

The Influence of Social Media on the Body Image of First Year Female Medical Students of University of Khartoum, 2022

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Abstract : Facebook, Instagram, TikTok and other social media applications have become an integral component of everyone's social life, particularly among younger generations and adolescences. These social apps have been changing a lot of conceptions and believes in the population by representing public figures and celebrities as role models. The social comparison theory, which says that people self-evaluate based on comparisons with similar others, is commonly used to explore the impact of social media on body image. There is a need to study the influence of those social platforms on the body image as there have been an increase in body dissatisfaction in the recent years. This cross sectional study used a self administered questionnaire on a simple random sample of 133 female medical students of the first year. Finding shows that the response rate was 75%. There was an association between social media usage and noticing how the person look(p value = .022), but no significant association between social media use and body image influence or dissatisfaction was found. This study implies more research under this topic in Sudan as the literature are scarce.

Keywords : body image, body dissatisfaction, social media, adolescences

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