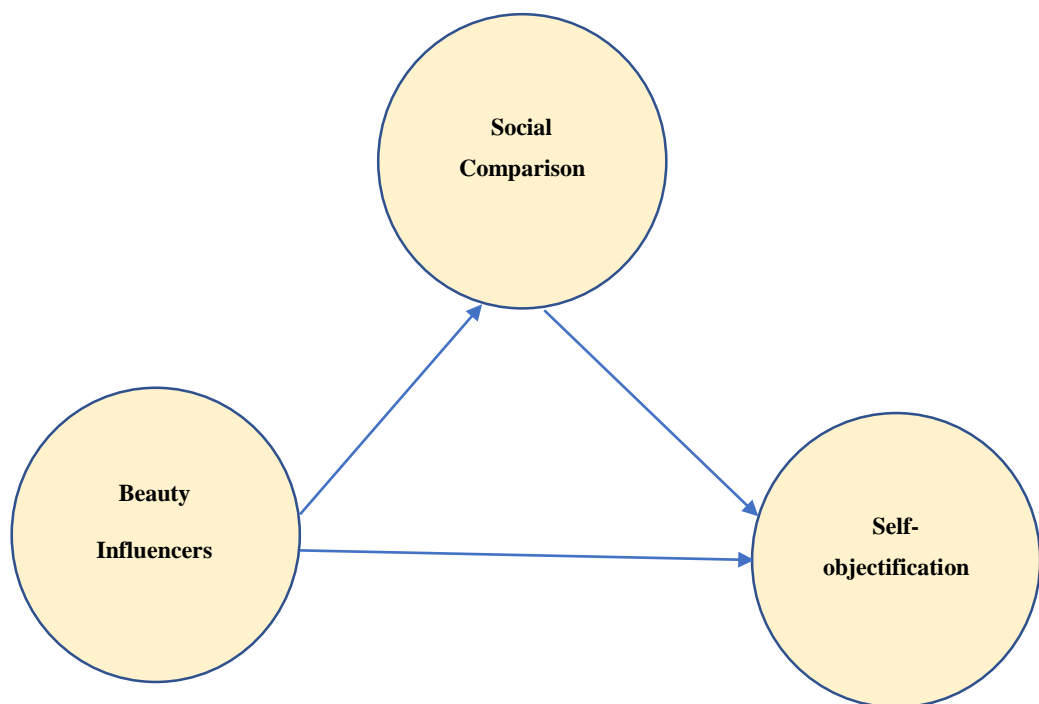
Application of objectification theory

This theory was related to researcher's objectives as she wants to find out that what people think about self-objectification and self-presentation. For example: women nowadays see another woman on any social media platform who is well dressed and has accessorized herself, she got influenced by her so much that she inculcates in her mind that she will wear the same color or dress like the influencer and when she is not able to get the same dress woman usually tends to get depressed. Women are likely to get depressed more than men as the difference in gender prevalence in different ethnic groups is obvious. Apart from these negative subjective experiences self-objectification also reduces the brain power and pleasure. They may feel helpless, when they fear judgment regarding their appearance, and lack of control in these critical areas may contribute to depression, sleeping disorders and sometimes eating disorders as well. The eating disorders are sometimes so serious that cause obesity causing a cosmetic and health concern also leading to problems in pregnancy and regularity of periods in women.

Objectification theory also underscores the point that sexual harassment and victimization are part of the spectrum of sexual objectification, but women get worried about their appearance and when they are body shamed at workplace or anywhere else, there are higher chances to women to get caught with anxiety and depression in this situation. Women when they see other women appearing more objectified and praised for their beauty are likely to get jealous, and also they face difficulty in making female friends because they consider other women as their competitors. Women when they see other women through media socially compare their own selves to that martial bodies of models and influencers. They tend to copy and imitate them in every way and in the process lose their own identity. They forget to see who they actually are and them in the comparison and imitation they even undergo surgical procedures investing as lot of time, money and energy. This social comparison is causes by their own self and in evaluating their self, they want to become someone who they are actually not, and if in the process they fail to match the one they see as perfect creature, they get depressed and also lose self-love and care, because they themselves do not accept their skin color, race or natural features so are likely to get depressed and caught anxiety.

According to the model prepared by the researcher this theory is relatable, as when women see other women objectifying themselves, they become conscious about their appearance. The Beauty influencers have much power to effect women in a negative and positive way as well, but when women of lower middle class get effected by any beauty influencer, she automatically has in her an element of social comparison and to eliminate that factor she commences self-objectification. This theory of Objectification is justifying researcher objectives because of points that are defending researcher statement of problem and objectives that are to explore the negative effects of self-objectification and social comparison.

Social comparison process model



The social comparison process model states that it involves people coming to know themselves by evaluating their own attitudes, abilities, and traits in comparison with others. In most cases, we try to compare ourselves to those in our peer group or with whom we are similar. The researcher has made this model to demonstrate the relation between beauty influencers, self- objectification and social comparison.

This states that beauty influencers have direct relation with social comparison. When women see these influencers through media they try to imitate them, they teach masses that how to dress up, how to do makeup and advance towards life. They are changing people by effecting their habits through media. People imitate them and try to observe certain things the way "Influencers" taught them to. When they see other women on media objectified, they see that these women have the perfect face, perfect skin and perfect height and color, other women too objectify themselves. And when they weigh up their personality in comparison to these influencers, they can't find themselves fit to that frame. This, in turn assaults the negative emotions such as shame, anger and anxiety. And this social comparison harms their psychological health as well, causing sleep disorder and imbalanced eating resulting in depression and obesity. This obesity further stimulate their behavior and they feel that they are far from reaching that standardized beauty level. Women self-objectified, that is they thought about their appearance, they also reported feeling more competent and more confident. This model instate that beauty influencers have a direct relation with Social comparison and self-objectification. When women think about themselves that they are objects and are treated as objects, they can feel both positive and negative emotions. Women wants to see themselves as objects. This is the reason many women around the world are under facial surgical procedures, and mostly even going for full body rejuvenation. Even if they do not consider having surgical treatments they try to change their looks through makeup. Throughout the world a beauty norm "No makeup look" is very trendy that states how women can look beautiful by applying makeup even in minimal amount, but the makeup has to be there on the face so that they can match that set beauty standards. Many dermatologist have risen up due to this high rate of surgical treatments in women. They want to have that perfect shaped face and body so that they beauty standards set by the world are harmonized with.

The second part of this model also indicates that social comparison and self-objectification also have a direct relation of effect with each other. When people consider other better than themselves, they are socially comparing oneself, so they while comparing try to improve their ability and in this process they assume that their appearance can help them in achieving their goal. So they start to look more presentable

in their appearance and in this affair they objectify themselves. They consider that if their appearance is good, they can achieve anything. For them looks matters the most and in this process through media women are shown as matters of objects.

This model of social comparison is made by the researcher to explain the explicit relation between these variables.

CHAPTER IV

RESEARCH METHODOLOGY

Research design

It was a quantitative research. The survey was the research method to collect the information. Survey method was suitable as the research has done at academic level, with a favorable sample size and at a limited time and resources.

Universe

Lahore, Pakistan was the universe of this study.

Population

The population were the students of four different universities of Lahore; Kinnaird College for Women, Lahore College for Women University, University of Central Punjab and Punjab University. Since social media is commonly used by adolescents, therefore this research was based on the young females.

Sampling

The convenient sampling was used in this study. It is a type of non-probability sampling in which people are sampled simply because they are "convenient" sources of data collection for researcher.

Convenient Sampling was used because the method required no systemic technique to choose the respondents.

Sampling size

A sample size of 200 respondents has taken. 200 students were the females including married and unmarried women and the demographics of respondents were from 18-30.

Tool of data collection

Researcher made a questionnaire for the collection of data. One basic reason for using questionnaire is that it is an easy form to collect data, which is not very time consuming also that it provides a handful of information. There were 35 questions.

Statistical analysis

SPSS software was used for the statistical analysis of research and applied Pearson correlation and Chi square test on hypothesis.

Pretesting

It is important that you pre-test your survey before leading it to your selected sample. Generally, pre-testing is done at the 10 percent from total respondents; therefore with regard to this research it was done with 20 respondents, bounded by the sample size of 200. Reliability is defined as the homogeneousness or uniformity of a measure.

Researcher used Cronbach's Alpha to do the pretesting of the data.

Reliability Statistics

Cronbach's Alpha	N of Items
.949	20

If the reliability analysis of any data falls below 0.5 it is not considered to be good however if it is 0.5 or above 0.5 then it is acceptable. The table above showed that the value of Cronbach's alpha is 0.949. The values 0.8 and 0.9 are generally considered to be excellent. Since the reliability analysis came out to be very good therefore further the survey was directed at the sample.

Variables

Independent variable

Independent variable of this study is the role of beauty influencer.

Dependent variable

Dependent variables of this study are self-objectification and social comparison.

Conceptualization and operationalization

Conceptual definitions

Beauty Influencer

It is defined that the people on social media who have a power to change their audience opinions and attitudes.

Self-objectification

It occurs when people treat themselves as an object to be viewed and evaluated based on appearance.

Social comparison

It occurs when individuals compare their own lives with others.

Operational definitions

Beauty influencer

Beauty influencer is a new term linked to someone who changes, alter and sway your opinion. Beauty influencers are the one that teach people how to dress up, make up and advance towards life. They are someone who are changing people by effecting their habits through media. People imitate them and try to observe certain things the way influencers taught them to.

Self-objectification

It occurs when human being see themselves as objects and perceive that they should be judged based on their appearance. People think that as objects are seen to be beautiful and perfect they should also have the perfect face and body. They materialize themselves and do not think that they are humans.

Social comparison

Social Comparison is defined when we compare ourselves to the one we find better than ourselves. We weigh up our personality by keeping in view others in the society and mostly are driven by them to achieve and improve individually.

CHAPTER V

FINDINGS AND RESULTS

General findings

Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	200	100.0	100.0	100.0

Table 5.1.1

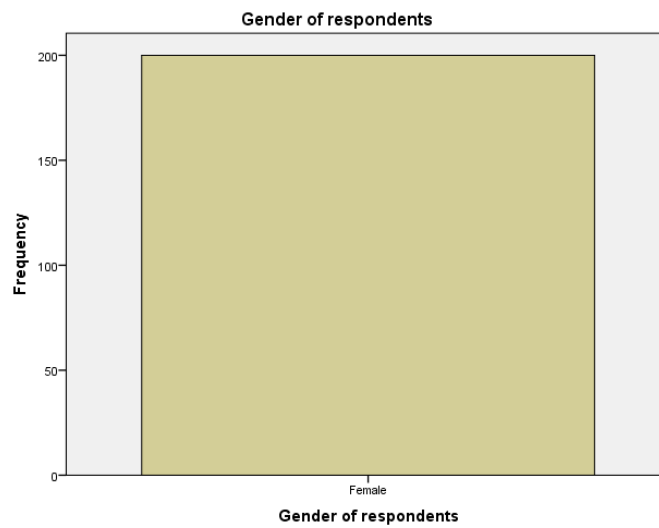


Fig 5.1.1

Findings of respondent gender for the analysis of, “beauty influencers and self-objectification: an analysis of mediating role of social comparison” indicates that total number of selected population was 200 in which 100 % female participated in this research work.

Age of respondents				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-22	55	27.5	27.5	27.5
23-26	94	47.0	47.0	74.5
27-30	38	19.0	19.0	93.5
30 Above	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Table 5.1.2

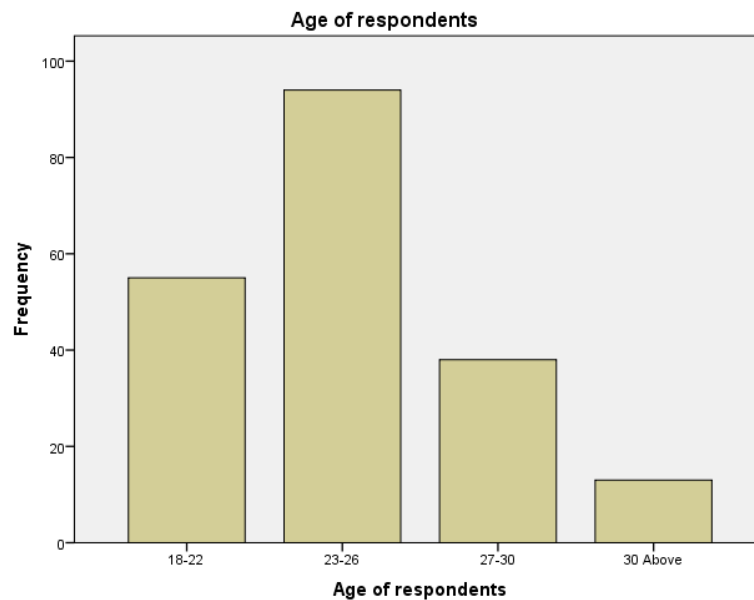


Fig 5.1.2

Findings of respondents Age for the analysis of effect of “beauty influencers and self-objectification: an analysis of mediating role of social comparison” indicate that 27.5% respondents for this research are from age 18 to 22 years old, 47.0% are 23 to 26 years, 19.0% of the respondents are aged from 27 to 30 years, and 6.5% participants are from 30 years old or above that.

Institution of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KCW	60	30.0	30.0	30.0
LCW	61	30.5	30.5	60.5
U				
PU	34	17.0	17.0	77.5
UCP	45	22.5	22.5	100.0
Total	200	100.0	100.0	

Table 5.1.3

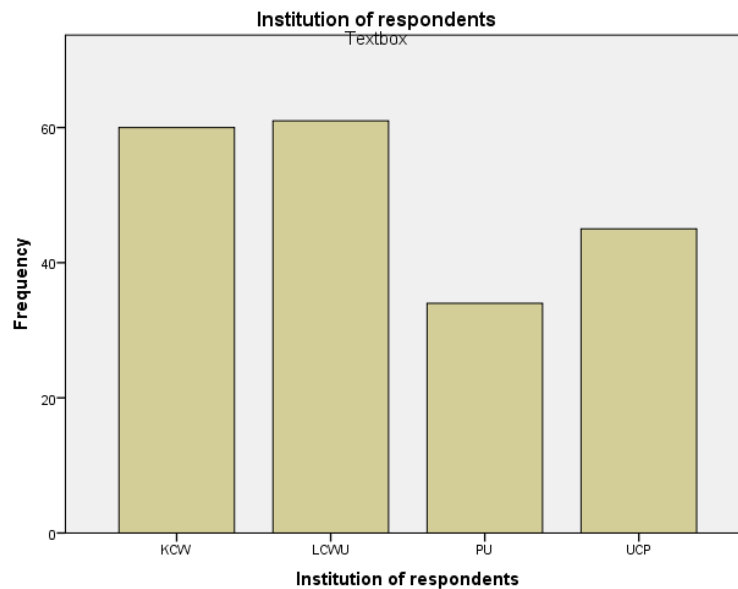


Fig 5.1.3

Researcher selected sample from four known universities of Lahore; Punjab University (PU), Kinnaird collage for women (KCW), University of Central Punjab (UCP) and Lahore Collage for Women University (LCWU). Findings indicate that 17.0% respondents are from Punjab University (PU), 30.5% from Lahore Collage for Women University (LCWU), 22.5% from University of the Central Punjab (UCP) and 30.0% of the respondents were the students of Kinnaird Collage for Women (KCW).

Education of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Intermediate	64	32.0	32.0	32.0
B.A	16	8.0	8.0	40.0
Honors	48	24.0	24.0	64.0
MSc	30	15.0	15.0	79.0
Valid MPhil	26	13.0	13.0	92.0
Ph.D	7	3.5	3.5	95.5
Diploma/ Certification	9	4.5	4.5	100.0
Total	200	100.0	100.0	

Table 5.1.4

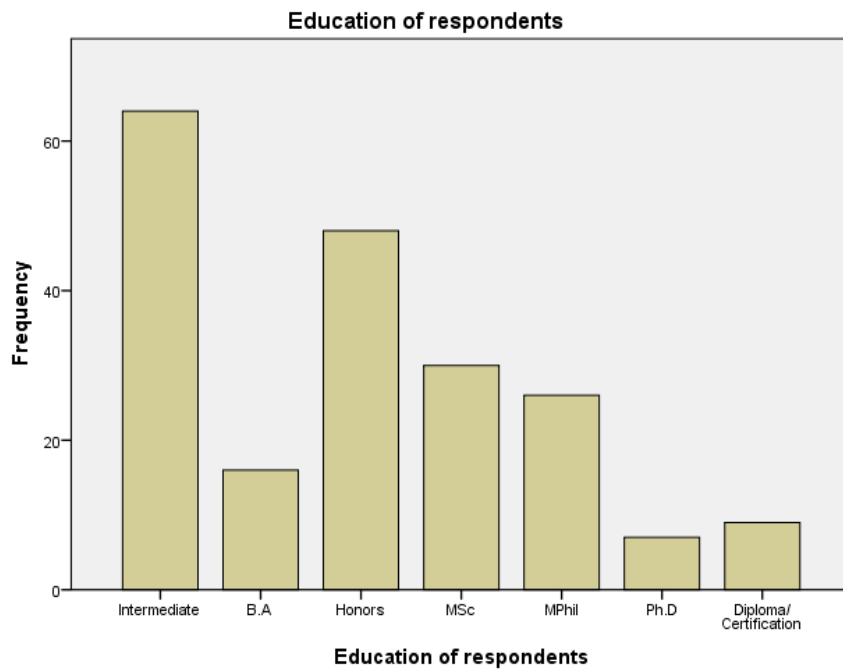


Fig 5.1.4

Findings of respondents' indicate that 32% of the participated population belongs to higher secondary school, 8% belongs to the B.A degree, graduated in honor

are 24% , 15% M.Sc., 13.0% from MPhil and 3.5% falls into the category of doctor of philosophy and 4.5% have achieved certification or diploma respectively.

marital status of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid UNMARRIED	98	49.0	49.0	49.0
ENGAGED	56	28.0	28.0	77.0
MARRIED	29	14.5	14.5	91.5
DIVORCED	4	2.0	2.0	93.5
WIDOWED	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Table 5.1.5

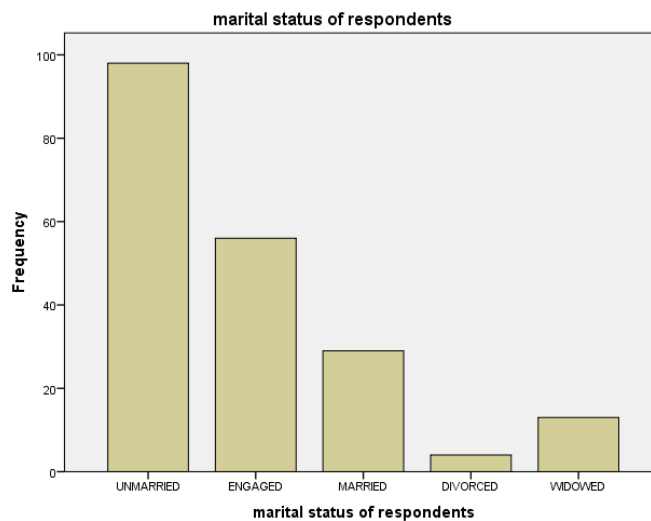


Fig 5.1.5

Findings of this graph indicates that out of the 200 respondents 49% are unmarried, 28% engaged, whereas 14.5% of the respondents are married. While 2% of them were divorced and 6.5% were widowed subsequently.

social class of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
LOWER	45	22.5	22.5	22.5
MIDDLE	56	28.0	28.0	50.5
LOWER MIDDLE	40	20.0	20.0	70.5
UPPER MIDDLE	46	23.0	23.0	93.5
UPPER	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Table 5.1.6

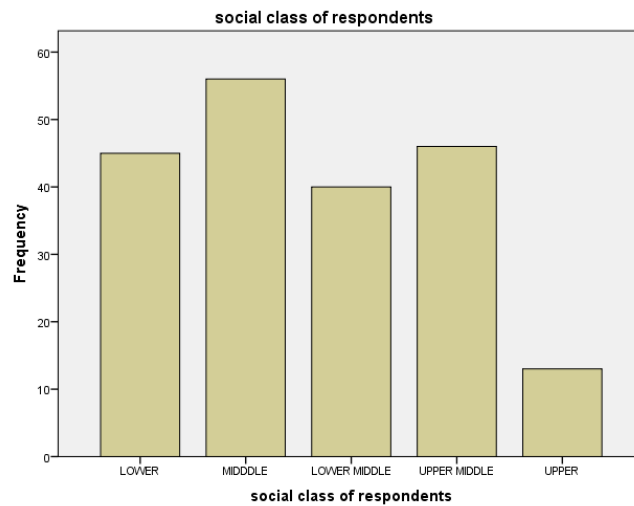


Fig 5.1.6

This figure shows us that the majority of the respondents 28% belonged to the Middle class income families, 23% of them were the respondents of the upper middle class, 22.5% belonged to the lower class and 20% were from the lower middle class respectively. Only 6.5% of the respondents belonged to the upper class of the classification of economies.

Beauty influencers are those who shapes audience attitude.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	16	8.0	8.0	8.0
DISAGREE	15	7.5	7.5	15.5
MODERATE	18	9.0	9.0	24.5
AGREE	70	35.0	35.0	59.5
STRONGLY AGREE	81	40.5	40.5	100.0
Total	200	100.0	100.0	

Table 5.1.7

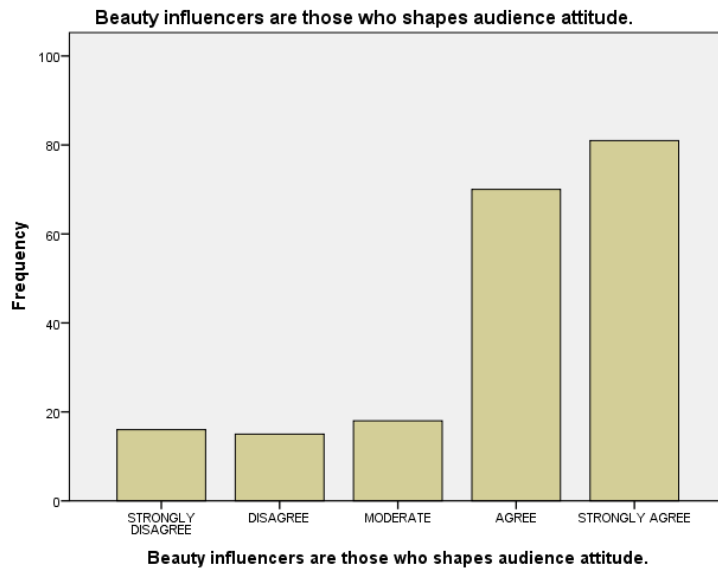


Fig 5.1.7

This figure showed that show that a big majority of 40.5%strongly agreed and 35% agreed that Beauty influencers are those who shapes audiences attitude. Whereas 7.5% strongly disagreed, 7% disagreed and 9.0% remained moderate about it.

Beauty influencers gain popularity through their participation on social networking sites.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STONGLY DISAGREE	22	11.0	11.0	11.0
DISAGREE	20	10.0	10.0	21.0
MODERATE	11	5.5	5.5	26.5
AGREE	27	13.5	13.5	40.0
STRONGLY AGREE	120	60.0	60.0	100.0
Total	200	100.0	100.0	

Table 5.1.8

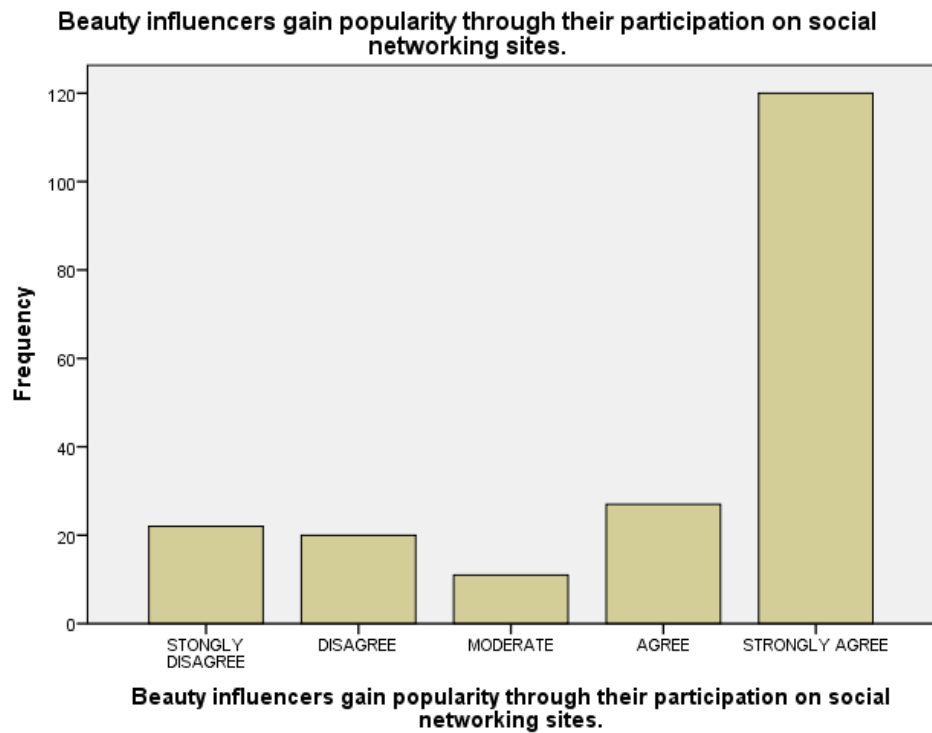


Fig 5.1.8

This graph shows the responses that beauty influencers gain popularity through their participation on social networking sites so, 13.5%, 11.0%, 10.0%, 5.5% agreed, strongly disagreed, disagreed and were moderate respectively. Whereas the majority respondents 60.0% strongly agreed with the statement.

Beauty influencers lead to self-objectification through social comparison.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	19	9.5	9.5	9.5
DISAGREE	8	4.0	4.0	13.5
MODERATE	35	17.5	17.5	31.0
AGREE	86	43.0	43.0	74.0
STRONGLY AGREE	52	26.0	26.0	100.0
Total	200	100.0	100.0	

Table 5.1.9

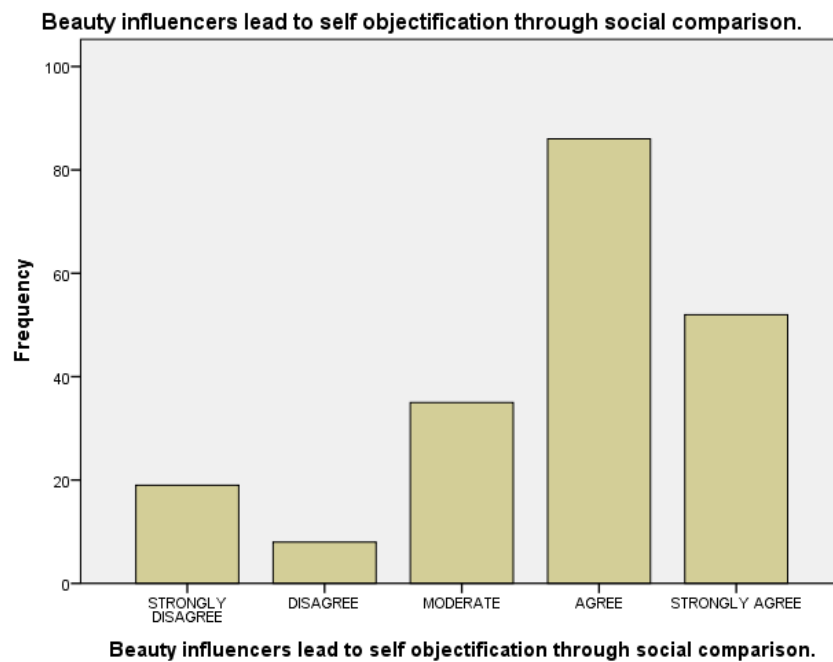


Fig 5.1.9

The findings of this graph indicates that most of them i.e.: 43.0% and 26.0% agreed and strongly agreed that beauty influencers leads to self-objectification through social comparison. 17.5% were moderate while 9.5% strongly disagreed and 4.0% disagreed with the statement.

I purchased any makeup products because I saw beauty influencers use it or recommend it.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	17	8.5	8.5	8.5
DISAGREE	15	7.5	7.5	16.0
MODERATE	29	14.5	14.5	30.5
AGREE	70	35.0	35.0	65.5
STRONGLY AGREE	69	34.5	34.5	100.0
Total	200	100.0	100.0	

Table 5.1.10

I purchased any makeup products because I saw beauty influencers use it or recommend it.

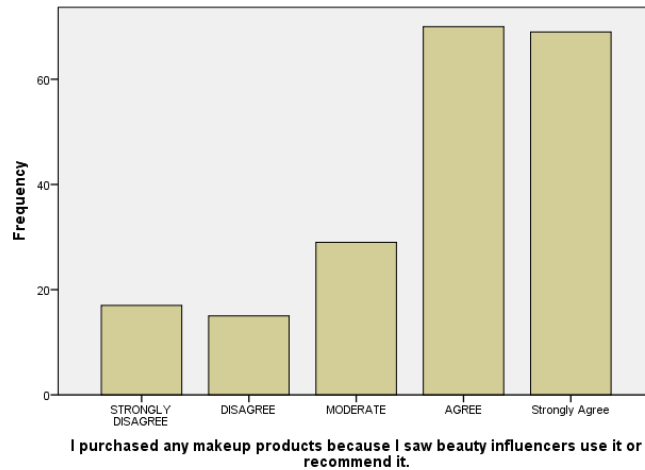


Fig 5.1.10

The graphs findings show that the majority of the respondents 35.0% agreed and 34.5% strongly agreed that they purchased the makeup products because of the recommendation of some influencer, or they saw them using this. While only 7.5% disagreed with the statement and 8.5% of them strongly disagreed. Also only 14.5% of them had a moderate view about this statement.

Beauty influencers’ recommendations have changed my shopping behavior or influenced me to buy more.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	21	10.5	10.5	10.5
DISAGREE	12	6.0	6.0	16.5
MODERATE	15	7.5	7.5	24.0
AGREE	129	64.5	64.5	88.5
STRONLGY AGREE	23	11.5	11.5	100.0
Total	200	100.0	100.0	

Table 5.1.11

Beauty influencers recommendations have changed my shopping behavior or influenced me to buy more.

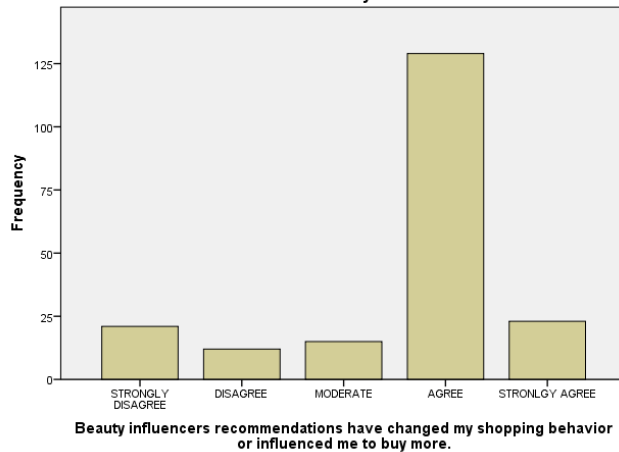


Fig 5.1.11

The findings of this graphs suggests that the majority of the respondents 64.5% agreed with the view that beauty influencers recommendations have changed their shopping behavior and has even persuaded them to buy more. 11.5%, strongly agreed. While 10.5%, 6.0% and 7.5% respondents strongly disagreed, disagreed and were moderate about this statement respectively.

When buying new makeup products I tend to look up beauty influencers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	7	3.5	3.5	3.5
DISAGREE	32	16.0	16.0	19.5
MODERATE	33	16.5	16.5	36.0
AGREE	76	38.0	38.0	74.0
STRONGLY AGREE	52	26.0	26.0	100.0
Total	200	100.0	100.0	

Table 5.1.12



Fig5.1.12

By this graph we may infer that many females when buying new makeup products tend to look up to beauty influencers. The majority females 38.0% responded by agreeing to the statement, while 26.0% strongly agreed. 16.5% were moderate while only 3.5% strongly disagreed and 16.0% disagreed with the statement subsequently.

Beauty influencers plays a vital role in changing the mind sets of females.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	29	14.5	14.5	14.5
DISAGREE	7	3.5	3.5	18.0
MODERATE	14	7.0	7.0	25.0
AGREE	89	44.5	44.5	69.5
STRONGLY AGREE	61	30.5	30.5	100.0
Total	200	100.0	100.0	

Table 5.1.13

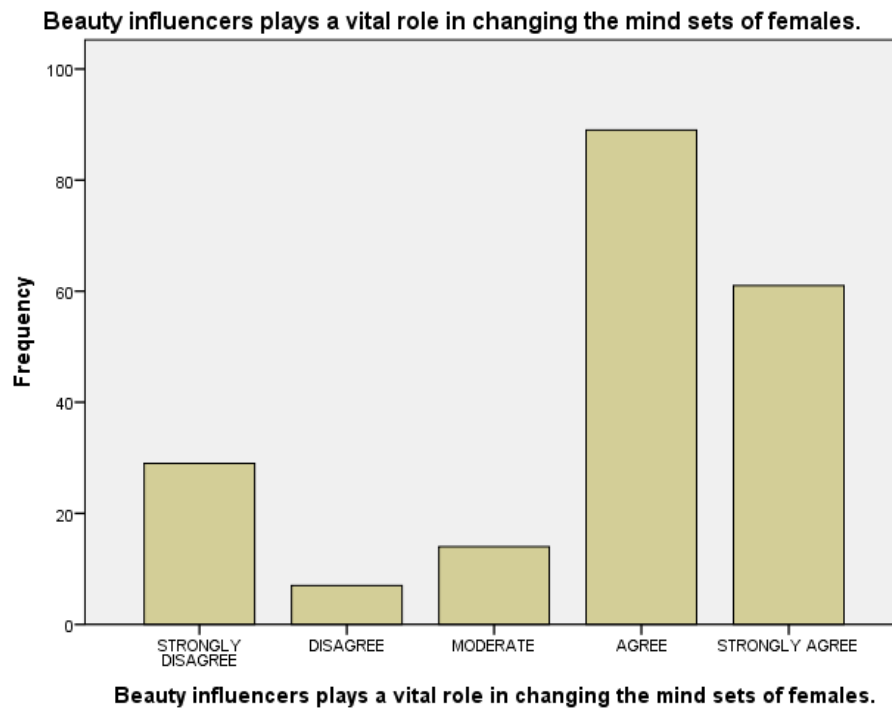


Fig 5.1.13

From creating new styles to try new dishes, social media influencers are helping people open up their minds. This graph indicates that the majority of the respondents 44.5% and 30.5% agreed and strongly agreed with this statement that beauty influencers plays a vital role in changing mind sets of females. Only a small portion of respondents 7.0% were moderate, 14.5% strongly disagreed and 3.5% disagreed with it.

Beauty influencers are those whose opinion changes the preferences of individuals.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	17	8.5	8.5	8.5
DISAGREE	12	6.0	6.0	14.5
MODERATE	15	7.5	7.5	22.0
AGREE	53	26.5	26.5	48.5
STRONGLY AGREE	103	51.5	51.5	100.0
Total	200	100.0	100.0	

Table 5.1.14

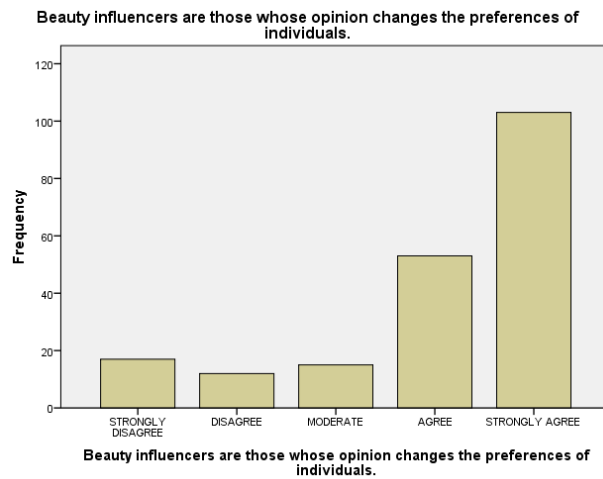


Fig 5.1.14

By this graph we may infer that the mass generality 51.5% strongly agreed that beauty influencers are someone whose opinion changes the preferences of individuals. 24.9% of them agreed to it, 8.5%, 6.0% and 7.0% strongly disagreed, disagreed and were moderate with this affirmation.

Looking attractive to others is more important to me than being happy with who I am inside.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	30	15.0	15.0	15.0
DISAGREE	3	1.5	1.5	16.5
MODERATE	25	12.5	12.5	29.0
AGREE	69	34.5	34.5	63.5
STRONGLY AGREE	73	36.5	36.5	100.0
Total	200	100.0	100.0	

Table 5.1.15



Fig 5.1.15

This graph indicates that the affirmation made is agreed by 34.5%, while 36.5% mass of the respondents strongly agreed with it. While only 1.5% disagreed, 15.0% strongly disagreed, and 12.5% were moderate that looking attractive to others is more important for the respondents than being happy inside.

I try to imagine what my body looks to others (i.e., like I am looking at myself from the outside).

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	10	5.0	5.0	5.0
DISAGREE	13	6.5	6.5	11.5
MODERATE	11	5.5	5.5	17.0
AGREE	76	38.0	38.0	55.0
STRONGLY AGREE	90	45.0	45.0	100.0
Total	200	100.0	100.0	

Table 5.1.16

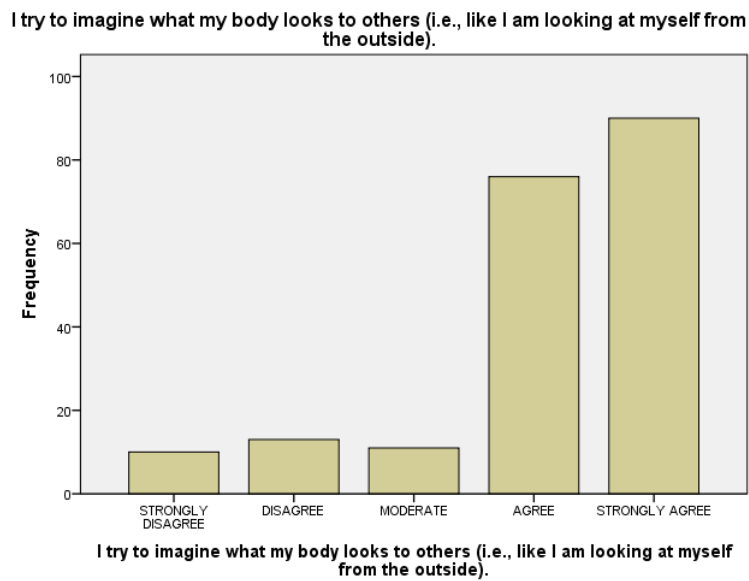


Fig 5.1.16

This graph suggests that the mass of the respondents 45.0% strongly agreed and 38.0% agreed that they try to imagine what their body looks to others. 6.5%, 5.0%, and 5.5% disagreed, strongly disagreed and moderate respectively with the affirmation.

My physical appearance is more important than my personality.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	9	4.5	4.5	4.5
DISAGREE	23	11.5	11.5	16.0
MODERATE	6	3.0	3.0	19.0
AGREE	56	28.0	28.0	47.0
STRONGLY AGREE	106	53.0	53.0	100.0
Total	200	100.0	100.0	

Table 5.1.17

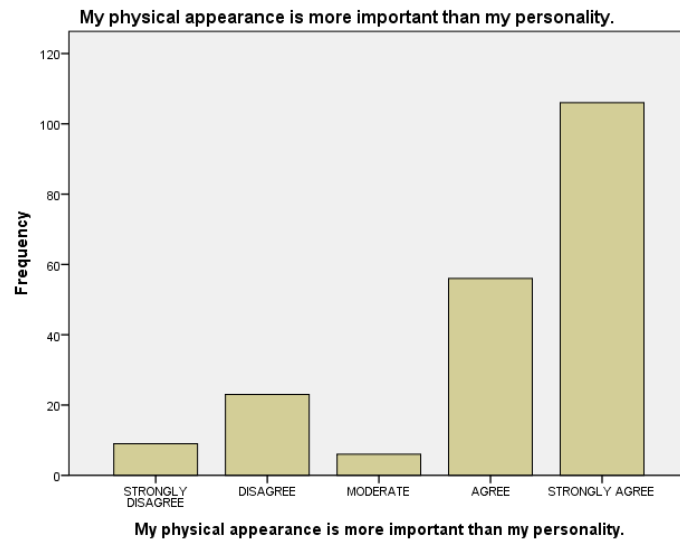


Fig 5.1.17

Physical appearance affects the personal development of individuals. An attractive physical appearance can attract lot of people. It makes them sociable and individuals are more courteous of them. By this graph we may infer almost half of the respondents of this question 53.0% strongly agreed with the declaration. Then we had 28.0% agreed to it, while only 3.0% had a moderate view about this.,4.5% and 11.5% strongly disagreed and disagreed correspondingly.

When I look in the mirror, I notice areas of my appearance that I think others will view critically.

	Frequency	Percent	Valid Percent	Cumulative Percent
DISAGREE	17	8.5	8.5	8.5
MODERATE	42	21.0	21.0	29.5
AGREE	47	23.5	23.5	53.0
STRONGLY AGREE	94	47.0	47.0	100.0
Total	200	100.0	100.0	

Table 5.1.18

When I look in the mirror, I notice areas of my appearance that I think others will view critically.

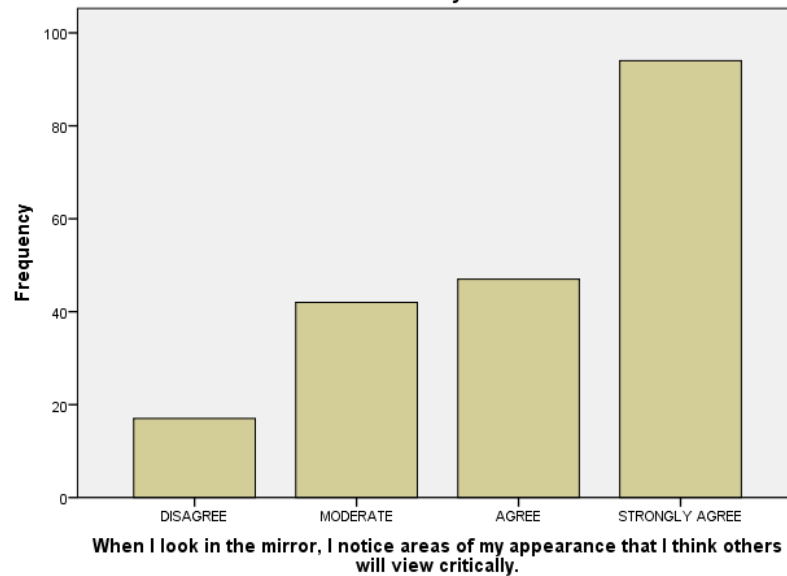


Fig 5.1.18

By this graph we can conclude that 8.5%, 21.0% , 23.5% and 47.0%, disagreed, were moderate, agreed and strongly agreed respectively with this that when they look into the mirror, they notice areas of appearance that other will view critically. This shows their consciousness of being judge.

I often think about how my body must look to others.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	7	3.5	3.5	3.5
DISAGREE	37	18.5	18.5	22.0
MODERATE'	19	9.5	9.5	31.5
AGREE	79	39.5	39.5	71.0
STRONGLY AGREE	58	29.0	29.0	100.0
Total	200	100.0	100.0	

Table 5.1.19

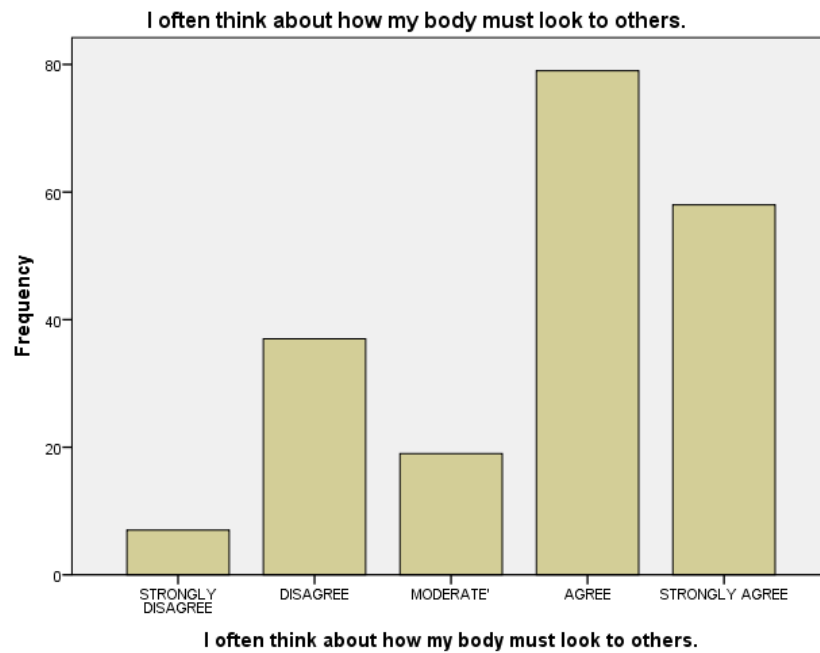


Fig 5.1.19

This graph infers that the mass of the respondents 39.5% agreed that they think about how their body look to others and 29.0% of the informants strongly agreed with the statement. While only 3.5% strongly disagreed and 18.5% disagreed with this. Also just 9.5% of the respondents were moderate in this.

My physical appearance says more about who I'm than my intellect.

	Frequency	Percent	Valid Percent	Cumulative Percent
DISAGREE	30	15.0	15.0	15.0
MODERATE	58	29.0	29.0	44.0
AGREE	87	43.5	43.5	87.5
STRONGLY AGREE	25	12.5	12.5	100.0
Total	200	100.0	100.0	

Table 5.1.20

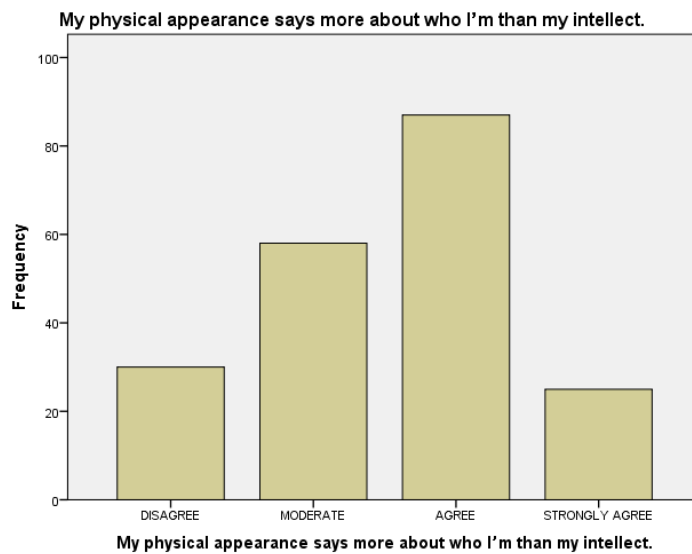


Fig 5.1.20

Appearance does matter as it is one of the most important optics that creates our impression of people around us. This graph shows that 15.0% of the respondents disagreed with the statement. The majority 43.5% agreed with this, 12.5% strongly agreed and 29.0% gave moderate response to the assertion.

I self-objectify myself and ask other people to say something about me as a person according to my physical appearance.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	31	15.5	15.5	15.5
DISAGREE	13	6.5	6.5	22.0
MODERATE	23	11.5	11.5	33.5
AGREE	65	32.5	32.5	66.0
STRONGLY AGREE	68	34.0	34.0	100.0
Total	200	100.0	100.0	

Table 5.1.21

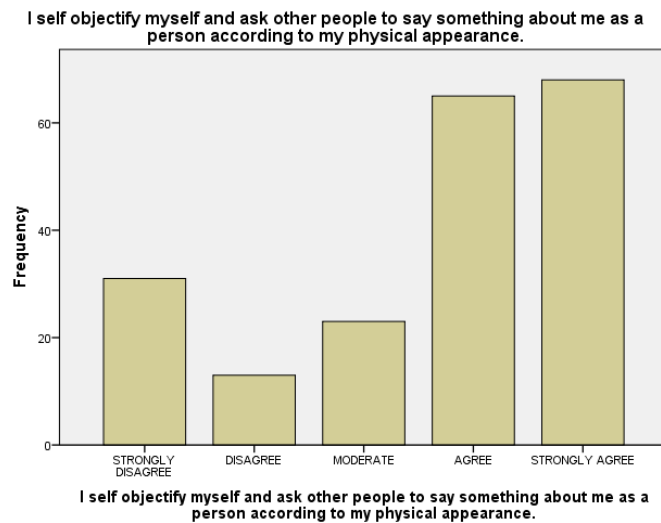


Fig 5.1.21

The graph illustrates that the majority of the appellants 34.0% strongly agreed and 32.5% agreed subsequently that they self-objectify themselves and ask other people to say something about them as a person according to their physical appearance and 11.5% were moderate. While 15.5%, 6.5% strongly disagreed and disagreed with the statement.

I try to anticipate others reactions to my physical appearance.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	21	10.5	10.5	10.5
DISAGREE	10	5.0	5.0	15.5
MODERATE	42	21.0	21.0	36.5
AGREE	77	38.5	38.5	75.0
STRONGLY AGREE	50	25.0	25.0	100.0
Total	200	100.0	100.0	

Table 5.1.22

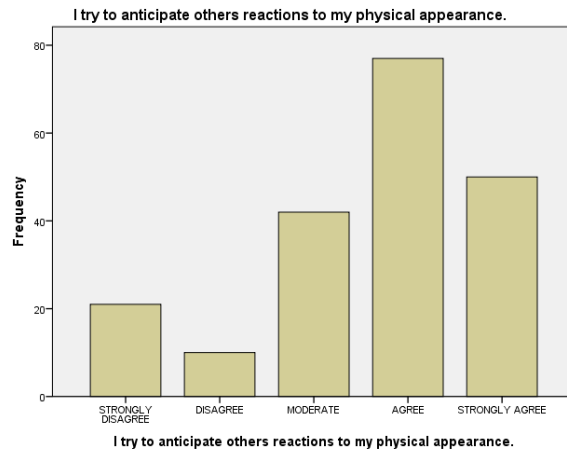


Fig 5.1.22

By this figure we may infer that 10.5%, 5.0%, 21.0%, 38.5% and 25.0% respondents strongly disagreed, disagreed, moderate, agreed and strongly agreed respectively that they try to anticipate others reactions to their physical appearance.

I have thoughts about how my body looks to others even when I am alone.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	8	4.0	4.0	4.0
DISAGREE	33	16.5	16.5	20.5
MODERATE	93	46.5	46.5	67.0
AGREE	53	26.5	26.5	93.5
STRONGLY AGREE	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Table 5.1.23

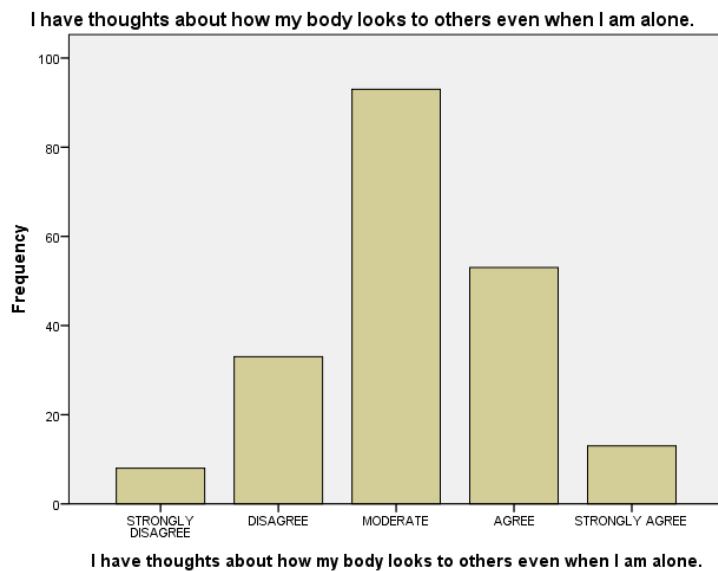


Fig 5.1.23

This table shows that 4.0% strongly disagreed, 16.5% disagreed, 26.5% agreed and 6.5% strongly agreed to the inquiry. While 46.5% had a moderate stance.

I choose specific clothing or accessories based on how they make my body appear to others.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	24	12.0	12.0	12.0
DISAGREE	15	7.5	7.5	19.5
MODERATE	14	7.0	7.0	26.5
AGREE	42	21.0	21.0	47.5
STRONGLY AGREE	105	52.5	52.5	100.0
Total	200	100.0	100.0	

Table 5.1.24

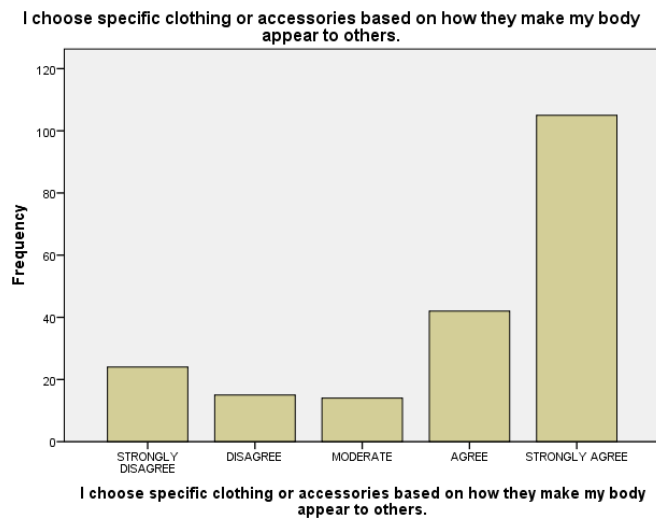


Fig 5.1.24

This table shows that majority of the respondents 52/0% strongly agreed and 21.0% agreed that they choose specific clothing or accessories based on how they make their bodies appear to others. While 12.0% strongly disagreed, 7.5% disagreed about it and 7.0% remained moderate.

I apply a lot of makeup to modify my features.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	29	14.5	14.5	14.5
DISAGREE	23	11.5	11.5	26.0
MODERATE	24	12.0	12.0	38.0
AGREE	75	37.5	37.5	75.5
STRONGLY AGREE	49	24.5	24.5	100.0
Total	200	100.0	100.0	

Table 5.1.25

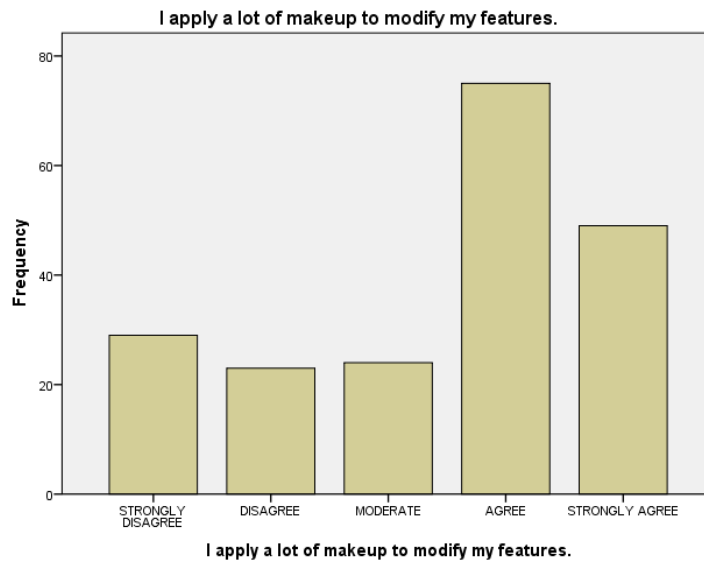


Fig 5.1.25

This table shows that 14.5%, 11.5%, 12.0%, 37.5% and 24.5% respondents strongly disagreed, disagreed, moderate, agreed and strongly agreed respectively that they apply a lot of makeup to modify their features.

I indulge in surgical procedures to modify my features.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	34	17.0	17.0	17.0
DISAGREE	28	14.0	14.0	31.0
MODERATE	20	10.0	10.0	41.0
AGREE	67	33.5	33.5	74.5
STRONGLY AGREE	51	25.5	25.5	100.0
Total	200	100.0	100.0	

Table 5.1.26

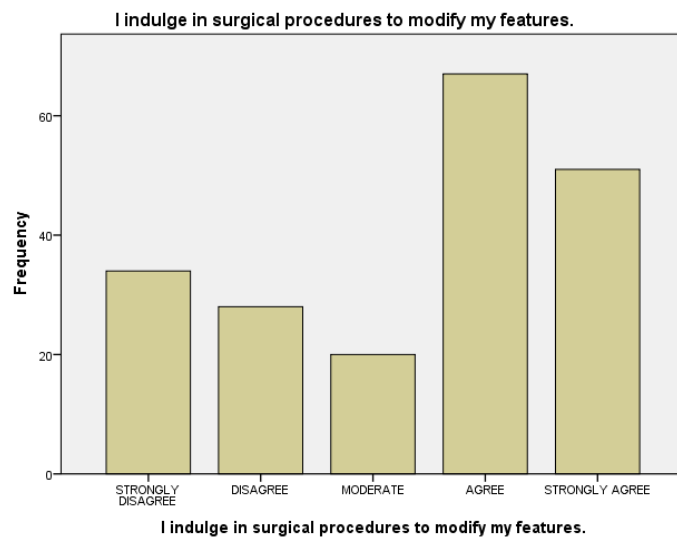


Fig 5.1.26

By this table we may infer that majority of the respondents 33.5% agreed and 25.5% strongly agreed that they indulge in surgical procedures to modify their features. While 17.0%, 14.0% and 10.0% strongly disagreed, disagreed and moderate respectively.

I excessively control my diet to keep myself in shape.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	30	15.0	15.0	15.0
DISAGREE	23	11.5	11.5	26.5
MODERATE	16	8.0	8.0	34.5
AGREE	34	17.0	17.0	51.5
STRONGLY AGREE	97	48.5	48.5	100.0
Total	200	100.0	100.0	

Table 5.1.27



Fig 5.1.27

This table shows that 48.5%, 17.0%, 15.0%, 11.5% and 8.0% respondents strongly agreed, agreed, strongly disagreed, disagreed and moderate respectively about it.

I use apps with filters that can make me appear beautiful.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	1	.5	.5	.5
DISAGREE	39	19.5	19.5	20.0
MODERATE	12	6.0	6.0	26.0
AGREE	74	37.0	37.0	63.0
STRONGLY AGREE	74	37.0	37.0	100.0
Total	200	100.0	100.0	

Table 5.1.28

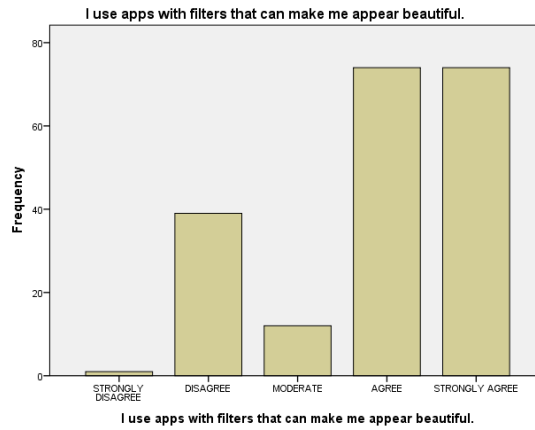


Fig 5.1.28

This figure shows that the respondents who strongly agreed and agreed that they use apps with filters that can make them appear beautiful are 37.0% and 37.0% respectively. While 19.5% disagreed and 0.5% strongly disagreed about it and 6.0% had a moderate stance.

I feel like I must be a bad person when I do not look as good as I could.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	11	5.5	5.5	5.5
DISAGREE	22	11.0	11.0	16.5
MODERATE	31	15.5	15.5	32.0
AGREE	66	33.0	33.0	65.0
STRONGLY AGREE	70	35.0	35.0	100.0
Total	200	100.0	100.0	

Table 5.1.29



Fig 5.1.29

By this figure we may infer that 33.5% and 35.5% agreed and strongly agreed respectively that they feel like they must be a bad person when they do not look as good as they could. While 11.0%, 5.5% and 15.5% disagreed, strongly disagreed and were moderate respectively.

I rarely worry about how I look to other people.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	21	10.5	10.5	10.5
DISAGREE	29	14.5	14.5	25.0
MODERATE	19	9.5	9.5	34.5
AGREE	53	26.5	26.5	61.0
STRONGLY AGREE	78	39.0	39.0	100.0
Total	200	100.0	100.0	

Table 5.1.30

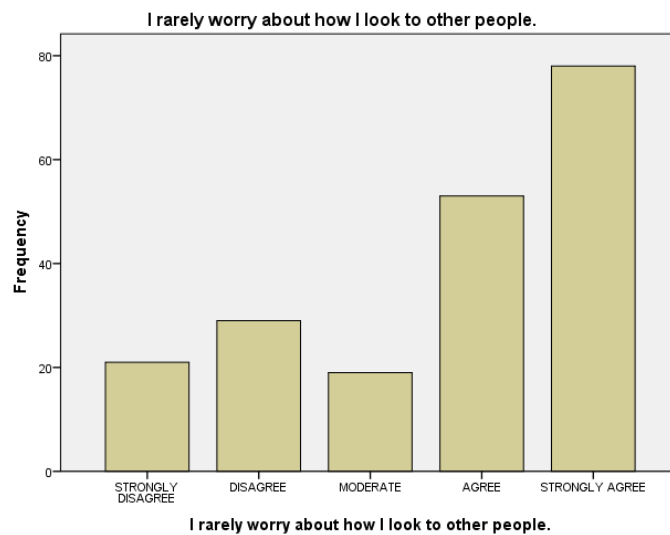


Fig 5.1.30

This figure shows that 39.0% of the majority strongly agreed that they rarely worry about how they look to the other people and 26.5% agreed about it. While 9.5% were moderate, 14.5% disagreed and 10.5% strongly disagreed to this query.

I am in the view of self-objectifying myself.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	15	7.5	7.5	7.5
DISAGREE	43	21.5	21.5	29.0
MODERATE	46	23.0	23.0	52.0
AGREE	41	20.5	20.5	72.5
STRONGLY AGREE	55	27.5	27.5	100.0
Total	200	100.0	100.0	

Table 5.1.31

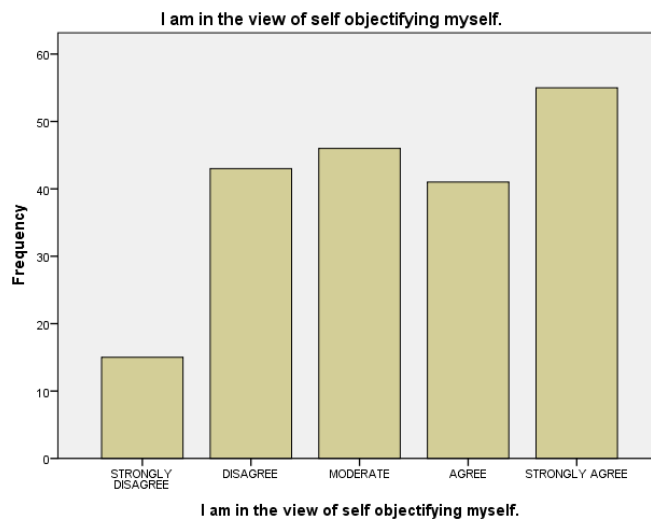


Fig 5.1.31

By this table we may infer that 20.5% and 27.5% agreed and strongly agreed respectively that they are in the view of self-objectifying themselves. While 7.5%, 21.5% and 23.0% strongly disagreed, disagreed and were moderate respectively.

I compare myself to those who are better looking than me rather than those who are not.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	16	8.0	8.0	8.0
DISAGREE	46	23.0	23.0	31.0
MODERATE	29	14.5	14.5	45.5
AGREE	39	19.5	19.5	65.0
STRONGLY AGREE	70	35.0	35.0	100.0
Total	200	100.0	100.0	

Table 5.1.32



Fig 5.1.32

This table shows that 19.5% stance agreed about the query and 35.0% strongly agreed to this inquiry. There were 8.0% and 23.0% strongly disagreed and disagreed respectively. While there were 14.5% respondents were moderate.

I tend to compare my own physical attractiveness to that of vlogs models.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	16	8.0	8.0	8.0
DISAGREE	40	20.0	20.0	28.0
MODERATE	50	25.0	25.0	53.0
AGREE	42	21.0	21.0	74.0
STRONGLY AGREE	52	26.0	26.0	100.0
Total	200	100.0	100.0	

Table 5.1.33

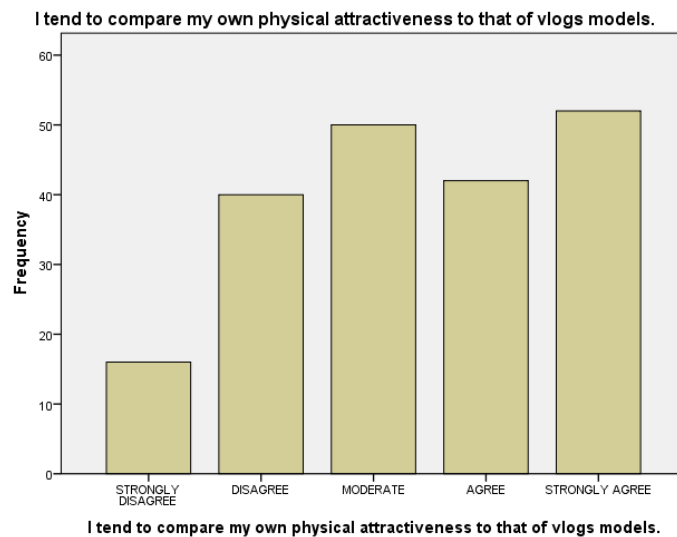


Fig 5.1.33

By this table we may gather that 21.0% and 26.0% agreed and strongly agreed respectively that they tend to compare their own physical attractiveness to that of vlogs models. While 25.0% had a moderate stance, 20.0% and 8.0% disagreed and strongly disagreed respectively.

When I see a person with a great body, I tend to wonder how I match up with them.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	16	8.0	8.0	8.0
DISAGREE	33	16.5	16.5	24.5
MODERATE	21	10.5	10.5	35.0
AGREE	73	36.5	36.5	71.5
STRONGLY AGREE	57	28.5	28.5	100.0
Total	200	100.0	100.0	

Table 5.1.34

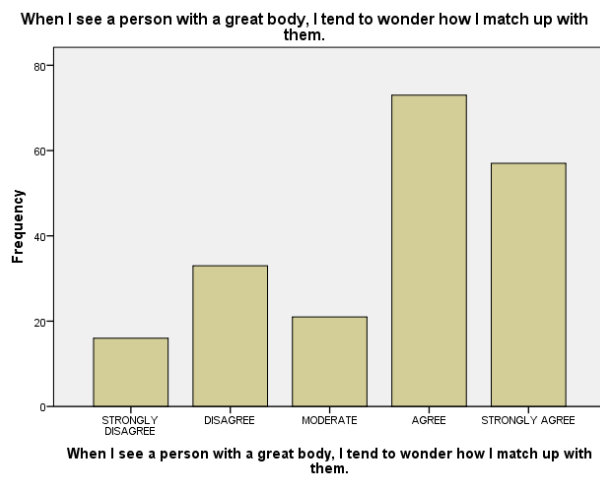


Fig 5.1.34

This table shows that 36.5% respondents agreed that when they see a person with a great body, they tend to wonder how they match up with them, 28.5% strongly agreed about it, 8.0% strongly disagreed, 16.5% disagreed and 10.5% were moderate to this inquiry.

I find myself thinking about whether my own appearance compares well with models.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	43	21.5	21.5	21.5
DISAGREE	16	8.0	8.0	29.5
MODERATE	18	9.0	9.0	38.5
AGREE	64	32.0	32.0	70.5
STRONGLY AGREE	59	29.5	29.5	100.0
Total	200	100.0	100.0	

Table 5.1.35

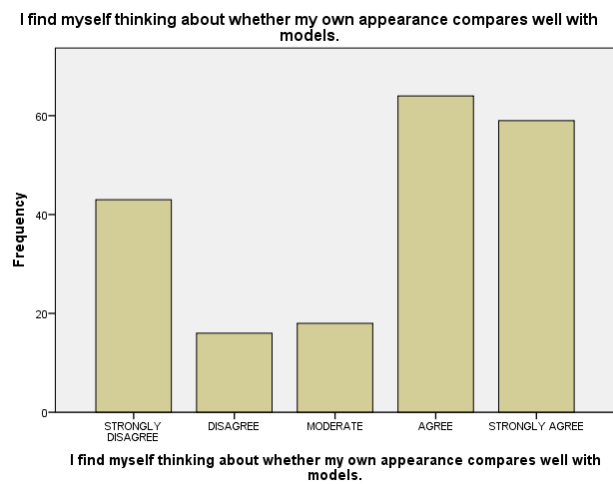


Fig 5.1.35

By this table we may infer that 32.0% and 29.5% respondents agreed and strongly agreed respectively about this query. There were 9.0% moderate respondents. While 8.0% and 21.5% disagreed and strongly disagreed respectively.

At social gatherings, I compare my physical appearance to the physical appearance of the very attractive person.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	12	6.0	6.0	6.0
DISAGREE	33	16.5	16.5	22.5
MODERATE	31	15.5	15.5	38.0
AGREE	85	42.5	42.5	80.5
STRONGLY AGREE	39	19.5	19.5	100.0
Total	200	100.0	100.0	

Table 5.1.36

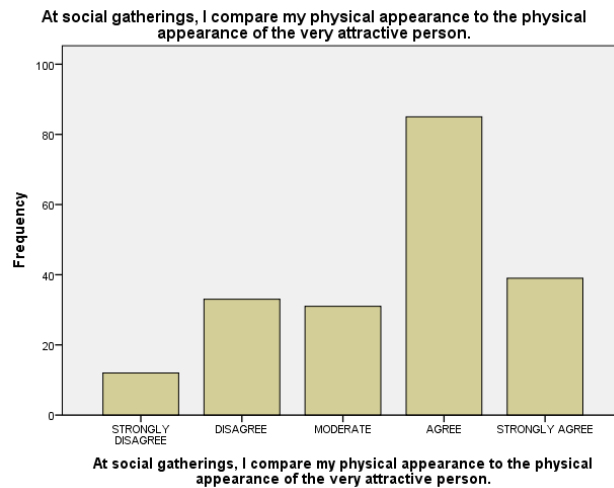


Fig 5.1.36

By this table we may gather that 42.5% of the majority agreed that at social gatherings, they compare their physical appearance to the physical appearance of the very attractive person and 19, 5% strongly agreed about it. While 15.5% had a moderate stance, 16.5% disagreed and 6.0% strongly disagreed to it.

I find myself comparisons my appearance with people who are better looking than me.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	30	15.0	15.0	15.0
DISAGREE	27	13.5	13.5	28.5
MODERATE	25	12.5	12.5	41.0
AGREE	81	40.5	40.5	81.5
STRONGLY AGREE	37	18.5	18.5	100.0
Total	200	100.0	100.0	

Table 5.1.37

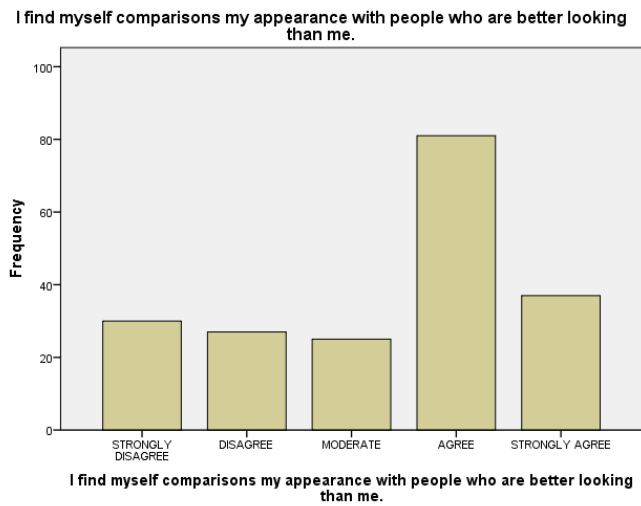


Fig 5.1.37

This table shows that 40.5% and 18.5% agreed and strongly agreed respectively with this statement. There were 13.5% and 15.0% disagreed and strongly disagreed respectively. While 12.5% had a moderate stance.

I compare my body to people who have better body than me.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	28	14.0	14.0	14.0
DISAGREE	49	24.5	24.5	38.5
MODERATE	23	11.5	11.5	50.0
AGREE	59	29.5	29.5	79.5
STRONGLY AGREE	41	20.5	20.5	100.0
Total	200	100.0	100.0	

Table 5.1.38

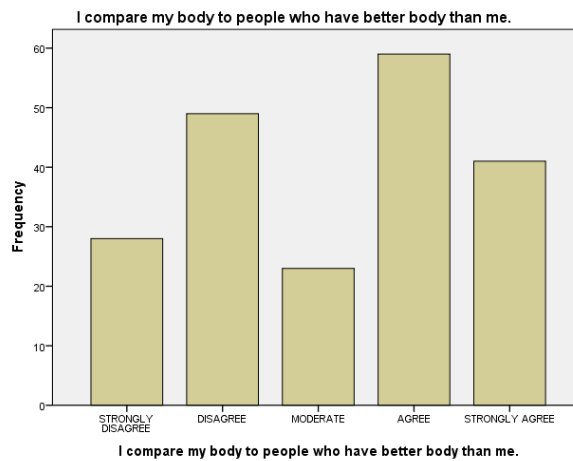


Fig 5.1.38

By this table we may infer that majority 29.5% agreed about this assertion and 20.5% strongly agreed about the inquiry. There were 11.5% moderate respondents, 24.5% disagreed and 14.0% strongly disagreed to it.

I feel anxious when other people say something about my appearance.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	8	4.0	4.0	4.0
DISAGREE	7	3.5	3.5	7.5
MODERATE	68	34.0	34.0	41.5
AGREE	55	27.5	27.5	69.0
STRONGLY AGREE	62	31.0	31.0	100.0
Total	200	100.0	100.0	

Table 5.1.39

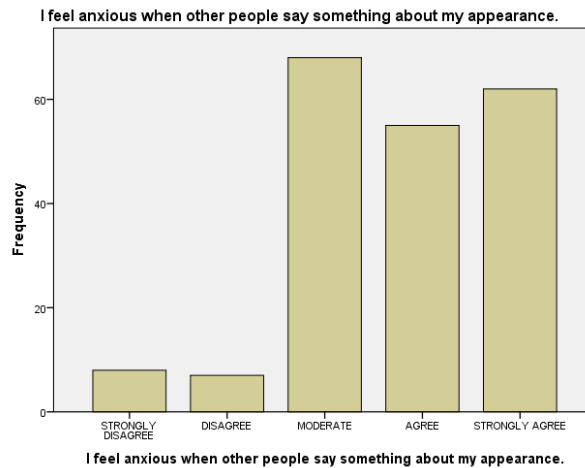


Fig 5.1.39

This figure shows that in generality 27.5% agreed and a great majority 34.0% were moderate that they feel anxious when other people say something about their appearance. There were 31.0% strongly agreed to it. While 3.5% and 4.0% disagreed and strongly disagreed respectively.

I am frequently afraid I would not meet other’s standards of how I should look.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	10	5.0	5.0	5.0
DISAGREE	23	11.5	11.5	16.5
MODERATE	32	16.0	16.0	32.5
AGREE	58	29.0	29.0	61.5
STRONGLY AGREE	77	38.5	38.5	100.0
Total	200	100.0	100.0	

Table 5.1.40

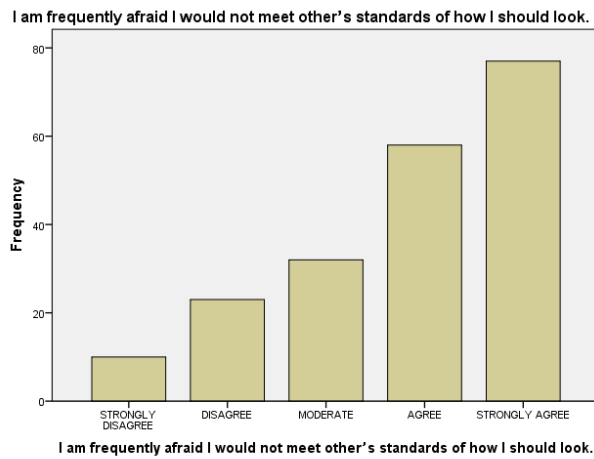


Fig 5.1.40

By this figure we may infer that majority 38.5% and 29.0% strongly agreed and agreed with the expounding. While 16.0%, 11.5% and 5.0% were moderate, disagreed and strongly disagreed respectively.

I am concerned that I have missed out on opportunities because of my appearance.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STRONGLY DISAGREE	11	5.5	5.5	5.5
DISAGREE	34	17.0	17.0	22.5
MODERATE	52	26.0	26.0	48.5
AGREE	76	38.0	38.0	86.5
STRONGLY AGREE	27	13.5	13.5	100.0
Total	200	100.0	100.0	

Table 5.1.41

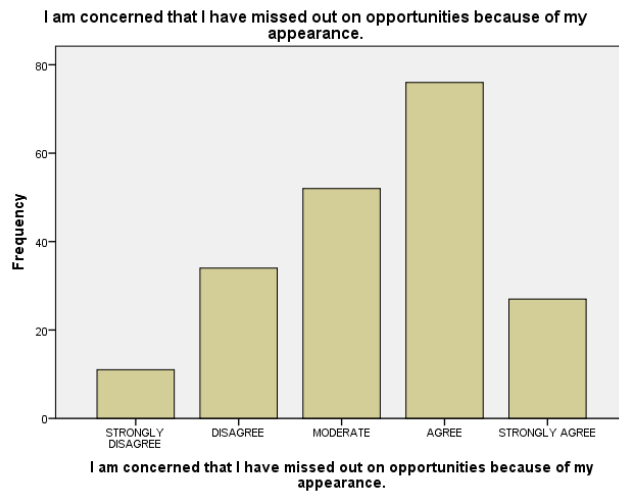


Fig 5.1.41

This table shows that out of 200 subjects 38.0% agreed that they have missed out of opportunities because of their appearance and 13.5% strongly agreed to the query. While 26.0% remained moderate, 17.0% disagreed and 5.5% strongly disagreed about the statement.

Statistical Analysis

Hypothesis

H₁: Social comparison is likely to have a positive relationship with self-objectification.

H₀: Social comparison is not likely to have a positive relationship with self-objectification.

Correlation test was applied in SPSS software to test H₁ and H₀.

Confidence level 95.0

Level of significance $\alpha = 0.05$

Test of Association	Test Value	df	P-Value	Conclusion
Pearson Correlation	.403	1	.000	Significant
Total	200			

So, 0.000 % is less than $\alpha=0.05$ and which lies in the critical region therefore the null hypothesis is rejected and the alternative hypothesis is accepted. With this it can be concluded that social comparison is likely to have a positive relationship with self-objectification.

H₂: Production of beauty influencers have a direct relationship in creating self-objectification.

H₀: Production of beauty influencers do not have a direct relationship in creating self-objectification.

Correlation test was applied in SPSS software to test H₂ and H₀.

Confidence level 95.0

Level of significance $\alpha = 0.05$

Test of Association	Test Value	df	P-Value	Conclusion
Pearson Correlation	.402	1	.000	Significant
Total	200			

So, 0.000 % is less than $\alpha=0.05$ and which lies in the critical region therefore the null hypothesis is rejected and the alternative hypothesis is accepted. With this it can be concluded that production of beauty influencers have a direct relationship in creating self-objectification.

Discussion and Analysis

This study measures “beauty influencers and self-objectification: an analysis of mediating role of social comparison” number of 200 respondents from four universities of Lahore:

- Lahore College for Women University
- Punjab University
- University of Central Punjab
- Kinnaird College for Women, Lahore

As all of the respondents were female. This study is female oriented so the results originated are based on women’s perspectives. The age of the respondents was between 18- 30 years. Table 5.1.4 indicate that 32% of the participated population belongs to Higher secondary school, 8% belongs to the B.A degree, graduated in honor are 24% , 15% post graduated and 13%,3.5% falls into the category of doctor of philosophy and 4.5% have achieved certification or diploma respectively.

The result justified that majority of the respondents were in the view that beauty influencers shapes the attitude of individuals and they lead to self-objectification through social comparison as they also followed, purchased and give preference to items recommended by them.

Research Questions:

RQ1: How beauty influencers lead to self-objectification through social comparison?

Media has the power to make or break the minds of individuals. Social media has a negative effect on women's mind sets and that is why they compare themselves with others and this leads to self-objectification. Women lose their self-confidence due to the negative things related to beauty uploaded on social media and this leads to mental dissatisfaction and different psychological problems.

When the respondents were asked about beauty influencers lead to self-objectification through social comparison, 43.0% and 26.0% of the respondents agreed and strongly agreed respectively while 4.0% and 8.9% of the respondents respectively disagreed and strongly disagreed about it. While 17.5% were moderate with this statement. When the respondents were asked about beauty influencers are those who shapes audience attitude a big majority of 40.5% strongly agreed and 35% agreed that Beauty influencers are those who shapes audiences attitude. Whereas 7.5% strongly disagreed, 7% disagreed and 8.5% remained moderate about it. The literature of Tiggemann et al. (2011) "The role of self-objectification in disordered eating, depressed mood and sexual functioning among women: A comprehensive test of objectification theory" their findings were in the favor of objectification theory. Self-objectification leads to psychological problems in young females.

Moreover, the literature of Pedalino et al. (2022) their article "Instagram use and body dissatisfaction: The mediating role of upward social comparison with peers and influencers among young females" their findings showed that the use of Instagram leads to social comparison and low body dissatisfaction.

RQ2: How is society being affected by the media's objectification of women?

After watching content of the influencers our women are losing their own identity and this is established through media's portrayal of women. We see that always women are presented to endorse items like juice, milk, soaps, whitening creams, cooking oil, mobile phone ads and the list goes on. The question here arises that does not men use these items? But we see that women are objectified and are used to appeal the audience watching them. In advertisements Women are presented to sexually appeal. The way they are dressed and presented in media is the way women perceived themselves and dress accordingly.

Women objectify their bodies to look more presentable and when they do not achieve this it causes women to different health problems. Physical appearance affects the personal development of individuals. An attractive physical appearance can attract lot of people. It makes them sociable and individuals are more courteous of them. By this graph we may infer almost half of the respondents of this question (49.8%) strongly agreed with the declaration. 26.3% agreed to it, while only 2.8% had a moderate view about this, and 4.2% and 10.8% strongly disagreed and disagreed correspondingly.

According to the literature of Lee (2020) "The effects of social comparison orientation on psychological well-being in social networking sites: Serial mediation of perceived social support and self-esteem" their findings showed that there is a negative influence of social comparison on the psychological health of women. There is a social comparison on social media that raises the negative emotions and harm the self-esteem.

Also, the literature of Pan et al. (2022) their article "Social media influencer viewing and intentions to change appearance: A large scale cross-sectional survey on female social media users in China" the results showed that female TikTok users' they self-objectify themselves try to change their physical appearance after watching the content of beauty influencers and also whenever they watch a beauty content they compare themselves with the videos.

CHAPTER VI

CONCLUSION

The aim of this research was to define how women objectify their bodies and their features by looking at the influencers that they see over the media and how a social comparison is caused by the effect of these influencers.

Lahore, Pakistan was the universe of this study. The population were the students of four different universities of Lahore; Kinnaird College for Women Lahore, Lahore College for Women University, University of Central Punjab and Punjab University. Since women are the victim of self-objectification which is also indicated by previous studies therefore this research was also based on the youth (females) of Lahore.

Through this research, the following points can be derived:

- Social media has a significant impact on forming positive and negative attitudes among females.
- Women face problems while making female friends as they feel that they are in competition with other women for male attention.
- Women feel that they will miss out on opportunities if they do not objectify themselves.
- Women indulge in surgical procedures to modify their features.
- Women are highly influenced by beauty influencers.
- Beauty influencers play a vital role in changing women opinions.
- Women are effected by social comparison.

Self-objectification is almost embedded into our culture, from the moment we are born till the young age and in the last age of life, we are fond of objectifying oneself. Women tend to objectify their female child as well by doing their makeup and putting on different kind of accessories to their hair and hands, people are effected by their

societal values and norms. The opinion of their family, parents, peer effects them and they do not want to listen anything against their appearance. Women undergo surgical treatments to maintain their body and fit in the societal beauty bar that is set. For example once a trend was to have a Size "Zero" figure. Now the trend has shifted to another beauty scale, and women tend to fit in regardless of their own beauty.

We as a society has to accept different women, having different skin tones, races, body size and different features. This acceptance should be promoted by the influencers as they tend to encourage women to change their behavior. When women will themselves accept their real existence, they will more confidently face the people that criticize their appearance. Eventually this confidence will help them to have a healthy mind and this as a result will help them improve their skills leading to more progressive women.

Limitations

- The study was limited to a specific time span.
- Lahore was the universe of this study. So, it is hard to predict the perspectives of other audiences.
- The study was limited to youth (females) only.

Recommendations

The following are the recommendations for further study:

- Research was centered on youth's point of view; the upcoming researchers can study other age groups.
- Survey method was used for data collection, upcoming researchers can use other tools of data collection; content analysis or interviews.
- A small sample size was selected, further researches can use bigger sample size.

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APPENDIX

BEAUTY INFLUENCERS AND SELF- OBJECTIFICATION A MEDIATING ROLE OF SOCIAL COMPARISON

Demographics:

Gender:

- Male
- Female

Age:

- 18-22
- 23-26
- 27-30
- 30 Above

Institution:

- KCW
- LCWU
- PU
- UCP

Education:

- Intermediate
- BSc
- Honors
- MSc
- MPhil
- Ph.D
- Diploma/ Certification

Marital Status

- Unmarried
- Engaged
- Married
- Divorced
- Widowed

Social Class

- Lower
- Middle
- Lower middle
- Upper middle
- Upper

Screener:

How many beauty influencers do you follow?

- Less than 10
- Less than 20
- Less than 30
- 30 or more

I spend my time watching vlogs.

- Less than one hour
- 1-2 hours
- 3-4 hours
- More than 6 hours I watch vlogs in general.

- Regularly
- Frequently
- Never
- Sometimes

I watch my favorite vlogs

- Regularly
- Frequently
- Never
- Sometime

INSTRUCTIONS: Please check the box that best corresponds to your answer for each question below. Thank you for your willingness to assist with this research. Please fill the short statements by using the scale provided;

Where ‘1’ is ‘Strongly Disagree’, ‘2’ is ‘Disagree’, ‘3’ is ‘Moderate’, ‘4’ is ‘Agree’ and ‘5’ is ‘Strongly Agree’

Beauty Influencers

Serial Number	Items	Responses				
		SD	D	Moderate	A	SA
1.	Beauty influencers are those who shapes audience attitude.	1	2	3	4	5
2.	Beauty influencers gain popularity through their participation on social networking sites.	1	2	3	4	5
3.	Beauty influencers lead to self-objectification through social comparison.	1	2	3	4	5
4.	I purchased any makeup products because I saw beauty influencers use it or recommend it.	1	2	3	4	5
5.	Beauty influencers’ recommendations have changed my shopping behavior or influenced me to buy more.	1	2	3	4	5
6.	When buying new makeup products I tend to look up beauty influencers.	1	2	3	4	5
7.	Beauty influencers plays a vital role in changing the mind sets of females.	1	2	3	4	5

Self-Objectification

Serial Number	Items	Responses				
		SD	D	Moderate	A	SA
1.	Looking attractive to others is more important to me than being happy with who I am inside.	1	2	3	4	5
2.	I try to imagine what my body looks to others (i.e., like I am looking at myself from the outside).	1	2	3	4	5
3.	My physical appearance is more important than my personality.	1	2	3	4	5
4.	When I look in the mirror, I notice areas of my appearance that I think others will view critically.	1	2	3	4	5
5.	I often think about how my body must look to others.	1	2	3	4	5
6.	My physical appearance says more about who I'm than my intellect.	1	2	3	4	5
7.	How sexually attractive others find me say something about who I am as a person.	1	2	3	4	5
8.	I try to anticipate others reactions to my physical appearance.	1	2	3	4	5
9.	I have thoughts about how my body looks to others even when I am alone.	1	2	3	4	5
10.	I choose specific clothing or accessories based on how they make my body appear to others.	1	2	3	4	5
11.	I apply a lot of makeup to modify my features.	1	2	3	4	5

12.	I indulge in surgical procedures to modify my features.	1	2	3	4	5
13.	I excessively control my diet to keep myself in shape.	1	2	3	4	5
14.	I use apps with filters that can make me appear beautiful.	1	2	3	4	5
15.	I feel like I must be a bad person when I do not look as good as I could.	1	2	3	4	5
16.	I rarely worry about how I look to other people.	1	2	3	4	5

Social Comparison

Serial Number	Items	Responses				
		SD	D	Moderate	A	SA
1.	I compare myself to those who are better looking than me rather than those who are not.	1	2	3	4	5
2.	I tend to compare my own physical attractiveness to that of vlogs models.	1	2	3	4	5
3.	When I see a person with a great body, I tend to wonder how I match up with them.	1	2	3	4	5
4.	I find myself thinking about whether my own appearance compares well with models.	1	2	3	4	5
5.	At social gatherings, I compare my physical appearance to the physical appearance of the very attractive person.	1	2	3	4	5

6.	I find myself comparisons my appearance with people who are better looking than me.	1	2	3	4	5
7.	I compare my body to people who have better body than me.	1	2	3	4	5
8.	I feel anxious when other people say something about my appearance.	1	2	3	4	5
9.	I am frequently afraid I would not meet other's standards of how I should look.	1	2	3	4	5
10.	I am concerned that I have missed out on opportunities because of my appearance.	1	2	3	4	5

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