

## The Impact of Social Media Use on Body Image and Self-Esteem among College Students

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### ABSTRACT

**Objective(s):** The current study aims to determine the extent of social media use, the degree of body image and self-esteem among college students, the influence of social media use on these concepts, and the variations in these constructs with respect to sociodemographic variables.

**Methods:** At the University of Kerbala in Iraq, a descriptive study was conducted in order to meet the previously mentioned goals. From the first of February, 2024, to the first of August, 2024. 98 students were included in the convenience non-probability sample, and the adopted questionnaire (in the Arabic version) was used to collect data. Structured interviewing is the method used to gather data for each student.

**Results:** According to the study's findings, 65.1% of students use social media at a moderate level. Of the students, 78.6% have low self-esteem, while only 41.8% have positive body images.

**Conclusion:** The present research found that students' use of social media has a positive impact on their body image and a negative impact on their self-esteem, and that the degree of these effects varies with the age of the student.

**Recommendation:** The study suggested concentrating on setting up meetings that highlight individual strength and acceptance as a means of fostering self-esteem.

**Keywords:** Social Media, Self-Esteem, Body Image

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