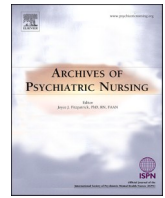




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# The predictors of objectified body consciousness among adolescents: Social appearance anxiety and social media use

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## ABSTRACT

**Objective:** The purpose of this study was to determine the predictors of social appearance anxiety and social media addiction on objectified body consciousness among adolescents.

**Method:** This descriptive and cross-sectional study included 502 adolescents. The Child and Family Information Form, Social Appearance Anxiety Scale, Objectified Body Consciousness Scale-Youth Form, and Social Media Addiction Scale for Adolescents were used to collect data. Mann-Whitney *U* test, Kruskal Wallis *H* test and regression analysis were used.

**Results:** In the study, being female, being pleased with one's weight, and following and being influenced by influencers all increase levels of self-objectification. It was found that social media addiction, social appearance anxiety, and self-objectification all have an effect on one another.

**Conclusion:** It was concluded that social media usage characteristics, social media addiction, social appearance anxiety affect self-objectification.

## Introduction

Adolescence is a period of preparation for adulthood, characterized by identity development and experiencing many physical, psychological, and social changes. In adolescence, when sexuality and sexual identity gain importance, gender norms, gender roles, and expectations of society, which are affected by society and culture, are implicitly presented to adolescents (Kågesten et al., 2016). According to the Self-Objectification Theory, the individual internalizes the cultural judgment of society that the person's value can be measured by the physical and sexual attractiveness dimension and imposes these expectations on herself (Fredrickson & Roberts, 1997). These clues implicitly presented by society teach adolescents that their bodies are open to other people's evaluation as a means of pleasure. The individual who grows up in an environment of pressure with these expectations turns into a third eye that controls herself, and visual media is essential in transferring idealized body images (Fredrickson & Roberts, 1997). Therefore, focusing on physical changes, increasing self-awareness, and preoccupation with an image with the increase in the time spent on social media and the internet in adolescence indicate that it is a critical period for self-objectification (Sandhu & Sandhu, 2021). A thin body in women and a

muscular body in men are imposed as ideal appearances, with features that include a beautiful or handsome appearance through social media (Javellana, 2014). People who do not have these ideal features could develop negative body image and social appearance anxiety.

Having a negative body image for an individual's physical appearance is defined as social appearance anxiety due to the evaluations of other individuals about their physical appearance (Boursier et al., 2020). Social appearance anxiety includes physical characteristics (Boursier et al., 2020). In the perception of social appearance, the ideal body image is transferred to individuals via the internet and other mass media (Harper & Tiggemann, 2008; Trekels et al., 2018). Studies have shown that the internet and social media are associated with ideal body perception (Sylvia et al., 2014), appearance anxiety (Benton & Karazsia, 2015), and self-objectification (Bell et al., 2018; Cohen et al., 2017; Zheng et al., 2019). Social media is associated with self-objectification and social appearance anxiety regarding both usage characteristics and duration of use. It is stated that the increase in time spent on social media increases body objectification (Andrew et al., 2016; Graff & Czarnomska, 2019). It has been reported that social appearance anxiety and self-objectification levels of adolescents exposed to photographs and appearance-related conversations on social media are related (Arroyo &

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Brunner, 2016; Trekels & Eggermont, 2021). A study stated that adolescents who post on Instagram by making various arrangements on their photos internalize the perception of beauty presented on social media more and are more anxious about their appearance (Verrastro et al., 2020). It is also stated that self-objectification and social media use mutually affect and reinforce each other (Strelan & Hargreaves, 2005; Veldhuis et al., 2020). All the idealized perceptions could also be offered by influencers, whose number is increasing on social media and who produce many different types of content. In a study, it was reported that being influenced by influencers, following influencers sharing diet and nutritional content, and social media addiction were associated with social appearance anxiety (Caner et al., 2022). In addition, social media could lead to changes in dietary habits (Sharifi et al., 2016) and self-objectification (Muehlenkamp & Saris-Baglama, 2002; Noll & Fredrickson, 1998) with their offerings on organic nutrition, healthy nutrition, product ingredients, food selection, and exercise. Therefore, from adolescence, many individuals try to have an ideal appearance through social pressure and social media and may experience self-objectification and social appearance anxiety. This study aims to determine the determinants of objectified body consciousness in adolescents. For this purpose, answers to the following questions were sought:

#### Research questions

1. What are the adolescents' social appearance anxiety scale, social media addiction scale, and objectified body consciousness scale mean scores?
2. Is social appearance anxiety a predictor of objectified body consciousness in adolescents?
3. Is using social media a predictor of objectified body consciousness in adolescents?
4. Does the body consciousness mean score differ according to adolescents' sociodemographic and social media usage characteristics?

## Method

#### Study design and setting

This descriptive and cross-sectional study was conducted to determine the predictors of social appearance anxiety and social media addiction on objectified body consciousness in adolescents. The study was conducted between March and September 2022 with adolescents studying in eight high schools and ten faculties in the Central Anatolian Region of Türkiye. The current study followed the Strengthening the Reporting of Observational Studies in Epidemiology (STROBE) checklist for reporting cohort, case-control, and cross-sectional studies.

#### Setting and sampling

The study population consists of 27,000 students studying at high schools affiliated with the Provincial Directorate of National Education of a province in the Central Anatolia Region in the 2021–2022 academic year and 4,264 first-year students studying at a state university in the same province. There are 27 high schools in the province where the study was conducted and 57 bachelor programs in the university. The sample size for the study was calculated in the G\*POWER statistical analysis program with a Type I error of 0.05 and a Type II error of 0.20 (power 0.80), and it was determined as 270 adolescents based on three variables and a medium effect size (0.15) in the regression analysis. The institutions where the research would be conducted were determined by a simple random sampling method. The study included 520 adolescents from eight high schools and ten faculties in Türkiye's Central Anatolian Region. Adolescence lasts until the age of 21, and the 18–21 age group is referred to as "Late Adolescence". Therefore, high school students and students in the 18–21 age group were also included in the research.

Because 18 adolescents had missing data, they were not included in the study sample. A total of 502 adolescents (322 girls and 180 boys) participated in this study. The data were collected face-to-face in the classroom after the researcher (SS) informed the students about the purpose of the research and signed parental consent forms.

#### Inclusion criteria

Adolescent students who were in high school or 18–21 years old, who accepted to participate in the study voluntarily, gave consent from their parents, and did not have any communication problems, were included in the study. Those with missing data were excluded from the study.

#### Data collection tools

The study collected data with the Child and Family Information Form, Social Appearance Anxiety Scale, Objectified Body Consciousness Scale-Youth Form, and Social Media Addiction Scale for Adolescents. The questionnaire took about 10–15 min to complete.

#### Child and Family Information Form

The form consists of 24 questions about the age, gender, educational status, employment status, use of social media, and diet of children and family members (Baceviciene et al., 2022; Caner et al., 2022; Starr & Zurbriggen, 2019).

#### Social Appearance Anxiety Scale (SAAS)

The Turkish validity and reliability study of the scale developed by Hart et al. (2008) to measure the social appearance anxiety of individuals was conducted by Doğan (2010). The SAAS is a 5-point Likert-type (1: Not at all Appropriate, 5: Completely Appropriate) comprising 16 items. The first item of the scale is coded in reverse. High scores obtained from SAAS, which measures unidimensional social appearance anxiety, indicate high appearance anxiety. The Cronbach Alpha internal consistency coefficient for SAAS, calculated as 0.93 in the validity and reliability study (Doğan, 2010), was 0.91 in this study.

#### Objectified Body Consciousness Scale-Youth Form (OBCS-YF)

The Turkish validity and reliability study of the OBCS-YF developed by Lindberg et al. (2006) was conducted by Özgüngör and Arıcıoğlu (2020). The scale consists of 14 items and 3 sub-scales (Body Shame, Body Watching, Control Belief) and is in a 7-point Likert type. It is stated that the higher the score obtained from the scale, the higher the level of self-objectification. Cronbach's alpha coefficients of the subscales of the OBCS-YF were calculated between 0.72 and 0.82 (Özgüngör & Arıcıoğlu, 2020). It varies between 0.76 and 0.84 in this study.

#### Social Media Addiction Scale for Adolescents

The Social Media Addiction Scale (SMAS) was developed by Van den Eijnden et al. (2016). The scale was developed as unidimensional, considering the diagnostic criteria of internet game addiction, which will be investigated in DSM-V and included in the undetermined diagnosis section. The scale was first developed with 27 items then a 9-item short form was created. The items are answered as "Yes" or "No." The cut-off point of the scale is 5. The total scale score ranges between 0 and 9 points. Accordingly, those who answer "Yes" to five or more items out of nine are considered social media addicts (Taş, 2017; Van den Eijnden et al., 2016).

#### Ethics

Permission was taken by e-mail from the authors of the scales used in the research. Ethics approval was obtained from the Ethics Committee and the institution to conduct the study. The researcher announced

general information about the study's purpose in class. The researcher obtained written informed consent from all participants and their parents. Participation was voluntary, confidentiality was guaranteed, and all participants were informed to withdraw from the study whenever they wished.

#### Data analysis

The data were analyzed using SPSS version 25.0 (IBM Corp). The Shapiro-Wilk-W test, histogram, and typical Q-Q plot were used for normality tests. While frequency and percentage were calculated for categorical variables, means and standard deviations were calculated for the normally distributed features. Mann-Whitney U and Kruskal Wallis H tests compared the scale scores according to sociodemographic and social media usage characteristics. The predictive level of social appearance anxiety and social media addiction on objectified body consciousness was analyzed by regression analysis. Whether there is multicollinearity between social appearance anxiety and social media addiction scores of adolescents' objectified body consciousness was evaluated with VIF and tolerance analysis.

#### Results

##### Adolescents' sociodemographic, nutrition, and social media use characteristics

The mean age of the adolescents participating in the study was 16.70 ± 1.84 years; 64.1 % ( $n = 322$ ) were females, and 44.8 % ( $n = 180$ ) were males. Of the adolescents' fathers, 24.3 % ( $n = 122$ ) were primary school graduates; 18.3 % ( $n = 92$ ) were middle school graduates; 33.9 % ( $n = 170$ ) were high school graduates; 23.5 % ( $n = 118$ ) had an undergraduate/graduate degree. Of the mothers, 36.7 % ( $n = 184$ ) were primary school graduates; 19.5 % ( $n = 98$ ) were middle school graduates; 27.1 % ( $n = 136$ ) were high school graduates; 16.7 % ( $n = 84$ ) had an undergraduate/graduate degree. When the economic situation perceived by the adolescents was examined, 14.9 % ( $n = 75$ ) perceived their income as more than expenses; 61.0 % ( $n = 306$ ) perceived their income as equating with expense; 24.1 % ( $n = 121$ ) perceived their income as less than expenses. Of the adolescents participating in the study, 80.1 % ( $n = 402$ ) had a nuclear family structure, 15.9 % ( $n = 80$ ) had an extended and 4.0 % ( $n = 20$ ) broken family. In addition, it was determined that 52.8 % of the adolescents are not satisfied with their current weight, 45.0 % sometimes skip meals, 77.5 % consume fast food, 87.5 % consume junk food, 39.2 % of them use social media (most frequently YouTube, Instagram, Snapchat) for 1–3 years (time spent on social media = 3.84 ± 2.77 h/ per day), 64.2 % of them use social media to follow others' posts.

Of the adolescents, 92.8 % followed influencers (the number of influencers followed = 5.74 ± 5.53), 61.4 % followed the influencers who make funny posts, and 38.4 % were affected by influencers. Besides, the OBBS-YF, SAAS, and SMAS mean scores of adolescents were 56.69 ± 16.48, 39.11 ± 15.05, and 4.00 ± 3.99, respectively (Table 1).

Objectified body awareness means scores of adolescents according to sociodemographic, nutrition, and social media use characteristics.

It was determined that the mean score of OBBS-YF was higher in females who were not satisfied with their weight ( $p < 0.001$ ), affected mainly by social media ( $p < 0.001$ ), followed influencers ( $p < 0.001$ ), affected by the influencers they follow ( $p < 0.001$ ) and followed the influencers who share about makeup and nutrition diet ( $p < 0.001$ ). In addition, the mean score of OBBS-YF of those who have been using social media for a long time (>7 years) also increased ( $p < 0.001$ ) (Table 2).

The predictive power of adolescents' social appearance anxiety and social media addiction scale mean scores on objectified body consciousness.

In Model 1, created according to the relationship between the

**Table 1**  
Characteristics of adolescents' nutrition and social media use

Characteristics	n	%
Weight satisfaction		
Yes	237	47.2
No	265	52.8
The habit of skipping meals		
Yes	187	37.3
No	89	17.7
Sometimes	226	45.0
Fast food consumption		
Yes	389	77.5
No	113	21.5
Junk food consumption		
Yes	439	87.5
No	63	12.5
Duration of social media use		
Not using	2	0.4
<1 year	39	7.8
1–3 years	197	39.2
4–6 years	188	37.5
7 < years	76	15.1
Social media platforms used (multiple response $n = 1457$ )		
Facebook	87	6
Instagram	405	27.8
Twitter	151	10.4
Snapchat	245	16.8
Tik-Tok	162	11.1
Youtube	407	27.9
Purpose of social media use in the last 6 months (multiple response $n = 536$ )		
Following others' posts	344	64.18
Commenting/Liking on others' posts	92	17.16
Actively sharing	100	18.66
Influencer following		
Yes	466	92.8
No	36	7.2
Interests of followed influencers		
Not following influencers	33	6.6
Make-up	74	14.7
Exercise	50	10.0
Nutrition and diet	37	7.4
Funny posts	308	61.4
Being affected by the influencer		
Yes	193	38.4
No	309	61.6
	X ± SD	Min-Max
Age	16.70 ± 1.84	13–20
Number of influencers followed	8.67 ± 22.39	0–300
Time spent on social media/per day	3.84 ± 2.77	0–24
Total OBBS-YF	56.69 ± 16.48	18–98
Total SAAS	39.11 ± 15.05	16–80
Total SMAS	4.00 ± 3.99	0–18

variables in the regression analysis, the increase in social appearance anxiety and social media addiction increased adolescents' objectified body consciousness perception.

When the analysis results were examined, it was determined that Model 1 was statistically significant ( $F = 78.289, p = 0.000$ ). The model found that social appearance anxiety and social media addiction

**Table 2**  
Comparison of objectified body awareness mean scores of adolescents according to sociodemographic, nutrition and social media use characteristics.

Characteristics		OBCS-YF Med (Min-Max)
Gender	Female	56.5 (18–98)
	Male	53.0 (23–97)
Weight satisfaction	Test	Z = 26.522 p = 0.115
	Yes	53.0 (20–97)
Duration of social media use	No	58.0 (18–98)
	Test	Z = 37.297 p = 0.000
	Not using	25.5 (20–31)
Influence from social media	<1 year	53.0 (22–89)
	1–3 years	54.0 (20–93)
	4–6 years	57.5 (23–98)
	>7 years	58.0 (18–94)
Influencer following	Test	H = 12.607 p = 0.013
	Not affect	51.0 (20–97)
	Rarely affects	57.5 (18–98)
Being affected by the influencer	Mostly affects	60.0 (23–95)
	Test	H = 22.363 p = 0.000
Interests of followed influencers	Yes	56.0 (18–98)
	No	48.5 (20–91)
Influencer following	Test	Z = 10.052 p = 0.047
	Yes	59.0 (23–95)
	No	53.0 (18–98)
Interests of followed influencers	Test	Z = 34.906 p = 0.001
	Not following influencers	48.0 (20–91)
	Make-up	60.0 (26–89)
	Exercise	52.5 (25–92)
Influencer following	Nutrition and diet	60.0 (18–86)
	Funny posts	55.0 (20–98)
	Test	H = 9.974 p = 0.041

Z: Mann-Whitney U test, H=Kruskal Wallis H test, p ≤ 0.05.

explained 23.9 % of the objectified body awareness of adolescents and significantly affected them (p < 0.001, Table 3).

As seen in the regression analysis, female gender, desire to be at a lower weight, following the influencers who share makeup, exercise, diet, and nutrition content, duration of social media use, number of followed influencers, social appearance anxiety and social media addiction, adolescents explain and significantly predict the objectified body consciousness at a rate of 31.4 % (p < 0.001, Table 4).

According to Model 2, social appearance anxiety, social media addiction, female gender, duration of social media use, and desire to be lower weight, following the influencers who share exercise and makeup content increased the objectified body consciousness of the adolescents by 0.539, 0.550, 3.031, 1.482, 0.046, 1.202 and 1.515 times, respectively. However, the number of influencers followed and following the influencers who shared nutrition and diet content decreased the objectified body consciousness of adolescents by –0.128 and – 2777 times, respectively (p < 0.001).

**Discussion**

Adolescents can use social media to realize the period’s characteristics, such as developing identity, an imaginary audience, being included in a group, and being accepted by the environment. Also, the

**Table 3**  
The level to which social appearance anxiety and social media addiction’s of adolescents predict their objectified body consciousness.

Objectified body consciousness	B	%95 CI for B		SE B	β	t	p	R2	Δ R2
		Lower Bound	Upper Bound						
Model 1								0.239	0.236
Constant	35.376	31.798	38.953	1.821		19.428	0.000		
Social Appearance Anxiety	0.500	0.415	0.586	0.044	0.457	11.485	0.000		
Social Media Addiction	0.436	0.113	0.759	0.165	0.105	2.650	0.008		

Durbin- Watson = 1.642 F = 78.289. p < 0.001.

ideal appearance that social media implicitly offers can cause adolescents’ self-objectify and social appearance anxiety (Graff & Czarnomska, 2019). This research was conducted to determine the determinants of objectified body consciousness in adolescents. In this study, most adolescents have social media accounts, spend a long time on social media platforms and use social media to follow others’ posts (Table 1). These results support that the internet has entered every area of life today, and the use of social media has become widespread among adolescents. Most adolescents are unsatisfied with their weight; they sometimes skip meals, feed on fast food and junk food, follow influencers and follow influencers who produce funny posts, makeup, exercise, and healthy nutrition (Table 1). As a matter of fact, in this study, adolescents who are not satisfied with their weight self-objectify more (Table 2). In studies conducted with adolescents, it has been reported that weight satisfaction is related to objectification of oneself, and as satisfaction decreases, self-objectification increases (McLean et al., 2015; Starr & Zurbriggen, 2019). Adolescents who are dissatisfied with their weight may have a higher level of self-objectification because they think more about appearance and evaluate their own bodies from an outside perspective. Adolescents who have used social media for more than seven years, those who believe social media influence them, those who follow influencers, and those who are influenced by influencers, self-objectify more, according to the participants in the study (Table 2). Studies examining the relationship between social media usage duration and frequency and self-objectification have yielded different results (Fardouly et al., 2015; Manago et al., 2015). Similarly, some studies have determined that the time spent on the internet is associated with self-objectification (Baceviciene et al., 2022; Tiggemann & Miller, 2010; Tiggemann & Slater, 2013). Using of social media before adolescence leads to repeated and long-term exposure to body image content on social media. Exposure to these contents before adolescence may have made the adolescents more easily internalize and self-objectification the stereotypical perception of beauty/handsomeness reflected in the media. Furthermore, the content created by an increasing number of social media influencers on how to look better, such as nutrition, exercise, make-up, and fashion tips, may have resulted in adolescents’ self-objectification more. As a characteristic of this developmental stage, adolescents attach great importance to their physical appearance. This may have made it easier for adolescents to be influenced by influencers and increased their level of self-objectification.

The content an individual follows or encounters on social media may reflect the socially accepted ideal body image. It can become the standards to which the individual feels obliged to conform. Following other people’s social media posts or sharing photos can encourage self-objectification (Manago et al., 2015). Adolescents are especially exposed to highly enhanced, attractive, and idealized photos of celebrities and influencers they follow on social media. As seen in this study, following influencers on social media, especially those who frequently share posts related to makeup and exercise, has increased self-objectification. Additionally, the study shows that adolescents who believe social media influence them have self-objectified themselves more (Table 2). Similarly, studies have indicated that social media is associated with self-objectification (Bell et al., 2018; Cohen et al., 2017; Zheng et al., 2019). The high likes and comments received by posts on social media that contain cultural and physical attractiveness standards

**Table 4**

The level to which social appearance anxiety, social media addiction, and some social media usage characteristics of adolescents predict their objectified body consciousness.

Objectified body consciousness	B	%95 CI for B		SE	$\beta$	t	p	R <sup>2</sup>	$\Delta$ R <sup>2</sup>
		Lower Bound	Upper Bound						
Model 2								0.314	0.289
Constant	28.824			4.303		6.699	<b>0.000</b>		
Social Appearance Anxiety	0.543	0.423	0.663	0.061	0.497	8.920	<b>0.000</b>		
Social Media Addiction	0.548	0.039	1.057	0.258	0.117	2.122	<b>0.035</b>		
Gender	3.788	−0.572	8.148	2.213	0.103	1.712	0.088		
Duration of social media use	1.449	−0.634	3.533	1.058	0.074	1.370	0.172		
Number of influencers followed	−0.127	−0.312	0.58	0.094	−0.075	−1.350	0.178		
Desire to be at a lower weight <sup>a</sup>	0.046	−0.197	0.144	0.120	0.027	0.383	0.702		
Follow an influencer who shares exercise content <sup>b</sup>	1.202	−4.680	6.968	2.928	0.023	0.411	0.682		
Follow an influencer who shares makeup content <sup>c</sup>	1.515	−3.784	6.803	2.687	0.032	0.564	0.573		
Following influencers who share nutrition and diet content <sup>d</sup>	−2.777	−9.152	3.646	3.249	−0.047	−0.855	0.394		
Follow an influencer with funny posts	Reference								

Durbin- Watson = 1.464 F = 12.181 p < 0.001.

B: Unstandardized Beta; SE: Standard Error;  $\beta$ : Standardized Beta  $\beta$ ; R: correlation; R<sup>2</sup>: correlation coefficient (explained variance ratio); F: model statistics; p: level of significance, CI: Confidence Interval.

SAAS: Social Appearance Anxiety Scale SMAS: Social Media Addiction Scale, <sup>a</sup>While coding, yes is coded as 1 and no as 0: <sup>b</sup>While coding, following the influencer sharing exercise content was coded as 1 and the others as 0: <sup>c</sup>While coding, following the influencer sharing make-up content was coded as 1 and the others as 0: <sup>d</sup>While coding, following the influencer sharing nutrition and diet content was coded as 1 and the others as 0.

show adolescents that social approval can be obtained if these standards are met (Manago et al., 2015). Adolescents who see that these types of body image ideals are approved and appreciated on social media can form their own self-worth based on visual standards and social approval. The easy access to a lot of content on social media that is available to everyone is noted to lead individuals to compare themselves to other people on social media as they are frequently exposed to its content (Fox & Moreland, 2015). Furthermore, excessive use of social media can lead to repeated exposure and cause adverse effects on an individual's body image and appearance concerns (Wang et al., 2020). Anxiety can increase when social media's characteristics are combined with adolescents' developmental features, such as identity search, body image, the desire to belong to a group, and the need for approval, self-objectification, and social appearance.

This study conducted multiple linear regression analyses to determine predictors of objectified body consciousness. Social appearance anxiety, social media addiction, being female, duration of social media use, desire to be thinner, and following influencers who share exercise and makeup content were all associated with increased objectified body consciousness in adolescents (Table 3–4). The finding is consistent with the literature, which suggests that social appearance anxiety (Arroyo & Brunner, 2016; Trekels et al., 2018), social media usage time (Andrew et al., 2016; Graff & Czarnomska, 2019), female gender (Karsay et al., 2021), and weight satisfaction (McLean et al., 2015; Starr & Zurbriggen, 2019) increase self-objectification. Social media addiction may be related to the increase in adolescents' level of self-objectification, as it increases the time spent on social media and exposure to body image imposed on social media. The link between increased social appearance anxiety and increased self-objectification could be explained by the fact that appearance anxiety motivates adolescents to continually think about their physical appearance and evaluate themselves from the outside.

In the current study, the number of followed influencers decreased self-objectification, which is different from other studies. Additionally, following influencers who share content related to nutrition and diet reduces self-objectification. It is thought that the adolescents positively perceived the nutrition and diet recommendations presented by influencers and followed them for purposes such as being healthier and consuming beneficial foods rather than changing their bodies to become more beautiful/attractive/handsome. Therefore, it can be assumed that following influencers who share nutrition and diet content can decrease self-objectification. On the other hand, following influencers who share exercise and makeup content increases self-objectification. Exercise and

makeup videos visually present a fit, muscular, and thin body image to adolescents, and makeup application that covers flaws is also featured in the content. Visual changes in exercise and makeup content are more intense, and the effects directly reflect the body. Therefore, it can be said that these contents negatively affect adolescents' body image, encourage them to look at themselves from an external perspective, and consequently increase self-objectification.

## Conclusion

This study found that being female, being satisfied with one's weight, and following and being influenced by influencers increases levels of self-objectification. Additionally, exercise and makeup-related content on social media increases self-objectification, whereas nutrition and diet-related content decreases it. The study also determined that social media addiction, social appearance anxiety, and self-objectification impact each other.

## Implications for practice

Given the adverse effects of self-objectification, social media addiction, and social appearance anxiety on adolescents' physical and mental health, healthcare professionals play essential roles in protecting and promoting the health of adolescents. These results are important for psychiatric and pediatric nurses because they play critical roles in protecting child mental health, avoiding child mental health problems, and intervening in childhood mental health problems. Problems with social media and internet use have a harmful impact on mental health when combined with the developmental crises of adolescence. This study reveals the association between social media use, social media influencers, social media content followed, social appearance anxiety, and self-objectification. As a result, the findings of this study will likely shed light on psychiatric and pediatric nurses' roles in protecting and supporting adolescents in an ever-changing and developing media age. In this regard, it is recommended that psychiatric and pediatric nurses play a role in providing conscious social media use education to adolescents, helping them to develop alternative interests instead of social media use, planning psychological interventions aimed at reducing social appearance anxiety, and participating in awareness-raising programs aimed at increasing self-value and reducing self-objectification.

## Limitations

This research has some limitations. The limitations of this study include the fact that it is dependent on self-report and that a large percentage of the sample consists of female students. A research survey was given to all male and female students in the research population, but only those who completed and returned the survey were included in the sample.

## Ethics

Ethics approval was obtained from the Ethics Committee (permit dated 01/25/2022, no. 20) and the institution (permit dated 16.03.2022, no. 45798979) to conduct the study.

## Declaration of competing interest

The authors wish to declare no potential conflicts of interest.

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