

The Correlational Study of the Influence of Mass Media on One's Self-Satisfaction

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ABSTRACT

As the world has globalized-involving changes in cultures, values, and popularities, people's values have been changing all the time. In recent years, it is undeniable that people have given importance to their "beauty" and "how people judge their looks," which results in the change in beauty standards. One major factor contributing to the change in people's attitudes toward self-satisfaction is "mass media." Nonetheless, there is a lack of evidence to support such a claim to depict between mass media and self-satisfaction. Therefore, this study aims to explore those relationships between the two subjects. A survey using 11 questionnaires for females and 12 questionnaires for males based on a 5-point Likert scale with 165 participants was carried out. The findings of this study showed that mass media influenced self-satisfaction.

Furthermore, the result showed that mass media and self-satisfaction have a positive correlation. This paper also suggests the readers enhance a positive mindset on their body image to gain more self-worth. This information obtained from the survey also indicates that the readers need to get rid of their negative attitude on their body image or outer appearance in order to be able to feel worthy of self-love and give less importance to their inner beauty or mental health and focus on their appearance.

Keywords: beauty standard, mass media, self-satisfaction, positive mindset and body image

INTRODUCTION

1.1 The Definition of Mass Media

Mass media can be defined as media consisting of appropriate programs,

produced by creators or agencies and the audience receives them. According to Oxford dictionaries, it is defined as the different methods of giving information to the audience, for example, through newspapers, television, and radio.

Nowadays, mass media has contributed to many aspects of life. Most of the entire population of every country depends on the mass media and this can be inferred that some people may be affected by mass media. Most teens love watching television and are indirectly affected by antagonist characters in the show they watch (Zaleha, 2010). However, Mass media doesn't always cause positive consequences. There are also negative consequences that affect people's minds, especially youths. As the world changes every day, technology becomes better, therefore, A variety of worldwide information available through the internet, such as news, sending and receiving electronic mail, commerce, entertainment including watching, and more can be accessed (Mokhtar, 2000).

In addition, images and videos in the media such as the internet, television, etc. might be an issue for adults. Since seeing advertisements or videos decreases self-consciousness in teenagers.

1.2 The Definition of Body Image (Poon)

Initially formulated by the German writer-Schilder-in his monograph, body image was regarded as "the picture of the body formed in our mind" (Slade, 1994). It is explicit that these days, as a result of generalization and globalization, people

usually give value to the beauty of their bodies and their attraction to other people. This perception stems from people's beliefs in their appearances, their feelings on their bodies, and their attitudes toward movement. All of the aforementioned issues can either positively or negatively affect the aspect of our bodies.

Understanding self-worth genuinely, positive body image happens when one admits his appearance, in other words, knowing that an appearance should not be taken into consideration when concerning self-esteem. Whoever has a positive body image is the one who truly accepts and appreciates one's body without any exception. It is literally vital to have a positive body image because it has such a significant impact on our views toward ourselves and our interactions with others; it affects our physical, mental, and social behaviours.

Oppositely, negative body image can occur when one feels dissatisfied with one's appearance. It has been statisticised that in 2020, there was an increasing rate of children who do not like some aspects of their body. (Hosseini, *Body image distortion* 2021) As people grow older, especially in their teenage years, our body is to be changed due to the changes in hormones, both males and females. Negative body image can become more deep during that period of time. Moreover, our body image can be affected by the ideas and values of our family, acquaintances, education, work, and tradition also. (O'Dea & Abraham, *Improving the body image, eating attitudes, and behaviors of young male and female adolescents: A new educational approach that focuses on self-esteem* 2000) Consequently, with negative body image, there is a risk of having a multitude of physically, emotionally, spiritually, or socially unhealthy lifestyles. Associated unhealthy conditions with having a negative attitude toward the body can lead to having a chance of getting various kinds of disorders, social anxiety, low self-worth, muscle dysmorphia-MD, problems with

relationships with other people, or even self-harm tendencies. (ApaPsyncNet) Thus, it is dramatically vital to tackle and overcome a negative body image.

As having a positive mindset on an appearance is beneficial for us, it is significant to overcome negative body image and boost up our body image to eventually become positive. To have your body image positive, you have to begin with love and respect for your body; this will help you gain more self-confidence-how you feel and think about your body. (Tylka& Wood-Barcalow, *What is and what is not positive body image? Conceptual Foundations and construct definition* 2015) Those who have low self-esteem will correlationally lead to having negative body image. To gain more self-esteem, it is needed to positively build up your attitude towards your body. Also, it is important to believe in yourself, try to think that your body can do anything; which means having a positive attitude. This includes trying to avoid thinking of becoming perfectionist, no comparison with others, and avoid criticising one's body. On top of that, raising emotional awareness can help prevent negative body image. (Ata et al., *The effects of gender and family, friend, and media influences on eating behaviors and body image during adolescence* 2006) This means that it is important to try to handle an emotion when there is an unpredictably upset predicament.

All in all, it is literally essential for us to have a positive body image, as having a positive body image can lead us to having an enhancement of psychological modification; however, negative body image can lead to various kinds of serious disorders to which mass media and changes in life are the main factors, such that it is necessary to overcome such a problem and try to enhance our positive body image.

1.3 The Definition of Self-Satisfaction and its importance

Emphasizing the word self-satisfaction, according to Oxford online

learner's dictionaries, it is a fact of being satisfied with oneself or their achievements. Moreover, self-satisfaction can also be seen as a subjective evaluation of oneself, environment, and quality of life, which can be influenced by subjective and objective factors (Ilinykh&Udaltsova, 2016). To be more specific, self-satisfaction grows indifference to people differently.

It is significant to maintain a suitable self-satisfaction because it is undeviatingly related to self-esteem, as Dohnt et al., 2006 mentioned. To be more specific, a study was conducted by Kernis et al., 1993 to prove the hypothesis that the stability of self-esteem affects cognitive and emotional reactions to interpersonal feedback. It was evident that people with greater self-esteem were associated with acceptance and positive sentiments following positive feedback but rejection and defensiveness following negative feedback. On the other hand, instability was irrelevant to positive feedback but to more embryonic defensiveness and greater acceptance of negative feedback for low self-esteem. Moreover, self-satisfaction is curvilinearly associated with the social adjustment and conceptual dimension of ego control. (Block & Thomas, 1955)

2. Theoretical Framework; influences of mass media on self-satisfaction

Nowadays, in a world of technology, it is undeniable that mass media influences self-satisfaction in different perspectives such as body appearances, where people desire to maintain beauty standards and lifestyles. Therefore, when individuals fail to be a part of the above mentioned standards, they grow more self-dissatisfaction, leading to lower self-esteem (Dohnt et al., 2006). Furthermore, research conducted by Knauss et al. concluded that girls showed higher body dissatisfaction, internalization of media ideals, and pressure to achieve it than boys. In addition, it is proved that watching appearance-focused television programs can temporarily antecedent appearance satisfaction (Dohnt et

al., 2006). This claim is also supported by another experimental meta-analytic review by Groesz et al., 2001 that satisfaction results more negatively after observing thin media images than after viewing images of average size, plus-size, or inanimate objects.

However, other than mass media, it is also possible that other influences are affecting self-satisfaction, such as cultural differences, parenting styles (Chang 2006), and more.

METHODOLOGY

The survey involved 165 participants, consisting of 120 women (72.7%) and 45 men (27.3%). The data were collected via an anonymous self-administered questionnaire on the Internet platform. The study was conducted efficiently online during the covid-19 pandemic when all individuals shall isolate themselves from one another. This method requires no contact as well as convenience since anyone can participate from all places. Furthermore, all participants were given insight into the purpose of the study before continuing with their online responses.

This survey was divided into two parts which were questionnaire statements for males and females. The survey was designed to be a 5-point Likert Scale ranging from strongly dissatisfied (scale 1) to strongly satisfied (scale 5).

Regarding the images being used in our survey research, they were used to observe what people usually think of when they first see such images.

For females, the images used in the questionnaire statements consisted of females with different body sizes (thin, normal, overweight), different skin colors (white and dark), different skin surfaces (clear and smooth skin and faces with acne), and different fashion clothing styles (fashionable person and lamestyle person). Proceed to the next section, where descriptions of all visual media attached to each questionnaire for female participants are provided.

1.



In this image, the model has a strong and slightly masculine body structure, which according to current trends, is an ideal body in a beauty standard.

2.



The female model in this image has a rather slender body.

3.



The woman shown in the photograph is overweight.

4. For this part, a commercial of a facial whitening product was provided. This advertisement was once viral as the actress mentioned clearly that "just being white is

winning." However, in the end, the commercial was banned as people believe that whether or not we are white, we are all equal. Some think that this publication was trying to promote the misconception of beauty.



5. One of the music videos by the world's most famous Korean idol girl group, Blackpink, is attached. The members of the band perfectly suit the world's beauty standard from all perspectives. To be more specific, they are tall and have slim bodies. They also have fair skin without acne. In addition, they wore priceful products from world-class designer brands in the project.



6.



This lady is wearing a fancy dress and holding an expensive handbag while

owning many more from high-end brands. Furthermore, there is a luxurious car behind her.

7.



The woman is wearing a casual and simple outfit with an unbranded bag.

8.



This model has acnes and blemishes surrounding her facial area.

9.



The Korean model has clear acne-free skin. In addition, her skin is smooth and dewy. According to the current beauty standard, this is the perfect skin every girl dreams of.

10.



The model in this image has fair, light skin.



The model in this image has a dark skin color.

Besides, for males, images were the same but might be different in some aspects, consisting of males with different body sizes (thin, normal, muscular, and overweight), different skin colors (white), different skin surfaces (clear and smooth skin, and faces with acne), and different fashion clothing styles (fashionable person and lamestyle person). On top of that, videos were also included in our questionnaires to observe how advertisements and music videos can influence people's minds about their self-satisfaction.

In this section, descriptions of all visual media attached to each questionnaire for male cooperators are provided.



1. This man shown in the picture is underweight.



2. The body type of this man is average weight and tall.



3. The model is firm and the model has a six-pack which most of the males dream of.



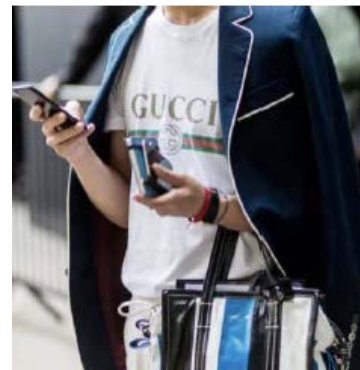
4. The man shown in the photograph is overweight.



5. The model has flawless skin which fits to the current beauty standards.



6. The model has acne and redness on his face.



7. This picture refers to a posh lifestyle and people who are fashion-conscious.



8. The man is wearing a simple outfit and holding a normal bag.



9. The model in this picture has a dark skin colour.



10. The man in this image has fair skin.

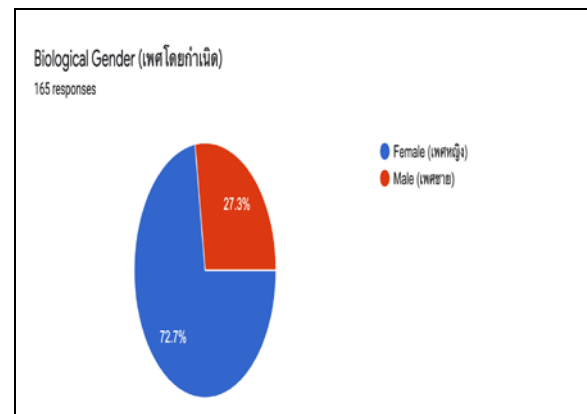
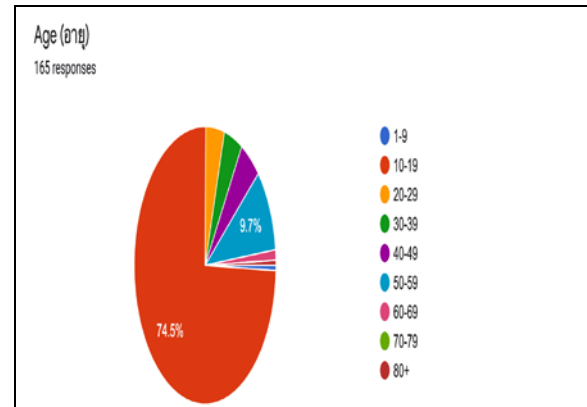


11. Attached here is one of the most famous Korean idol group's music videos. Members in this group used to be named "Most Handsome Man in the World" by the publications which reveals today's beauty standard. They were also the ambassadors of many well-known brands.

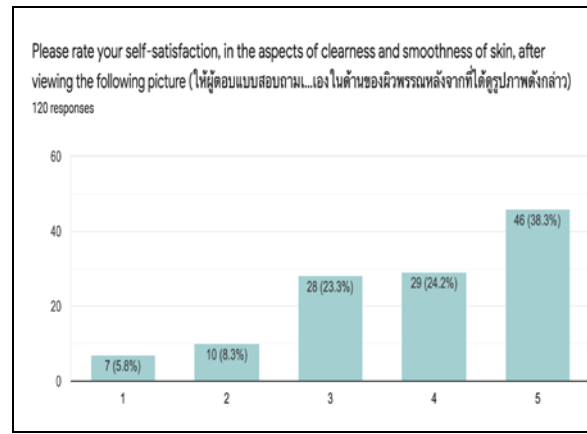
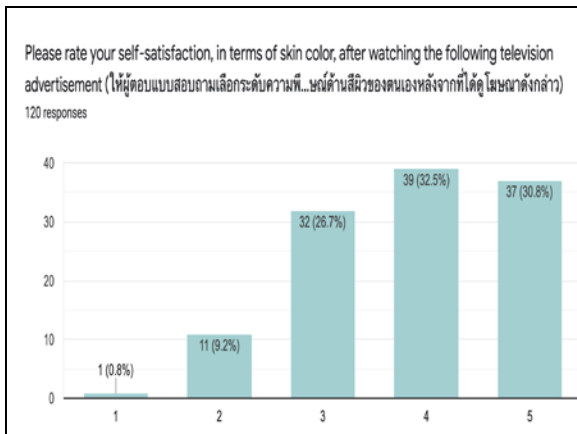
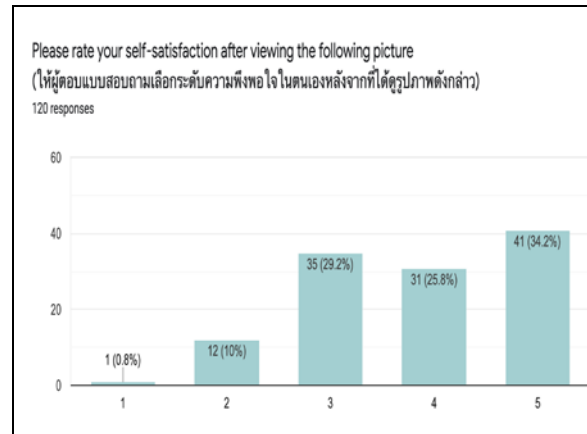
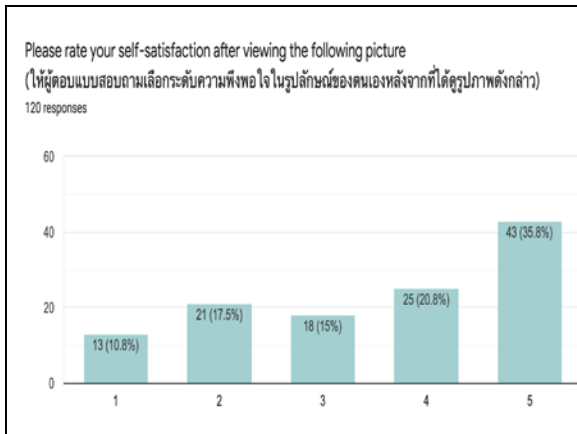
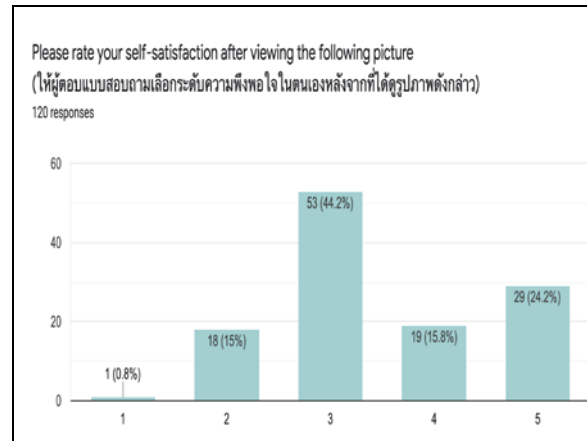
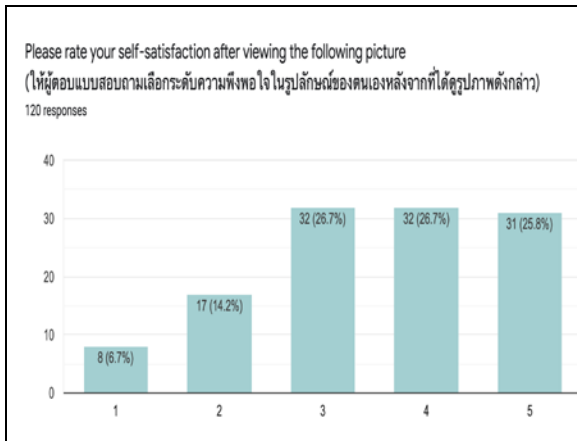
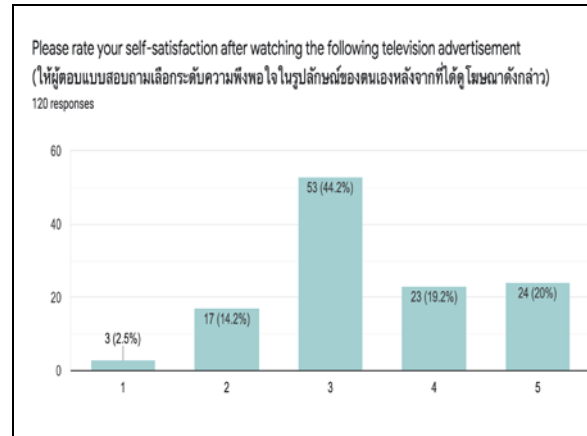
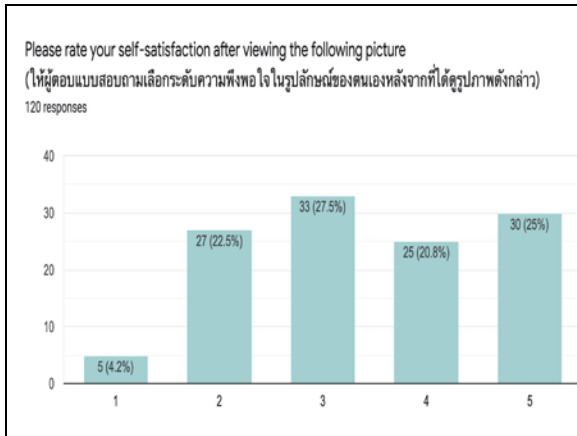


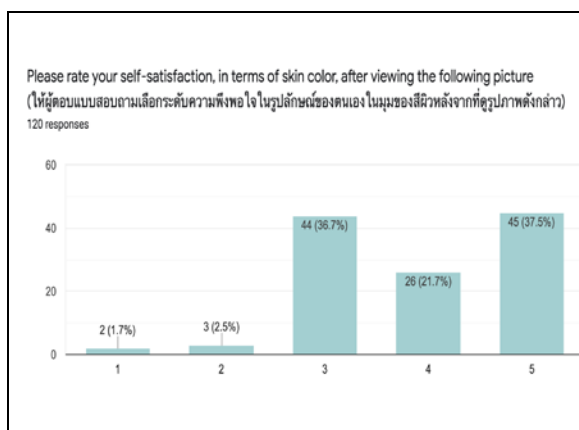
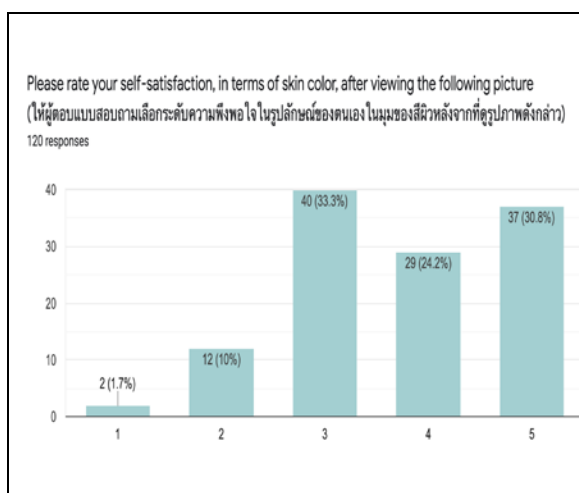
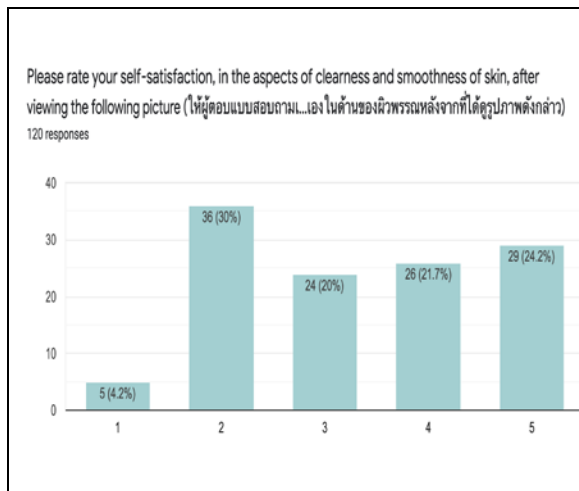
12. A detergent commercial video that aired in China shows a black man being transformed into a fair-skinned man after being stuffed into a washing machine.

RESULTS AND DISCUSSION



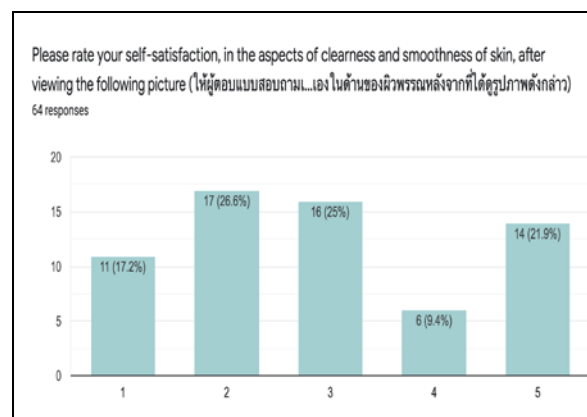
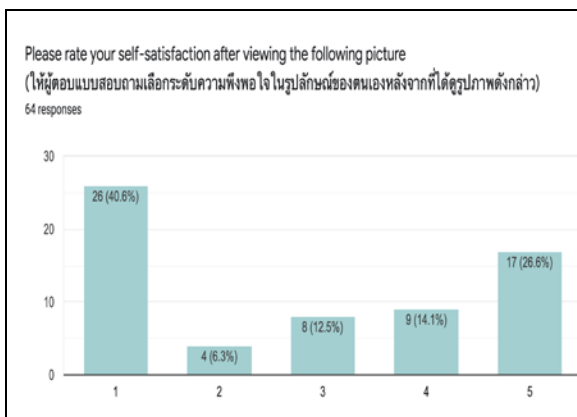
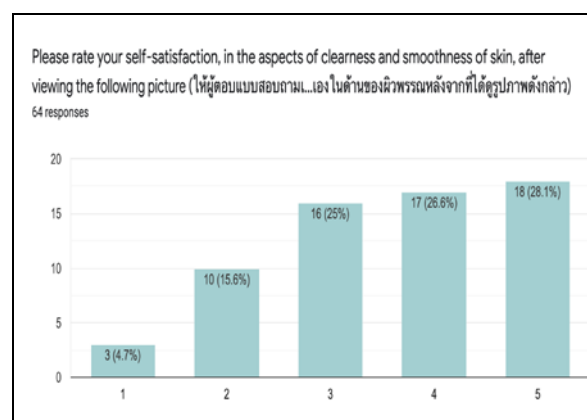
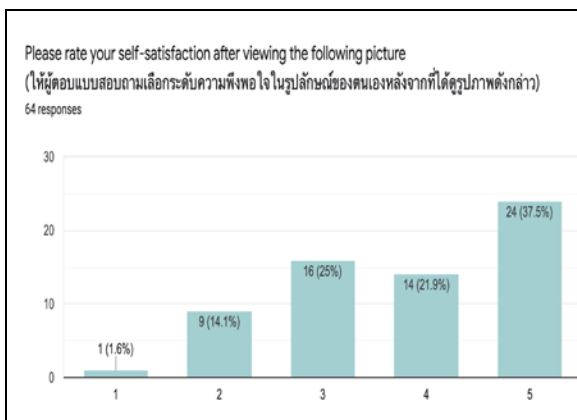
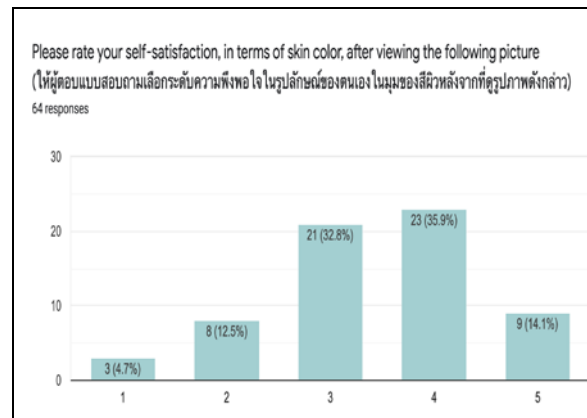
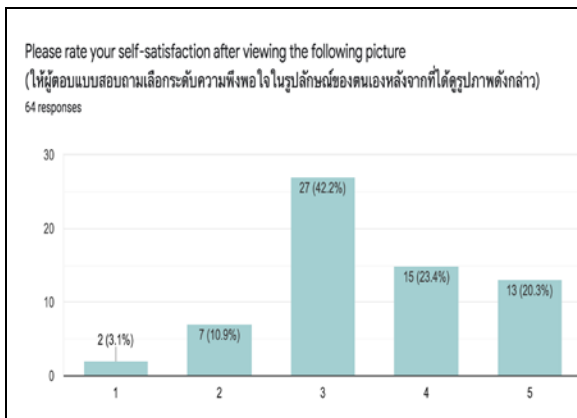
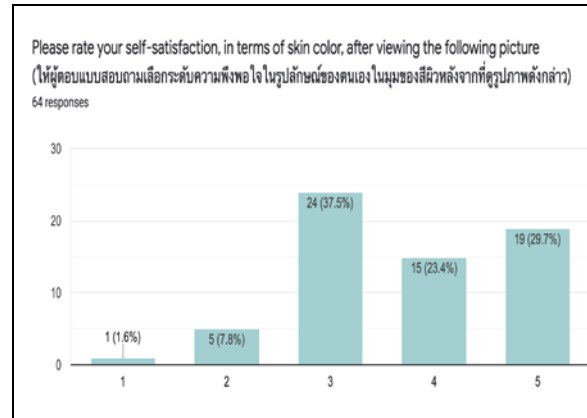
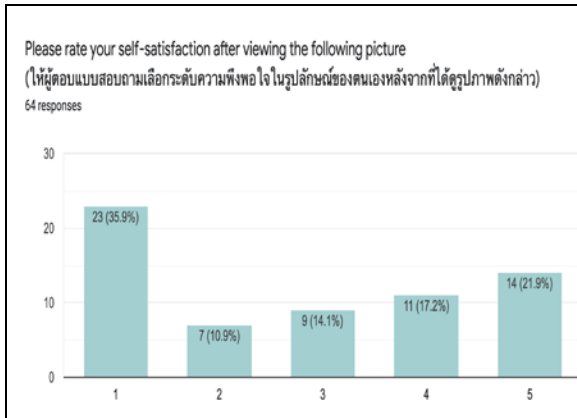
Regarding the results obtained from the 5-point Likert Scale questionnaires, the data analysis reveals that there is a correlation between mass media and self-satisfaction; for both males and females. The survey involved 165 participants: ages 1-9 1 participant (0.6%), ages 10-19 123 participants (74.5%), ages 20-29 7 participants (4.2%), ages 30-39 7 participants (4.2%), ages 40-49 8 participants (4.8%), ages 50-59 16 participants (9.7%), ages 60-69 2 participants (1.2%) and ages 80 or above 1 participant (0.6%). Regarding the biological gender, 120 participants (72.7%) are females and 45 participants (27.3%) are males.

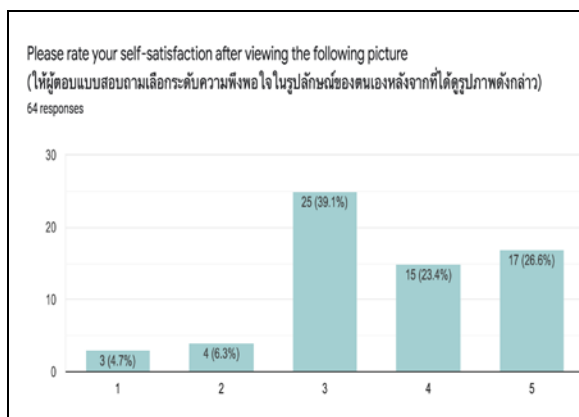
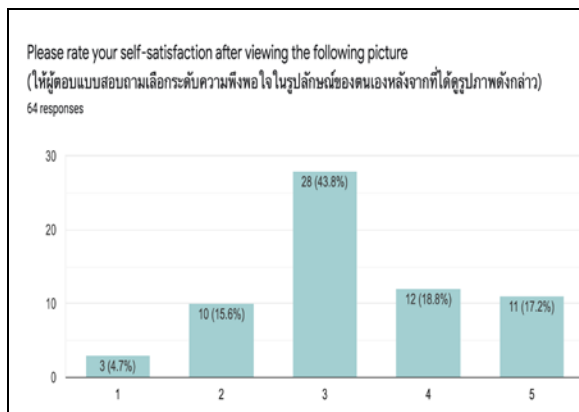
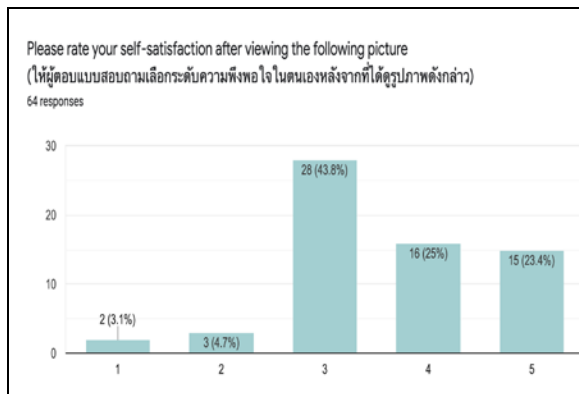
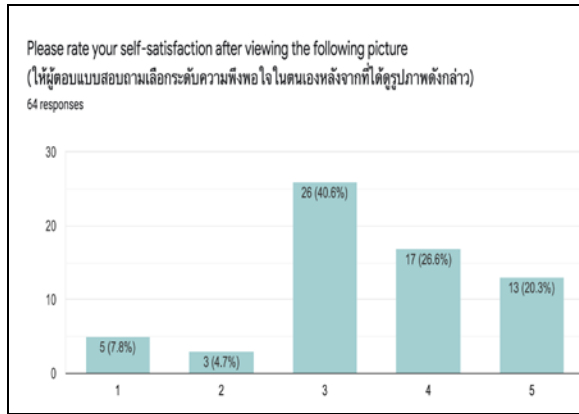




According to the bar charts, specifically focusing on body sizes, some of the females were still satisfied with their body when they saw an image of a strong model whose body is slightly masculine, some of them felt nothing and some felt dissatisfied with their body, which is valued by most of the people in this generation currently. This may vary depending on

people's attitude. (see figure 1) Coming to the next image, (see figure 2) a female model with a slender body, some of the participants felt nothing and some feel satisfied with their body and for an image of an overweight woman, (see figure 3) most of the participants felt satisfied with their body. For the videos attached to the questionnaires, some of the participants felt nothing when they saw an advertisement of a whitening product and some others felt satisfied with their body. (see figure 4) This may vary due to the participants in which most of the participants might be white in their skin. For the music video of the famous Korean idol group, most of the participants felt nothing when they watched this music video, while some others felt satisfied with their body. (see figure 5) Focusing on fashion clothing styles, for an image of the lady wearing a fancy dress in a luxurious lifestyle, most of the participants felt nothing while some others felt satisfied with their body. (see figure 6) Oppositely, when they saw an image of a woman wearing a casual outfit along with an unbranded bag, they felt satisfied with themselves and some others felt nothing. (see figure 7) Besides, focusing on skin surface, when participants saw an image of the model with acnes and blemishes, participants felt satisfied with their appearance (see figure 8) while most of the participants felt dissatisfied with their face when they saw an image of the Korean model who has clear acne-free skin which is what current beauty standard is looking for. (see figure 9) Lastly, for an issue of the skin color, some of the participants felt nothing and some others felt satisfied with their skin color, (see figure 10) as same as an image of participants with a dark skin color that some of the participants felt nothing and some others felt satisfied with their body. (see figure 11) This can be concluded that self-satisfaction may not be affected by the skin color for females.





who are males are not content with their body after seeing an image of a man who is underweight while some of them felt the same with their body (see figure 1). Coming to the next picture, a man with average weight and tall, the vast majority of people felt content with their appearance but some of them felt the same (figure 2). Proceeding to the next picture, a man who is firm and has a six-pack, most of the participants felt satisfied with their body after seeing the picture (figure 3). Continuing to the next picture, a man who is overweight, most people felt unsatisfied with their body after seeing the picture (figure 4). The next picture is of a man who is fair-skinned. The number of people who felt the same and felt content with their body is quite close (figure 5). Proceeding to the next picture, a man who has a dark skin color. People felt satisfied with their skin color after seeing the picture (figure 6). Focusing on the skin surface, most of the participants felt satisfied with their facial area after seeing the model has flawless skin which fits the current beauty standards (Figure 7). Most of the participants felt dissatisfied with their facial area after seeing the model that has acne and redness on his face (Figure 8). Continuing with the fashion clothing styles, Most of the participants felt satisfied with their lifestyle but there were some people who felt nothing and fewer people felt dissatisfied with their lifestyle after seeing the picture of a man wearing a simple outfit and holding a normal bag (figure 9). The vast majority of participants felt the same and some of them felt nothing after seeing a man with a posh lifestyle (figure 10). Coming to the attached K-Pop video, people felt nothing after watching the music video, while some people felt satisfied with their bodies (figure 11). Lastly, focusing on the commercial video, most of the participants felt satisfied with their skin color after watching the video and 39.1% felt the same after watching the video (figure 12).

According to the bar charts, focusing on body shapes, most of the participants

CONCLUSION

Emphasizing this study investigates the relationships between the levels of self-satisfaction (a subjective evaluation of oneself, environment, and quality of life) and mass media influences. It provides empirical evidence to support statistical links based on 165 respondents, including 45 males and 120 females. The responses after viewing the media attached to each item vary. It shows that people care more about a particular aspect. To be more specific, participants' self-satisfaction tends to be affected and sensitive to skin's smoothness while not reacting much to skin color. The result is understandable as people experience different cultures and grow up differently; therefore, contents affecting their satisfaction may differ.

Conflict of Interest: None

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