

Intensity of Instagram Use and Body Dissatisfaction: The Role of Appearance Comparison as a Mediator

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ABSTRACT

This study aims to examine the role of appearance comparison as a mediator in the relationship between the intensity of Instagram use and body dissatisfaction. This study used a male sample ($n = 167$), with an age range of 19-28 years ($M = 21.24$, $SD = 1.880$) and individuals who have accounts and are active in using Instagram. The Instagram Intensity Scale, The Physical Appearance Comparison Scale – Revised (PACS-R), and the Male Body Attitudes Scale (MBAS) are the measuring tools used in this study. Participant data is collected online through links distributed to various social media platforms. Regression analysis was applied to test the hypothesis. The results show that appearance comparison has a role as a mediator in the relationship between the intensity of Instagram use and body dissatisfaction. With a value that determines the intensity of using Instagram, it can affect body dissatisfaction through a mediator by 35% ($R^2 = 0.352$). Meanwhile, the value that determines the intensity of using Instagram can affect body dissatisfaction without going through a mediator decreases to 13% ($R^2 = 0.128$). With the large role of appearance comparison as a mediator is 59%. So, it can be concluded that appearance comparison has a role in increasing body dissatisfaction.

Keywords: *intensity of using Instagram, appearance comparison, body dissatisfaction*

1. INTRODUCTION

At this time, social media is one of the means of communication used by almost everyone. Unlike traditional social media (such as magazines and television), which mostly feature images of models, celebrities, or other strangers. Social media today offers a variety of photo-based interactive platforms that can be used to share and react to user-generated content [1][2]. Of several social media platforms, one of which has the most users are Instagram with 1,082 million users (globally) [3]. There are ± 62 million Instagram users in Indonesia, with the highest age range being 18-24 years (± 23 million people or 37%). 17.7%, dominated by men in the age range of 24-34 years [4]. Nowadays, men can become an interesting topic regarding body dissatisfaction, because more and more men are starting to do plastic surgery.

Based on data from the American Society of Plastic [5] in 2019 there were 211,390 men who performed cosmetic surgery, with a total of 1,670,098 cosmetic surgical procedures. For men with an age range of 20-29 years, there were 259,148 men (16%) who had cosmetic surgery. According to Kompas.com[6], men who do plastic surgery are suspected of having a goal to increase

their self-confidence and to be able to compete in the workplace. It can be concluded that, nowadays men are starting to pay attention to their appearance. Not only through plastic surgery, but also through wearing make-up and exercising at the fitness center (gym).

This is evidenced by data from [7] in a survey conducted on 2,142 men, 30% of the participants admitted that they would consider wearing makeup. A real phenomenon was also mentioned, in October 2016, CoverGirl (a cosmetic brand) named social media influencer James Charles as the brand's first male ambassador. Then, Maybelline (cosmetic brand) followed suit by making Manny Gutierrez, another influencer, as New York's first male ambassador. Meanwhile, for men who go to the gym, according to Rizzo [8] as many as 20% to 40% of men struggle with body image who go to the gym on the basis of guilt and shame rather than the desire to build muscle.

Evaluation or influence of body image refers to body satisfaction or dissatisfaction with one's appearance (body dissatisfaction) [9]. One's negative thoughts and feelings about one's body can be defined as body dissatisfaction. It is considered most important as a global measure of body-related stress [10]

Instagram is a photo-based platform where users can upload photos and request feedback from other users in the form of “likes” and comments [11]. The emphasis on self-presentation through self-images (“selfies”) is strong. use modification digital and editing techniques to enhance photos uploaded to social media. Thus the uploaded photos only show what looks ideal [2]. Therefore, Instagram is stated to have a greater impact on body image than other social media [12].

In a study by Bergeron and Tylka [13] regarding the uniqueness of body dissatisfaction in men from the drive for body image, behavior, and attitude towards a muscular body. The results of his research stated that male body dissatisfaction with muscles was associated with lower self-esteem. In addition, body dissatisfaction was also uniquely associated with more psychological well-being indices. Examples include higher psychological stress, depressive symptoms, decreased self-esteem, and resilience.

Instagram use is a positive predictor of body dissatisfaction and is associated with self-objectivity, internalization of beauty standards, and appearance comparisons [14]. The ideal image exposure on Instagram tends to lead individuals to social comparison behavior (social comparison). Social comparison that is, the tendency of individuals to measure themselves against others [14]. Evidence has shown that social comparison is fueled by various content social networking sites (SNS). Examples include user profiles, status updates, and likes and comments [15].

Appearance-based social comparisons can encourage body dissatisfaction. Several researchers have suggested that more visually focused social media platforms (e.g., Instagram) can be very influential in terms of user body image [16]. Where the ideal male figure is to have a muscular body or, in contrast, to be slim. As a result, there is body dissatisfaction in men [12]. Evidence is shown by Pallarito [17], a survey on male body image, that about 20% to 40% of men are unhappy with some aspect of their appearance (including body shape, weight, muscle size and skin color).

This study aims to examine the role of appearance comparison as a mediator in the relationship between the intensity of Instagram use and body dissatisfaction. The hypothesis used in this study is, (H0) there is no role of appearance comparison as a mediator in the relationship between the intensity of Instagram use and body dissatisfaction. Also, (H1) there is the role of appearance comparison as a mediator in the relationship between the intensity of Instagram use and body dissatisfaction.

2. METHOD

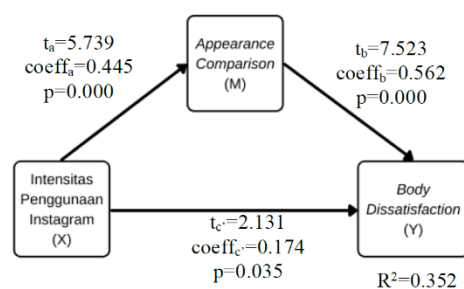
Participants involved in this study were male as many as 167 participants. Participants aged 19-28 years (M=21.24, SD=1.880). To test the research hypothesis, 3 measuring instruments were used in data collection, namely, The Instagram Intensity Scale [18] with a

Cronbach's Alpha value of 0.878. The Physical Appearance Comparison Scale - Revised (PACS-R)[19] with Cronbach's Alpha value of 0.897. the third measuring instrument is the Male Body Attitudes Scale (MBAS) [20] with Cronbach's Alpha value of 0.899. Research questionnaires were distributed online through various social media platforms such as Instagram, WhatsApp, and LINE. The data analysis technique used regression analysis.

3. RESEARCH RESULT

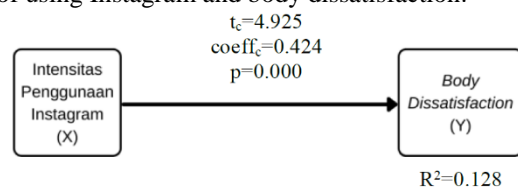
The results of the mediation test show that the relationship between the intensity of Instagram use and appearance comparison has a value of $t_a=5.739$ and $coeff_a=0.445$. This means that the intensity of Instagram use can significantly affect the appearance comparison of 0.445 ($p < 0.05$). The relationship between appearance comparison and body dissatisfaction has a value of $t_b=7.523$, $coeff_b=0.562$ and significant ($p < 0.05$). Meanwhile, the direct relationship from the intensity of Instagram use to body dissatisfaction has a value of $t_c=2.131$, $coeff_c=0.174$ and significant ($p < 0.05$). The value that determines the intensity of using Instagram can affect the level of body dissatisfaction through a mediator, namely, appearance comparison of 35% ($R^2 = 0.352$). It can also be seen in the figure below

Figure 1: Appearance comparison as a mediator in the relationship between the intensity of Instagram use and body dissatisfaction.



Meanwhile, in the direct relationship between the intensity of Instagram use and body dissatisfaction without an intermediary, the value increased to $t_c=4.925$, $coeff_c=0.424$ and significant ($p < 0.05$). The value that determines the intensity of using Instagram can affect body dissatisfaction to decrease to 13% ($R^2 = 0.128$). The results of a direct relationship between the intensity of using Instagram and body dissatisfaction can be seen in the figure below.

Figure 2: The relationship between the intensity of using Instagram and body dissatisfaction.



While the total effect between the intensity of using Instagram on body dissatisfaction has a value of 0.424. The direct effect value between the intensity of using Instagram and body dissatisfaction is 0.174. Meanwhile, the value of the indirect effect between the intensity of Instagram use and body dissatisfaction mediated by appearance comparison is 0.250. With the bootstrap confidence interval (CI), BootLLCI (bootstrap lower level for CI) of 0.137 and BootULCI (bootstrap upper level for CI) of 0.384. Then, it can be concluded that appearance comparison as a mediator variable has a significant role. This can happen because the BootLLCI and BootULCI values are still in the 0 (zero) range. The data can be seen in the following table.

Table 1: The results of the total effect, direct effect and indirect effect

	Nilai Effect	BootL LCI	Boot ULCI
Total Effect	0.424		
Direct Effect	0.174		
Indirect Effect	0.250	0.137	0.384

There is also a large effect on the statement that appearance comparison has a significant role. Big effect role the mediator variable is 59% of the relationship between the intensity of using Instagram and body dissatisfaction through appearance comparison. While the remaining 41% is a direct relationship between the intensity of using Instagram and body dissatisfaction. So it can be concluded that the hypothesis (H1) in this study is accepted.

Bergeron and Tylka [13] state that men's body dissatisfaction is associated with lower self-esteem. In fact, body dissatisfaction in men is also associated with more psychological well-being indices. Examples include higher psychological stress, depressive symptoms, lower self-esteem, and psychological resilience.

This research is also in line with the research of Fardouly and Vartanian [1]. This study examines the relationship between the frequency of Facebook use and body image concerns (consisting of body dissatisfaction and drive for thinness) in female students. The results showed that the use of Facebook with body image concerns had a significant relationship. Positively correlated with general appearance comparison. The results of the mediation analysis show that appearance comparisons generally mediate the relationship between Facebook use and body image concerns.

Research shows, in terms of duration, the role of appearance comparison has increased along with the increase in the duration of Instagram use. The results

showed that in a duration of < 30 minutes, appearance comparison had a large role of about 4%. Meanwhile, in duration > 180 minutes, the role of appearance comparison increased to 66%.

This result is in line with previous research from Engeln et al.[16] which examines body dissatisfaction in women by comparing use on Facebook and Instagram. In his study, participants who had used Instagram for 7 minutes experienced a significant decrease in body satisfaction and a more significant increase in appearance comparison compared to Facebook use. So, it can be concluded that the intensity of Instagram use in terms of duration can lead to an increase in appearance comparison and also body dissatisfaction.

The results show that appearance comparison has a role of 59%, but the results of the level of body dissatisfaction are low with an empirical average value of 3.40. So, it can be said that the intensity of using Instagram and appearance comparison does not significantly affect body dissatisfaction in men. This is one of the limitations of this study. This is because the participants were not controlled by the authors and this study did not focus on an intense duration (60 minutes or more).

The low body dissatisfaction in this study is in line with the research of Chen et al., (2007)[21] in their research on the impact of Body Mass Index (BMI) with the perception of ridicule (teasing), social pressure to be thin, appearance comparison, internalization of the ideal-thin, and support perceived social dissatisfaction on young men and women's body dissatisfaction. His research shows that body dissatisfaction in men is also predicted by BMI related to teasing of appearance and social pressure. The result is that the ideal-thin internalization is not significantly related to body dissatisfaction.

Another limitation of this research is the online data collection technique. Although it has added value by making it easier for authors to collect data. However, the obstacle that occurs is that individuals tend to more easily ignore the questionnaire given. Questionnaire distribution is indeed easier to distribute, but it becomes more difficult to collect again because individuals who receive the questionnaire link tend to ignore it.

4. CONCLUSION

This research is a quantitative research using mediator variables. Through the regression analysis that has been carried out, it was found that the role of the mediator variable was found. The mediator variable in this study is appearance comparison, which plays a significant role in the relationship between the intensity of Instagram use and body dissatisfaction. So it can be concluded that the hypothesis in this study is accepted. The magnitude of the effect of the role of appearance comparison as a mediator is 59%. Meanwhile, the remaining 41% is a direct relationship between the intensity of using Instagram and body dissatisfaction.

Suggestions that the author can give for further research, are expected to gather more participants. The lack of participants is one of the shortcomings in this study. It is also hoped that the questionnaires will be distributed not only online but also physical questionnaires. In accordance with the author's experience, because the condition is still in a pandemic, the author must distribute questionnaires online. Even though they have tried in various ways, only a small number of participants have been collected. So, it is hoped that in future research, more participants can be gathered by distributing both offline and online.

Then, for further research, it is recommended to use other variables that are not included in this study. It is also recommended to focus more on the duration of more intense use of Instagram. With a duration of 60 minutes or more, perhaps the good results from the intensity of using Instagram, appearance comparison, and body dissatisfaction can lead to significant changes. Also, it is suggested in future research to control participants by setting limits on participant criteria before distributing questionnaires. It is recommended that, in order to obtain more comprehensive data

Suggestions that the author can give to participants in this study are to maintain body satisfaction by limiting the use of social media. In addition, you can also sort out information (content) that is spread on social media, in order to avoid negative effects that might occur afterwards.

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