



# Exploring the Impact of Social Media on Body Management Among Chinese Females in Universities

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**Abstract.** The current fast pace of life is easy to make people anxious, and female body aesthetic as a topic of historical origin, has already become the anxiety problem faced by women. This paper will explore whether the influencing factors of women's weight loss concept and body anxiety have changed, and how women manage and present themselves in the face of such anxiety through social media. As social media becomes more influential, the things affecting women's body anxiety are worth studying and finding ways to ease it. To understand social discipline and social media aggravate women's body anxiety, this paper used in-depth interviews with individual women with body anxiety. The study found that women also carry out self-management and self-liberation in this discipline.

**Keywords:** Social media · Body anxiety · Chinese female · Universities · Body management

## 1 Introduction

### 1.1 The Research Background

Many scholars from the perspective of sociology, the female body is studied in ancient China women's bound feet and modern high heels. For example, the ancient women's foot binding is the result of the masculine system culture of discipline, is the bondage of male to female, and this kind of discipline and bound by their own, to further strengthen the social construction of the female body [1]. Similarly, the process of high heels becoming a symbol of mature women from not exclusive to women is formed in social construction and is the process of female body being "disciplined". However, the female body shape change behavior is influenced by the female beauty myth norms formed by the dual pressure of patriarchy and capitalism. In the research on the phenomenon of weight loss among female college students and the causes behind it, it seems that weight loss is a self-choice of female college students on the surface. But in fact, it is disciplined by patriarchy, slim culture and modern consumption.

## 1.2 The Research Question

Scholars have also studied the female body in terms of the relationship between body and identity. For adolescent women, the adolescent period is the key period of identity formation. The essence of slimming is to gain individual, group or social identity through shaping the body, but the acquisition of identity is risky and needs to be treated seriously [2].

### 1.2.1 College Students Use Social Media for a Long Time and Rely Heavily on It

Wechat is the most popular social media used by college students, followed by Weibo, while QQ and other social media such as Douban, Momo, tieba and so on are used relatively little [3]. In terms of the time spent on social media, college students mostly use social media in fragmented time, and most of the time spent on social media is less than half an hour. Less than 10% of the population use social media for more than an hour each time. Although the single use time is short, the daily accumulative use time is long, mostly 2–4 h, and a few students use time more than 4 h every day [4]. In terms of years of use, more than half of these college students started using social media in primary school, and they have been online for more than 10 years (see Table 1).

In terms of using functions, college students pay most attention to the social function of social media. They like to use social media to know the dynamics of friends and maintain interpersonal relationship with friends and family members, or kill time with social media when they are bored. They are less likely to express themselves or their opinions on social media, and less likely to use social media to make new friends. Most college students often look forward to new news on social media, or stop what they are doing to use social media [5]. To a certain extent, they are dependent on social media, which harms their concentration. But there is still a certain distance from the pathological “addiction” symptoms (see Table 2).

**Table 1.** The grade distribution information of students participating in the questionnaire.

gender	Freshman year	sophomore year	junior year	senior year
male	25	22	5	17
female	12	26	32	35

**Table 2.** Four popular social media products at home and abroad.

Category	Number
Weibo	105
QQ	168
We chat	174
Blog	56

### 1.2.2 College Students are Generally Anxious

This paper focuses on the three kinds of anxiety: information anxiety, self-development anxiety, and image anxiety [6]. Through the questionnaire survey, it is found that most college students show a certain level of anxiety, and few students do not worry about it. College students are most worried about self-development. They are less anxious about their current academic performance, but half of them are worried about their future life and graduation destination.

In terms of information anxiety, the anxiety most people experience comes from the guilt of wasting time after browsing information, followed by the fear of missing important information [7]. Fewer students will be anxious about too much information. In terms of image anxiety, college students show a lower level of anxiety. Although they are not satisfied with their own image and body shape, they do not worry too much about others' evaluation of themselves and have a strong desire to change themselves.

### 1.2.3 There is a Close Relationship Between Social Coal Use and Anxiety of College Students

In the survey, nearly half of college students said social media increased their anxiety, while 20% said social media increased their anxiety.

The students on the right believe that social media has reduced their anxiety, which shows that social media has a wide impact on college students' anxiety, and most college students can feel this impact.

Through the statistical results of interview data, it is found that the frequency, duration, function and dependence of social media use all have an impact on anxiety, while years of social media use have a relatively small impact on anxiety.

Therefore, the use of social media can affect the anxiety problems of college students. For female college students, body appearance anxiety is the most obvious, body and appearance is the biggest concern after study.

## 1.3 Research Significance

College students are the reserve talents for the development of our country, and their future is the future of our country. In the era of quality-oriented education, society should not only pay attention to college students' academic status, and employment status, but also their psychological status. In the face of increasingly fierce competition in society, college students have more anxiety and depression psychological frequency. If these things are not timely solved, it will affect the future life state. So, whether college students have a good psychological state will be directly related to personal development. In the era of new media, people spend more and more time on new media, and media has an increasing influence on people. Social media has become one of the important factors influencing college students' psychological problems.

Female college students, who are more sensitive than male students, will be more affected by social media. Girls naturally love beauty, so the worship of beauty created on social media will make them more anxious about their appearance. Therefore, whether the body appearance anxiety of female college students seriously affects their personal mood and subsequent life, and how to solve it has become an important research issue.

## 2 Methods

This paper adopted two methods, the questionnaire survey method and the interview method, among which the interview method is the main method.

Firstly, the questionnaires were randomly distributed to investigate the form and frequency of students' use of social media, and then the interview method was used to conduct a more in-depth and detailed investigation.

This paper conducted questionnaires and interviews among female college students of different grades. And then selected 10 members from the different grades for in-depth interviews [8]. The subjects were all chronically anxious about their body shape, and had made progress through their mobile phones. In order to ensure the results of the study, it is officially carried out. Prior to the study, the researchers kept interviews with women, including some of the interviewees. Contact over a period of time, in the form of chat (including online chat) and preliminary interview. On this basis, the interview outline is formed, and the main content is included in the club. Whether information in the media contributes to body anxiety, and in what ways does. This kind of anxiety and how they do in the face of this kind of anxiety [9].

Ten members were selected for in-depth interviews. The interviewees were women with chronic anxiety about their bodies and chronic self-management via mobile phones. In order to ensure the research effect, the researcher-maintained contact with the women including some interviewees for a period of time before the formal launch of the study, and conducted pre-interview in the way of chat (including online chat). On this basis, an outline of the interview was formed, mainly including whether the information in social media would lead to body anxiety, which aspects caused such anxiety and how they did in the face of such anxiety. In the process of research, self-questioning and self-reflection were constantly conducted to ensure the credibility and effectiveness of the research, aiming at the scientificity and skill of the interview and the authenticity and recognition of the interview results. The interview outline is as follows.

- (1) Are you suffering from body anxiety?
- (2) What do you think of "A4 waist, cartoon leg, calf nerve block, cranial top lift"?
- (3) Are you happy with your body? Has the dissatisfaction reached a level that makes you anxious?
- (4) What do you think is the main cause of body anxiety? How much of the visual aesthetic?
- (5) Are you physically uncomfortable with your body imperfections?
- (6) Have you ever had physical problems with your body? Can you describe it briefly?
- (7) Have you made any changes to your imperfect body?
- (8) Do you think exercise can relieve body anxiety? Why is that?
- (9) Is there any mental health education on body anxiety at school? Is the experience after learning convenient to tell?
- (10) Does your current body shape affect the friends you make?

In the process, the author aims at the scientificity and skill of the interview and the truth of the interview results. Sex and recognition, constantly self-questioning, self-reflection, to ensure research.

### 3 Results

Through the analysis of the in-depth interview content, it is found that there is a link in the patriarchal society. In the context of environmental discipline and social media education, it is true that women are suffering from body wasting. Worry about the mood, but in the social economy gradually developed, gradually improve the political system. Women's body concept also began to wake up. Common ideas under social media education. American scholar Gerbner put forward the "theory of education" to prove that the public.

The influence of television in media on people's subjective ideas shows that different societies. People of the social class thinking because they receive similar information when they watch TV. Things tend to be alike. Cultivation theory is equally relevant in the age of social media.

Although the times are developing, it seems that the aesthetic requirements for the female body are not. Whether in people's minds, or in the big society. On the mass media, this appearance are consistent with thin for the United States, protruding after warping, long legs, in this aesthetic is pushed to the extreme by social media algorithms. From "A4 waist" and "coin on collarbone" to "ant waist". Girls' legs are all about promoting women's thinness. In life and in the workplace, Women with good looks and good bodies are favored, while obese women are often discriminated against. All kinds of propaganda and teaching about women's body beauty on social media. Under the change, the pursuit of "thin" has become the common concept of most women.

#### 3.1 Self-construction and Identity in Body Anxiety

Interviews found that while women have long been subjected to body aesthetics and social media, but the act of women losing weight reflects the effect of women. The construction of self and the pursuit of identity, the motivation to lose weight from external pressure force, and reduce weight this one behavior also is a kind of ego breakthrough. They want to know slim down successfully to construct their own beautiful vision, establish self-identity and win get the recognition of others, which is also the assimilation of the concept of "thin" (see Table 3).

#### 3.2 Awakening of Self-consciousness in Struggle

In the face of body anxiety, women do not sink in anxiety, but start find a way out of your anxiety. They reflect on information from the outside world as well as themselves and

**Table 3.** Female college students attach importance to body shape management.

category	Number
exercise	12%
Listen to the music	8.1%
Go on a diet	73.2%
Micro plastic	6.7%

manage themselves accordingly. When it's mobile and social in the 1980s, people's self-management became more convenient and diversified. In Chinese society, people form a fellowship and share the same goal [10]. In the group collect friends to supervise and clock each other, post and members after each movement. Move, encourage each other, slimming success will also share experience in the group, pay change self-management skills. Many modern women in the face of body aesthetic this they have experienced a process of self-liberation from obedience to reconciliation.

## 4 Conclusion

According to the study, the beauty of women's bodies in the age of social media remains the same. It is a single and even deformed aesthetic that women in the media society can be affected by a number of external factors and have doubts about their own bodies. Women see body image as an expression of self-image and self-identity, think of body shape as a way to show off your ability to manage yourself, and using all kinds of social media for body management. Once the existence of female appearance anxiety is very easy to become inferior, so that will make anxiety, will let them slowly lose confidence. Sometimes it can also cause woman to have mild social phobia. Because of low self-esteem, they are afraid to participate in any social activities. To some extent, facial anxiety has caused a very serious impact on their life. Anxiety about woman looks can also make them less confident, sometimes even doubting themselves. The lack of confidence in woman makes they unable to believe in the world, and it also makes they unable to focus on study and life. Lack of confidence can make they feel like they are slowly losing their faith, which can be a form of mental torture.

As a psychological problem, body anxiety is becoming a psychological behavior problem that needs to be paid attention to and corrected. First of all, it is necessary to guide college students to establish a correct body aesthetic. Body aesthetic should vary from person to person. Individual body has its own uniqueness and healthy body aesthetic should be more diverse; Secondly, it is important to strengthen the psychological cognitive ability of college students and improve the degree of mental health, so that college students can heart full of sunshine. They should accept themselves to be confident and away from body anxiety; Finally, teacher should to guide college students to moderate physical exercise. Healthy physical exercise can promote physical health and mental health. It can also relieve their body anxiety. "I want to remind students that body is more important than body shape. Don't diet too much or exercise too much for your body shape. Eat well and protect your body nutrition."

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