



**SOCIAL MEDIA CONSUMPTION EFFECT ON PARTNER
OBJECTIFICATION AND SELF OBJECTIFICATION IN
UNIVERSITY STUDENTS**

**A Research Project Presented to
Bahria School of Professional Psychology
Bahria University, Islamabad Campus (E-8)**

**In Partial Fulfillment of the Degree of Bachelor
of Science
BS Psychology**

**By
Nida Pervaiz**

Momina Faisal

**Supervised By
Ms. Naseem Irfan**

July 2024

SCHOOL OF PROFESSIONAL PSYCHOLOGY BAHRIA UNIVERSITY

- ISLAMABAD CAMPUS (E-8)

**SOCIAL MEDIA CONSUMPTION EFFECT ON PARTNER
OBJECTIFICATION AND SELF OBJECTIFICATION IN UNIVERSITY
STUDENTS**

By

Nida Pervaiz

Momina Faisal

Approved By

External Examiner

Internal Examiner

(Ms. Naseem Irfan)

Supervisor

BAHRIA SCHOOL OF PROFESSIONAL PSYCHOLOGY

BAHRIA UNIVERSITY, ISLAMABAD CAMPUS (E-8)

APPROVAL SHEET

SUBMISSION OF RESEARCH PROJECT

Candidates' Names: Nida Pervaiz, Momina Faisal

Discipline: BS Psychology

Faculty/Department: School of Professional Psychology

I hereby certify that the above candidates' work including the research project has been completed to satisfaction and that the research project is in a format of an editorial standard recognized by the faculty/department as appropriate for examination.

Signature (s):

Principal Supervisor:

Date:

The undersigned signifies that:

1. The candidate presented at a pre-completion seminar, an overview, and synthesis of major findings of the thesis and that this research is of a standard and extent appropriate for submission as a research project.
2. I have checked the candidates' research project and its scope and formal. Editorial standards are recognized by the faculty/department as appropriate.

Signature(s):

Dean/Head of Faculty/ Department:

Date:

DECLARATION OF AUTHENTICATION

We certify that the research work presented in this research project, to the best of my knowledge, is our own. All the sources used, and any help received in the preparation of this thesis have been acknowledged. We hereby declare that we have not submitted this material, either in whole or in part, for any other degree at this or any institution.

Signature(s):

Nida Pervaiz _____

Momina Faisal _____

DEDICATION

*This thesis is dedicated to our respected parents, siblings and to my friends Basit Islam, Rafia,,
Hurrairah, Emaan, institution & honorable supervisor, for their unconditional love, endless
support and constant encouragement throughout this journey.*

ACKNOWLEDGEMENT

In the name of Allah, the Most Merciful and Most Beneficent. All praises to Allah Almighty on whom we all depend for ultimate guidance and sustenance. Allah's blessings bestowed upon us the strength to finish the research. We would like express our deep and sincere gratitude to our research supervisor Miss Naseem Irfan , Senior lecturer at Bahria University, Islamabad Campus, for her invaluable guidance and motivation throughout the research.

We would also like to thank all our other teachers for providing us support and guidance through this journey. We extend our sincere appreciations to our family members and friends for their constant support and encouragement. We thank them for their moral support and prayers in the completion of our project.

Last but not the least we would like to express our gratitude to all the participants of the study who completed the survey. Without their contribution it would be impossible to complete this thesis successfully.

Nida Pervaiz, Momina Faisal

THESIS REVISION CERTIFICATE

It is to clarify that Nida Pervaiz and Momina Faisal Enrolment No. (01-171202-103), (01-171202-048) respectively, session Fall 2020 from School of Professional Psychology, Bahria University Islamabad conducted their undergraduate thesis entitled “Social Media Consumption Effect on Partner Objectification And Self-Objectification” under my supervision. They have revised their thesis in the light of the examiners’ suggestions, and to my satisfaction and to the best of my belief, its standard is appropriate for acceptance. Moreover, this thesis is an excellent work in terms of scope and quality for the award of the degree of BS psychology.

Supervisor: Ms Naseem Irfan

Dated: 3 July 2024

Table of Contents

Contents	
Page No.	
Approval Sheet	I
DWCLARATION OF AUTHENTICATION	II
Dedication	III
Acknowledgment	IV
List of Tables	VII
List of Figures	VIII
Abbreviations	IX
ANNEXURES	X
Abstract	XI
Chapter 1	
Introduction	1
Literature Review	4
Rationale	15
Theoretical Framework	16
Conceptual Framework	17
Objectives	18
Hypotheses	18
Chapter II	
Method	19
Research Design	19
Sample	19
Inclusion Criteria	19
	19
Exclusion Criteria	19
Operational Definitions	19
Measures	20
Ethical Considerations	21
Procedure	21
Chapter III	
Results	22

Chapter IV	
Discussion	33
Implication	36
Limitation	37
Recommendations	38
References	40
Appendices	47

LIST OF TABLES

Table 1	Demographic Characteristics of study (N=252)
Table 2	Descriptive analysis of study variables (N =252)
Table 3	<i>Pearson Product Moment Correlation Between Social Media Addiction, Partner Objectification Male, Self Objectification (N=252)</i>
Table 4	<i>Pearson Product Moment Correlation Between Social Media Addiction, Partner Objectification Female, Self Objectification (N=252)</i>
Table 5	<i>Simple linear regression analysis predicting Partner Objectification through Social Media Addiction (N=252)</i>
Table 6	<i>Simple linear regression analysis predicting Self Objectification through Social Media Addiction (N=252)</i>
Table 7	<i>Independent sample t-test analysis between gender on the variable partner objectification. (N = 252)</i>

LIST OF FIGURES

Figure. 1 A conceptual model of study

ABBREVIATIONS

PO	Partner Objectification
SO	Self Objectification
SMAS	Social Media Addiction Scale

ANNEXURES

ANNEXURES-A	Email permission for scale
ANNEXURES-B	Permission for data collection
ANNEXURES-C	Detailed Information Sheet
ANNEXURES-D	Informed Consent
ANNEXURES-E	Demographic Sheet
ANNEXURES-F	Social Media Addiction Scale
ANNEXURES-G	Partner Objectification (Male, Female)
ANNEXURES-H	Self-Objectification Scale
ANNEXURES-I	Plagiarism Report

Abstract

The pervasive use of social media has significantly influenced how individuals perceive themselves and others, often promoting physical appearance over other attributes. The social media consumption, especially exposure to content that idealizes physical appearance and romantic partner expectations, is highly attractive and prevalent among young adults. This constant exposure leads them to increasingly engage with such content and shapes their beliefs, making them internalize and project these unrealistic standards onto themselves and their relationships. This study investigates the relationships between social media consumption, self-objectification, and partner objectification among university students, with a particular emphasis on gender differences. A quantitative approach using a correlational research design was employed, involving 252 undergraduate students from both private and government universities in Islamabad and Rawalpindi, equally divided by gender and aged between 18-25 years. Participants, selected through convenient sampling, completed validated questionnaires measuring social media usage, self-objectification, and partner objectification. Statistical analyses revealed significant relationships between social media consumption, self-objectification, and partner objectification through the scale Social Media Addiction Scale (Cengiz Sahin, 2018), Partner Objectification Scale (Paul Curran, 2004), along with Self Objectification Scale (Sarah Dhal, 2014). Higher social media usage was associated with increased levels of both self-objectification and partner objectification. Additionally, social media consumption significantly predicted self-objectification and partner objectification. Gender differences were observed, with variations in the levels of self-objectification and partner objectification between male and female students. These findings highlight the substantial impact of social media on self-objectification and partner objectification among undergraduate university students. The study underscores the importance of further research and potential interventions to mitigate the negative effects of social media on young adults' perceptions of themselves and others.

Keywords: Social Media Consumption, Partner Objectification, Self -Objectification, Undergraduate University Students

INTRODUCTION

From the beginning of time, when humans were *Australopithecus*, they had the basic need to be seen, felt, heard and validated. From survival of the fittest to the history books and until this world's end, this need will remain there, constantly. Humans in the past came across various ways to fulfil this need. They formed groups, tribes and clans, a whole social system to live and interact with. Inter personally, they formed families, friends and acquaintances to fulfil the desire to be loved, appreciated and warm. Humans have creatively tackled the validation need by proposing multiple solutions.

Among its greatest innovations is the creation of mass media. Mass media is, a mode (or, less commonly, a single mode) of mass communication whereby information, opinion, advocacy, propaganda, advertising, artwork, entertainment, and other forms of expression are conveyed to a very large audience. (Duignan, 2023) According to an analysis, there are approximately 5.17 billion social media users around the globe (Global Social Media Statistics — DataReportal – Global Digital Insights, n.d.). It is the source for people to connect, share and communicate their thoughts, feelings and opinions.

The recent advancements in technology have amazed the minds and paved the way for a million opportunities for the people. On the contrary, in today's world, we see the rise of new challenges and how dangerously it is slowly poisoning our minds, bodies and our perception of the world. Social media platforms and television are a few leading reasons for the destruction. (Chan, 2013; Choi & Noh, 2019). Though young adults are more than aware now they are also more gullible to threats. Anxiety, depression, social isolation and low self-esteem are on high rise. (Dhir et al., 2018).

Mass media has altered people's imagination to the point where they cannot differentiate between real and unattainable. An example of the unattainable would be the beauty standards, living standards and even relationships, which eventually lead us to objectification. Social media platforms and the entertainment industry have now set a standard for everything. From how to brush your teeth to how you should fly a helicopter. We live in a society where each individual comes from different backgrounds, ethnicities, societal status and education.

All humans are different yet unique at the same time, for instance, they may experience similar situations but the way they will perceive it will be different. Individual differences play a key role in shaping personalities, likes and dislikes. But now, it seems that young adults especially have forgotten about embracing uniqueness and accepting their flaws. The constant idea of perfectionism feeds on their fear of being judged by others. The standards are again reinforced and fed to the minds by societal expectations or conformity.

Conformity is defined as, a type of social influence involving a change in belief or behaviour to fit in with a group (McLeod, 2023). Young adults are experiencing more relationship issues, typically fearing committing and connecting to their partners or accepting themselves or others for who they are. Briefly, we will discuss how other mass media platforms besides social media lead to the reinforcement of negative thoughts, feelings and perceptions about oneself, and others.

University students typically have more exposure to social media platforms as they have to keep up with their social circles, their student clubs, their networking etc. To surround yourself with people is a need that is at its highest during higher education years as individuals are in early adulthood trying to navigate their way and make sense of the world, they try to fit into what's acceptable in their environment. These years for many can also be challenging due to various factors such as financial constraints, body image issues, identity crisis, self-esteem issues and isolation.

The term isolation is often interchanged by either social isolation or loneliness. Loneliness is the state of distress or discomfort that results when one perceives a gap between one's desires for social connection and actual experiences of it (Loneliness, 2024). While combating loneliness individuals either try to fit in with a group of people who can help them with their lack of social support or look for individuals who can fulfil their need for connection in a more intimate dynamic. Therefore, even these academically crucial years of an individual's life can't resist the charming world of social media.

According to research, only 1% of university students use social media for academic purposes, 35% use them for chatting, and 43% for passing their time. Also, the study further found that 52% of the students were addicted to social media (Kolhar et al., 2021). Other than social media two other modes of mass communication tend to affect an individual, their self-perception and how they view the world, which are discussed below.

The portrayal of characters in the dramas often reinforces unrealistic beauty standards, contributing to the cultivation of idealized body images that may be unattainable for many individuals. Studies indicate that exposure to these idealized portrayals can have a

detrimental impact on viewers' body image perceptions (Perloff, 2014). The emphasis on specific physical attributes and flawless appearances in characters may lead to the internalization of beauty ideals, fostering feelings of inadequacy and dissatisfaction among viewers who may struggle to conform to these standards ("Television viewers' ideal body proportions: The case of the curvaceously thin woman," n.d.).

This idealization may contribute to relationship dissatisfaction as viewers may measure their own experiences against the dramatized and often exaggerated scenarios portrayed on screen. Such unrealistic relationship standards perpetuated by television dramas can impact individuals' perceptions of what constitutes a successful and fulfilling partnership. Movies and songs often play a significant role in shaping societal perceptions of beauty and relationships, contributing to the establishment of unrealistic standards. In the cinematic realm, the portrayal of characters with idealized physical appearances can create unrealistic beauty standards. Research by Perloff (2014) suggests that exposure to such imagery can lead to social comparison and body dissatisfaction among viewers.

Similarly, in the realm of music, lyrics and visual representations in music videos frequently perpetuate unrealistic relationship standards. Songs often romanticize intense passion, grand gestures, and idealized notions of love. Busby and Gardner (2008) highlight the impact of media messages on relationship expectations, emphasizing how unrealistic portrayals can contribute to dissatisfaction and disappointment in real-life relationships. Recognizing these influences is crucial for media literacy, as it empowers individuals to critically evaluate and challenge the representations presented in movies and songs, fostering a more realistic and inclusive understanding of beauty and relationships (Busby & Gardner, 2008; Perloff, 2014).

The rise of social media has sparked a profound transformation in the realm of mass media and communication. In the traditional landscape, mass media channels such as television, newspapers, and radio monopolized information dissemination, controlling the flow of content from creators to audiences. However, with the advent of social media platforms like Facebook, Twitter, and YouTube, this dynamic has undergone a significant evolution, ushering in an era characterized by interactive and participatory communication (Jones et al., 2020)

Research by Garcia et al. (2015) underscores this shift by highlighting how social media has empowered individuals to create and share content in real-time, blurring the lines between producers and consumers of information. Unlike traditional media, where content is curated by a select few, social media allows users to engage in conversations, express

opinions, and contribute to the global discourse. This democratization of content creation has led to a diversification of voices and perspectives, challenging the dominance of mainstream media channels.

Furthermore, social media's influence on mass media extends beyond content creation to audience engagement and feedback mechanisms. Platforms like Instagram and Twitter have become instrumental in shaping public opinion, driving social movements, and holding institutions accountable through user-generated content and real-time interactions. This shift towards user-driven narratives and decentralized media ecosystems highlights the transformative impact of social media on traditional mass media structures.

Literature Review

A comprehensive analysis of the connection between Social media consumption, Partner objectification and Self objectification (CSE) is provided in the literature review. The connection between social media consumption, partner objectification and self-objectification is the subject of this review of the relevant literature.

In the dynamic landscape of modern society, few phenomena have had as profound an impact as social media. What began as a novel means of connecting with friends and sharing updates has grown into a global phenomenon, fundamentally altering the way we communicate, interact, and navigate the world around us (2U Wordpress, 2024). From the early days of platforms like MySpace to the ubiquity of giants like Facebook, Twitter, and Instagram, social media has become an integral part of our daily lives, shaping how we form relationships, consume information, and even perceive ourselves on social media platforms play a significant role in shaping societal perceptions of beauty and relationships, often setting unrealistic standards that can impact individuals' self-esteem and relationship expectations.

The pervasive use of highly curated and edited images on platforms like Instagram contributes to the cultivation of idealized beauty standards (Perloff, 2014). Users often showcase a carefully selected version of their lives, emphasizing physical attractiveness and a seemingly flawless existence. The constant exposure to these curated images can lead individuals to internalize unrealistic beauty ideals, fostering body dissatisfaction and a sense of inadequacy (Fardouly et al., 2015). Moreover, the portrayal of seemingly perfect relationships on social media can contribute to unrealistic relationship standards. Couples

often showcase only the positive aspects of their relationships, creating a distorted narrative that may not reflect the complexities and challenges inherent in real-life partnerships (Timmermans et al., 2018).

This can lead to the perception that conflict-free and picture-perfect relationships are the norm, setting unattainable benchmarks for intimacy and happiness. The pervasiveness of social media is staggering. With billions of active users worldwide, platforms like Facebook, Instagram, and LinkedIn have transcended mere tools for communication, evolving into virtual ecosystems where individuals from all corners of the globe converge to share experiences, exchange ideas, and forge connections (Zhang, 2023). The algorithmic nature of social media platforms further reinforces these standards by prioritizing content that aligns with popular trends and visually appealing aesthetics (Gillespie, 2014).

As users engage with content that fits these predetermined criteria, a cycle is created where unrealistic beauty and relationship standards are perpetuated. The impact of these standards extends beyond self-perception, influencing societal expectations and potentially contributing to dissatisfaction in both personal appearance and relationships. Addressing these issues involves promoting media literacy, encouraging realistic portrayals, and fostering open discussions about the diverse realities of beauty and relationships in the digital age. According to Shewale (2024), there are 4.95 billion social media users, this makes up about 61% of the population of the world.

The most used social media platform is Facebook with 3.05 billion active users, moreover on average users spend about 2 hours and 24 minutes daily on social media platforms. These social media platforms have profound effects on individuals as they are widely and actively used and consumed. The social media platforms that are actively in use are Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, TikTok

Facebook, established by Mark Zuckerberg in 2004, stands as one of the most influential social networking platforms worldwide. Boasting over 2.8 billion monthly active users as of 2021 (Facebook, 2021), it has become integral to global communication, fostering connections and facilitating the sharing of information and experiences. Despite facing scrutiny over privacy issues and the proliferation of misinformation, Facebook has notably positively impacted society by enabling enhanced communication and community-building on a global scale (Krasnova et al., 2020). Studies suggest that increased usage of Facebook correlates with greater social support and improved well-being (Burke & Kraut, 2016).

However, excessive consumption of Facebook has also been linked to negative outcomes such as feelings of envy, loneliness, and reduced subjective well-being (Kross et al., 2013). Psychologically, Facebook use can contribute to social comparison, leading individuals to compare their lives unfavorably with others' curated online personas (Chou & Edge, 2012).

Twitter, founded in (2006), has emerged as a prominent micro-blogging platform allowing users to share short text updates known as tweets. With over 330 million monthly active users worldwide (Twitter, 2021), Twitter serves as a vital space for real-time news updates, public discourse, and social activism. Beyond mere communication, Twitter's impact extends to shaping public opinion and fostering political engagement (Conover et al., 2011). However, the platform's consumption has also been associated with detrimental effects such as echo chambers, polarization, and the dissemination of misinformation (Bakshy et al., 2015). Psychologically, Twitter use may contribute to information overload and emotional distress, particularly when exposed to contentious or distressing content (Cao, 2023)

Launched in (2010), Instagram has garnered immense popularity, particularly among younger demographics, as a photo and video-sharing platform. Surpassing 1 billion monthly active users (Instagram, 2021), Instagram serves as a space for creativity, self-expression, and visual storytelling. The platform's emphasis on visual content has positively impacted mental health, with studies indicating that engagement with Instagram can bolster mood and self-esteem (Fardouly et al., 2019). However, Instagram's consumption has also been associated with adverse outcomes like body image concerns, social comparison, and the fear of missing out (Fardouly et al., 2015). Psychologically, Instagram use may contribute to feelings of inadequacy and low self-esteem, particularly when exposed to idealized or unattainable images (Tiggemann & Slater, 2014).

Founded in (2003), LinkedIn is a professional networking platform aimed at career development, networking, and professional growth. With a user base exceeding 740 million worldwide (LinkedIn, 2021), LinkedIn has become indispensable for job seekers, recruiters, and professionals across various industries. The platform's positive impact lies in its ability to facilitate professional connections, skill development, and knowledge sharing (Van den Bosch & van Os, 2015). Nevertheless, excessive use of LinkedIn may lead to feelings of inadequacy, job dissatisfaction, and burnout (Murphy, 2023). Psychologically, LinkedIn use may contribute to feelings of professional inadequacy or impostor syndrome, particularly when comparing one's career achievements with others' profiles (Prosper, 2022)

Established in (2005), YouTube has revolutionized the consumption and sharing of video content. With over 2 billion logged-in monthly users (YouTube, 2021), it offers a vast array of content ranging from educational tutorials to entertainment shows. YouTube's positive impact is evident in its educational value, serving as a valuable resource for learning new skills and acquiring knowledge (Joksimović et al., 2019). However, excessive consumption of YouTube has been associated with negative outcomes such as procrastination, addiction, and decreased productivity (Junco & Cotton, 2012). Psychologically, YouTube use may contribute to procrastination and attention difficulties, particularly when individuals habitually engage with distracting or unrelated content.

Introduced in (2011), Snapchat is a multimedia messaging app known for its ephemeral nature, where messages and content disappear after being viewed. With over 500 million monthly active users (Snapchat, 2021), Snapchat has gained popularity among younger demographics for its casual and spontaneous communication style. The platform's positive impact lies in its ability to facilitate authentic and intimate interactions among users (Boyd et al., 2014). However, Snapchat's consumption has also raised concerns regarding privacy, cyberbullying, and inappropriate content (Kaye et al., 2019). Psychologically, Snapchat use may contribute to feelings of anxiety or pressure to maintain a curated online image, particularly due to the temporary nature of the content (Vaterlaus et al., 2016).

Launched in (2016), TikTok is a short-form video-sharing app that has captivated audiences worldwide with its viral trends and creative content. Boasting over 1 billion monthly active users (TikTok, 2021), TikTok has become a cultural phenomenon, influencing music, fashion, and internet culture. The platform's positive impact is evident in its democratization of content creation and amplification of underrepresented voices (Sayed, 2023). However, TikTok's consumption has also raised concerns about privacy, data security, and the spread of harmful content (Zhang et al., 2020). Psychologically, TikTok use may contribute to feelings of inadequacy or self-comparison, particularly when users measure their content against popular trends or influencers (Auf et al., 2023).

These platforms have both positive and negative impacts and now it is almost impossible to go on with our daily life routine without them.

The advent of social media has heralded a paradigm shift in how we communicate. Gone are the days of waiting for letters to arrive or scheduling phone calls; now, we can instantaneously connect with friends, family, and colleagues across vast distances with just a

few taps on our smartphones (Garcia, 2019). But it's not just the speed of communication that's changed; social media has also democratized the exchange of ideas, empowering individuals to participate in public discourse, engage in activism, and contribute to global conversations on issues ranging from politics to pop culture (Chen et al., 2021). Perhaps one of the most remarkable aspects of social media is its role as a catalyst for information dissemination. News stories, memes, and viral videos can spread like wildfire, reaching millions of people within minutes of being posted (Lee & Smith, 2017).

This democratization of information has fundamentally altered the media landscape, challenging traditional gatekeepers and giving rise to new forms of citizen journalism and grassroots activism (Taylor, 2020). However, with this newfound power comes a host of challenges, including concerns about the reliability of information, the spread of misinformation, and the erosion of trust in traditional media sources. Social media is essential for online businesses, with over 90% of them active on at least one platform (Smith, 2019). Businesses leveraging social media marketing see a 25% increase in revenue compared to those that don't (Kumar, 2020). Moreover, over 70% of consumers trust brands with a strong social media presence, and businesses engaging with customers on social media witness a 20-40% increase in customer spending (Evans, 2018; Gupta & Kim, 2018).

With social commerce on the rise, over 70% of consumers now make purchases through social media platforms (Ward, 2021). In essence, social media is integral to online businesses' success, driving brand trust, revenue growth, and customer engagement in the digital era. Social media isn't without its pitfalls. Privacy breaches, cyberbully, and the addictive nature of these platforms have all raised red flags in recent years, prompting calls for greater regulation and ethical oversight (Roberts, 2019). Yet, despite these challenges, social media also presents unprecedented opportunities for innovation, collaboration, and community-building. Whether it's connecting with like-minded individuals, mobilizing for social change, or discovering new avenues for creativity and self-expression, the potential of social media to enrich our lives and broaden our horizons is virtually limitless (Wang & Smith, 2022).

The concept of objectification, encompassing both self and partner objectification, holds significant importance within the realm of psychology and interpersonal relationships. Objectification, as defined by Nussbaum (1995), entails reducing an individual to their physical attributes, often ignoring their unique qualities and agency. This synopsis delves into the phenomenon of self and partner objectification, shedding light on its pervasive impact on

mental well-being, self-esteem, and the quality of intimate relationships. The existing literature informs this discussion, offering insights into the underlying causes, consequences, and potential interventions related to self and partner objectification. There are mainly two types of objectification i.e.: self objectification and partner objectification.

Self-objectification, the internalization of societal beauty standards that leads individuals to primarily view themselves through the lens of physical appearance (Fredrickson & Roberts, 1997), is pervasive in today's image-centric culture. This self-objectification often stems from societal pressures, media portrayals, and social comparisons, with dire consequences. Studies have linked self-objectification to body dissatisfaction, diminished self-esteem, and an increased vulnerability to mental health issues like depression and eating disorders (Calogero & Thompson, 2009). Self-objectification involves viewing oneself primarily as an object or focusing excessively on one's physical appearance rather than valuing oneself for personal qualities, abilities, and character.

Statistically speaking, according to an online source in 2020, about 23 million plastic surgeries were performed. The woman accounted for 92% of the population and men accounted for the remaining 8% (Wolmark, 2023). With each passing day, global fashion and makeup trends are changing, resulting in chaos and confusion. According to the research, body dysmorphia has seen an increase in mental health problems, especially in females (Himanshu et al., 2020)

The elements of self-objectification typically include: Body monitoring where an individual is constantly monitoring and evaluating one's physical appearance. Comparison to unrealistic standards is measuring one's body against unattainable societal beauty standards, often portrayed in media. Disconnection from one's body feeling detached or dissociated from one's own body, as if it is an object to be evaluated rather than an integral part of one's self.

Body Shame: Experiencing feelings of shame or inadequacy related to one's physical appearance. Prioritizing Physical Appearance: Placing an excessive emphasis on physical appearance as a source of self-worth, often at the expense of other qualities, talents, or achievements.

Depersonalization is treating one's body as a means to gain social approval or attention, rather than appreciating it as a functional, healthy part of one's identity.

Objectifying gaze means adopting an observer's perspective, as if viewing oneself from an external, critical point of view. Emphasis on sexual attractiveness is focusing on one's physical appearance in a sexualised context, equating attractiveness with one's value in romantic or sexual relationships.

Partner objectification occurs when individuals reduce their romantic partners to mere physical attributes or specific roles within the relationship. This reductionist perspective can lead to unrealistic expectations, dissatisfaction within relationships, and a host of complications in the romantic sphere. These consequences include decreased relationship satisfaction, heightened jealousy, and difficulties in communication and intimacy (Ritter et al., 2014), resulting in emotional and psychological distress within the relationship.

Partner objectification refers to the act of treating one's romantic or intimate partner as an object, diminishing their identity to specific attributes and neglecting their emotional and personal aspects (Fredrickson & Roberts, 1997; Fiske, 1982).

In this context, objectification involves reducing the partner to their physical appearance or other specific attributes, often neglecting or disregarding their emotional, intellectual, and personal aspects. This behaviour can manifest in various ways, including a focus on physical appearance, instrumentalization, and a lack of consideration for the partner's autonomy and emotional needs (Buss, 2000; Gervais et al., 2011) (Mikulincer & Shaver, 2007).

Additionally, the instrumentalization of a partner—treating them as a means to an end—neglects their individual goals and desires (Fiske, 2004). Lack of respect for a partner's autonomy can lead to communication breakdowns and hinder the development of emotional intimacy (Reis et al., 2004; Van Lange et al., 1997). Addressing partner objectification in relationships involves fostering open communication, recognizing and valuing each partner's individuality, and prioritizing emotional connection over superficial attributes (Murray et al., 1996; Reis et al., 2010). While the term "partner objectification" may not be explicitly cited in academic literature, the discussed concepts draw on established theories of interpersonal relationships and psychological well-being. Key aspects of partner objectification include:

Reducing to Physical Attributes: One common form of partner objectification is focusing primarily on the physical aspects of a partner. This may involve valuing the partner primarily for their looks, sexual appeal, or physical abilities while overlooking their

personality, thoughts, and emotions.

Instrumentalization: Viewing a partner as a means to an end, rather than as a person with their desires and goals, is another aspect of objectification. This instrumentalization can manifest in using a partner for specific purposes or benefits without considering their individual needs.

Ignoring Emotional Needs: Objectification may involve neglecting or dismissing a partner's emotional needs, not recognizing their feelings, or failing to provide emotional support. This can create a sense of emotional distance and dissatisfaction within the relationship.

Lack of Respect for Autonomy: Objectifying a partner may involve disregarding their autonomy and treating them as if they don't have independent thoughts and decisions. This can manifest in controlling behaviours or decisions that undermine the partner's agency.

Communication Breakdown: Objectification can lead to a breakdown in communication as partners may not engage in meaningful conversations about each other's thoughts, aspirations, or concerns. Instead, communication may be limited to superficial or transactional exchanges.

Impact on Intimacy: Partner objectification can negatively impact the overall intimacy within a relationship. When one partner feels objectified, it can create a sense of disconnect and hinder the development of a deep emotional and intellectual connection.

There are numerous factors in how social media platforms have specifically been objectifying individuals, men and women alike. Here we take a look at how the genders have felt objectified by the media. Social media platforms often perpetuate the objectification of women through visual content. Research by Fredrickson and Roberts (1997) suggests that exposure to objectifying images can lead to self-objectification, where individuals internalize societal standards and view themselves as objects to be looked at.

Additionally, Tiggemann and Slater (2014) argue that the prevalent use of highly edited and idealized images on platforms like Instagram contributes to unrealistic beauty standards, reinforcing the notion that a woman's worth is primarily based on her physical appearance. Algorithms on social media platforms play a crucial role in shaping users' experiences by determining the content shown on their feeds. Noble (2018) explores the

concept of "algorithmic oppression," emphasizing how algorithms can perpetuate existing biases, including gender biases. This can result in the disproportionate display of objectifying content, reinforcing harmful stereotypes. The algorithmic prioritization of visually appealing or sensationalized content may contribute to the viral spread of objectifying images, as noted by Gillespie (2014), thereby amplifying the objectification of women in the digital space.

The objectification of women on social media is not limited to visual representation but extends to online behaviour. Döring (2014) highlights the prevalence of cyber harassment and the use of sexually objectifying language targeting women. This form of online abuse contributes to an environment where women feel objectified, demeaned, and unsafe. The phenomenon of "cyber-misogyny" described by Jane (2014) underscores the gendered nature of online abuse, emphasizing how women are often targeted based on their gender, with objectification being a prominent aspect of such attacks. The objectification of women on social media has implications for individuals' mental health.

Fardouly et al. (2015) conducted research indicating that exposure to appearance-related commentary on social media is linked to body image concerns. The constant objectification may contribute to feelings of inadequacy and lower self-esteem among women. Moreover, Perloff (2014) discusses the "presentation of self in the online world" and its impact on identity. The pressure to conform to objectifying norms on social media can lead to a distorted sense of self-worth among women. Social media often facilitates the commodification of women's bodies, treating them as marketable products. This is evident in advertising and sponsored content where women may be portrayed primarily as objects to sell products (Jhally, 1990).

The commercialization of beauty and sexuality reinforces the objectification of women in the digital space. The rise of influencer culture on platforms like Instagram has contributed to the perpetuation of unrealistic beauty standards. Influencers, often promoting beauty and lifestyle products, may conform to narrow ideals of attractiveness, creating a ripple effect on their followers. This influence can reinforce objectification by emphasizing physical appearance over other qualities (Boyle, 2019). User-generated content, including photos and comments from peers, can contribute to the objectification of women.

Research by Fardouly et al. (2018) suggests that exposure to idealized images from peers on social media can impact body image and contribute to self-objectification. The pressure to conform to societal expectations within peer groups may exacerbate the

objectification experienced by women. The under-representation and misrepresentation of women in various roles on social media contribute to their objectification. The limited portrayal of diverse body types, ethnicities, and abilities reinforces narrow beauty standards (Holland & Tiggemann, 2016). This lack of diversity can perpetuate harmful stereotypes and further marginalize certain groups of women.

While social media provides a platform for activism, it can also paradoxically contribute to the objectification of women in the context of social justice movements. The emphasis on visual representation in online activism may inadvertently reinforce stereotypical images or reduce complex issues to simplistic narratives (Banet-Weiser, 2018). The challenge lies in navigating the intersection between activism and potential objectification. Addressing the objectification of women on social media requires considering technological solutions and ethical design principles.

Implementing algorithms that counteract biases and promote diverse content (Diakopoulos, 2016) and platforms adopting ethical guidelines that discourage objectifying content are potential strategies to mitigate the issue. Surprisingly enough men have also faced objectification based on the standards the mass media has set for them. Media representations often idealize a certain body type for men, emphasizing muscularity and physical attractiveness. This can contribute to body image concerns, as men may feel pressure to conform to unrealistic standards portrayed in advertisements, movies, and other media (Karazsia, Murnen, & Tylka, 2017).

Similarly, social media and other mass media platforms have frequently perpetuated stereotypical notions of masculinity, portraying men as emotionally stoic, dominant, and aggressive. This narrow representation can limit the understanding of the diverse range of emotions and characteristics that men possess (Kimmel, 2005). Men are often portrayed as objects of desire in advertising campaigns, with a focus on their physical appeal to sell products. This instrumentalization reduces men to commodities and emphasizes their attractiveness as a means to an end (Jhally, 2006). Mass media can restrict the portrayal of men to specific roles, such as the action hero, playboy, or breadwinner.

This limited representation ignores the diversity of men's experiences, interests, and aspirations, reinforcing one-dimensional stereotypes (Connell, 2005). Certain media narratives glorify hyper masculinity, promoting exaggerated displays of strength, aggression, and dominance. This can contribute to harmful social norms and expectations about what it

means to be a "real" man (Kupers, 2005). In the entertainment industry, men can be objectified through gratuitous displays of their bodies or through narratives that prioritize their physical appeal over their character development. This can reduce male characters to objects of desire for the audience (Harrison, 2003).

Similar to women, men can experience negative mental health outcomes due to objectification. Research indicates that media-driven body image concerns and adherence to traditional masculine norms can contribute to anxiety, depression, and low self-esteem among men (Karazsia et al., 2017; Parent & Moradi, 2011). The intersectionality of identities, including race, ethnicity, and sexual orientation, further complicates the objectification of men in media. Media representations may reinforce specific cultural stereotypes, impacting diverse groups of men in distinct ways (Ward, Hansbrough, & Walker, 2005)

Rationale

The main aim of this research is to delve into the relationship between social media consumption, partner objectification and self-objectification. Especially the term "partner objectification" which has been infrequently used in academic literature, which highlights a significant research gap (Santonniccolo et al., 2023).

According to Curran (2004), the development and validation of measures to assess men's objectification of women demonstrate the need for more comprehensive studies. This scarcity in the literature underscores the importance of further investigation into the concept of partner objectification to better understand its implications and effects.

The research aims to analyze how social media consumption plays a role in an adult's self-objectification and partner objectification. Self and partner objectification concerning social media consumption is imperative due to the evidence that social media often perpetuates unrealistic beauty ideals and objectifying portrayals of individuals (Perloff, 2014).

This research seeks to understand how social media exposure affects self-objectification, which is linked to lower self-esteem and body dissatisfaction, and partner objectification, which can disrupt relationship dynamics (Dye & Mills, 2016). It also informs media literacy programs, helps challenge harmful gender norms, and empowers individuals to make more thoughtful media choices (Perloff, 2014).

Theoretical Framework

Objectification Theory:

Objectification theory, proposed by Fredrickson and Roberts (1997), is a psychological framework that examines how societal norms and media representations contribute to the objectification of individuals, particularly women. At its core, objectification theory suggests that living in a culture that routinely portrays individuals, especially women, as objects to be looked at and evaluated based on their physical appearance can have detrimental effects on their psychological well-being. In simpler terms, it means that when people, especially women, are constantly judged and valued primarily for their physical attributes rather than their abilities, personality, or character, it can lead to various negative outcomes such as body shame, self-objectification, and diminished self-worth (Fredrickson & Roberts, 1997).

For example, think about how women are often portrayed in media, where their worth is frequently tied to their appearance, and they are often objectified as mere objects of desire. This constant exposure to objectifying images and messages can internalize societal norms and lead individuals to view themselves primarily through the lens of their physical appearance. Moreover, objectification theory also highlights how this internalization of objectifying norms can shape individuals' behaviour and relationships. Women may engage in self-objectification, constantly monitoring and evaluating their appearance based on societal standards, which can lead to body dissatisfaction and disordered eating behaviour (Moradi & Huang, 2008).

In essence, objectification theory sheds light on how pervasive objectifying attitudes and representations in society can have profound effects on individuals' psychological well-being, emphasizing the importance of challenging and changing these harmful societal norms to promote healthier perceptions of oneself and others.

Conceptual Model

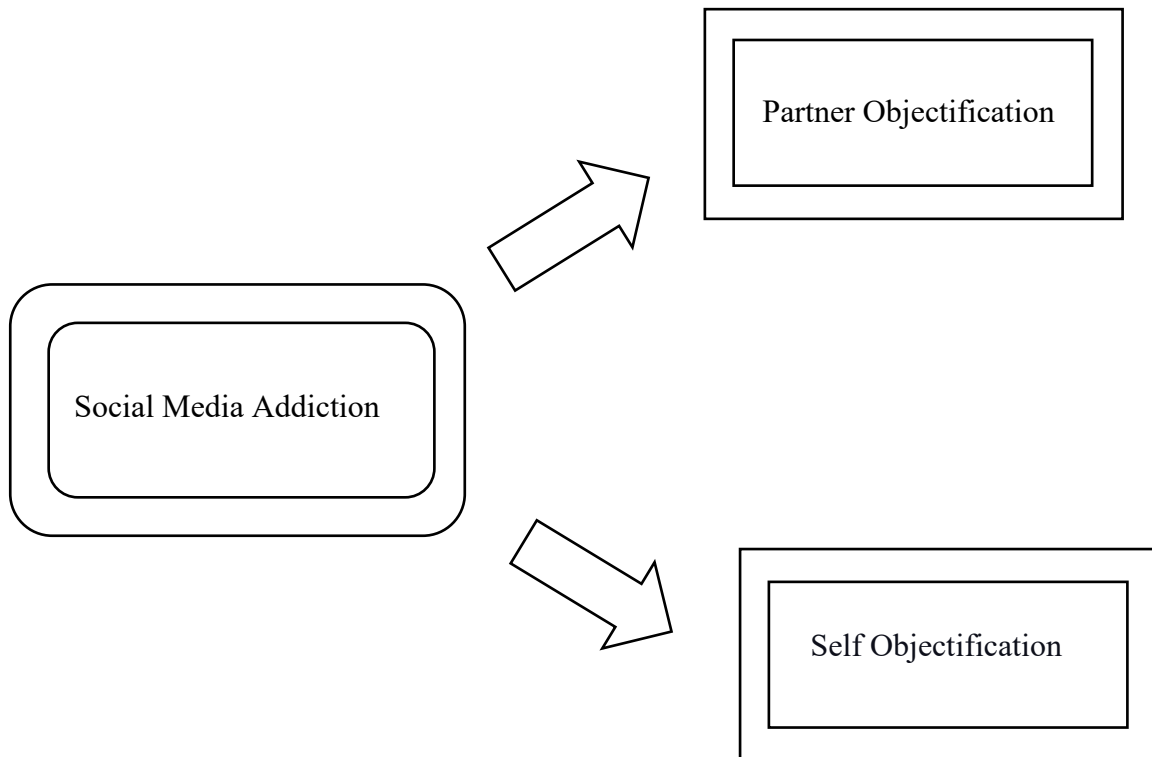


Figure 1: Conceptualized Model of Current Study

Objectives

1. To investigate the relationship between social media consumption self-objectification and partner objectification among undergraduate university students
2. To investigate the impact of social media on self-objectification and partner objectification among undergraduate university students
3. To investigate the difference on self-objectification and partner objectification based on gender among undergraduate university students

Hypothesis

1. There is a significant relationship between social media consumption, self-objectification and partner objectification among undergraduate university students.
2. There is a significant relationship between social media and self-objectification among undergraduate university students.
3. There is a significant relationship between social media and partner objectification.
4. Social media consumption is significantly predicting self-objectification and partner objectification among undergraduate university students.
5. There is a significant difference in self-objectification and partner objectification across genders among undergraduate university students.

METHOD

Research Designs

In this present study, the Quantitative approach has been executed by using the Correlational research design.

Participants

This present research enfoldes the undergraduate university students from two different cities Islamabad and Rawalpindi Both private and government university students were involved. The sample size was calculated through G* power (N=252), comprised of 50% male and 50% female, with age ranges between 18-25 years. The technique of convenient sampling was used in this research.

Inclusion Criteria

Undergraduate university students from both cities Islamabad and Rawalpindi universities were incorporated in this research with the age range from 18-25 years.

Exclusion Criteria

The students of Master's and PhD programs were excluded from this study.

Operational Definitions

Social Media Consumption

The social media addiction is considered as a kind of internet addiction (Kuss and Griffin,2012). Individuals who spend too much time on social media have a desired to be notified of anything immediately, which can cause virtual tolerance,virtual

communication and virtual problem. Behaviors that force the person into these actions can be explained as social media addiction (Sahin,2018).

Self Objectification

Individuals who focus on their physical appearance, and their bodily aspects and treat themselves and objects instead of their inner feelings, experiences and cognition, this leads to tie their identity and self-worth with their bodily appearance rather than their whole being. When individuals "treat themselves as objects to be looked at and evaluated" (Fredrickson and Roberts, 1997)

Partner Objectification

The act of perceiving or treating one's romantic partner primarily as an object or possession, rather than as a fully autonomous individual with their own thoughts, feelings, and agency (Reifman & Crohan, 1993)

Measures

For this study various instruments were used to measure and collect data on each variable. Our data comprised of Informed Consent, demographic data sheet, Social Media Addiction Scale (SMAS), Men's Objectification of Women Measure that were distributed to male participants, Women's Objectification of Men Measure that were distributed to female participants and The Self- Objectification Scale (SOS).

Informed Consent Form

The informed consent form was given to the participant. It concisely described the objectives of the research, confidentiality and the participant's right to withdraw from the ongoing research at any time.

Demographic Information Sheet

The demographic information sheet comprises of information regarding the participant's gender, age, educational level, living situation, relationship status, social media

platform usage, number of hours spent on social media and socioeconomic status.

Social Media Addiction Scale ((Şahin, 2018)

The Social Media Addiction Scale was created by Cengiz Sahin in 2018. The 29-item scale, is a 5-point Likert type scale with 4 sub-domains. The domains are as follows; 1-5 items fall into virtual tolerance sub domain, 6-14 items come under virtual communication sub domain, 15-23 under virtual problem sub domain, 24-29 under virtual information sub domain. The highest point one can score from the scale is 145 and the least is 29. Scoring high on the SMAS is linked with higher social media addiction. The scale consists of direct scored, reverse-scored and filler items. The internal reliability of the scale is .96, revealing an adequate level of internal consistency. Test-retest correlation was .94. All items are presented on 5-point scales; 1= Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree.

Men's Objectification of Women Measure Distributed to Male Participants (Curran, 2004)

The Men's Objectification by Women Measure was developed by Paul Curran in 2004. It is a 41-item Likert scale. The researchers examined the reliability of their initial 41-item measure and its consistency over time with a sample of college-aged men. This process resulted in the development of a refined 22-item measure, which demonstrated an internal consistency of 0.92 and a test-retest reliability correlation of $r(35) = 0.88, p < 0.01$. Additionally, they created a condensed 12-item measure, which showed an internal consistency of 0.86 and a test-retest reliability correlation of $r(35) = 0.88, p < 0.01$. The items are presented as 1= Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree.

Women's Objectification of Men Measure Distributed to Female Participants (Curran, 2004)

The Women's Objectification of Men Measure was also developed by Paul Curran in 2004. This is a 25-item Likert scale. This 25 item scale was only distributed to female participants of the study. It has the same internal consistency of 0.92 and a test-retest correlation of 0.88, as that of Men's Objectification by Women Measures. The items of this scale are also presented as 1= Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree.

The Self-Objectification Scale (Dahl, n.d, 2014.)

The Self-Objectification Scale (SOS) was developed by Sarah Dahl in the year 2014. The Self-Objectification Scale (SOS) is the first scale developed with two versions, designed to measure both trait and state self-objectification, and has been tested for reliability and validity with both men and women. The revised SOS consists of 28 items that assess the importance individuals place on their appearance. Both the Trait Form and the State Form use Likert-type responses, ranging from 1 (strongly disagree) to 5 (strongly agree), for statements like “How my body looks will determine how successful I am in life.” The total score for each form is calculated by averaging the responses to the items separately.

Ethical Consideration

The ethical considerations of the study were met by acquiring the approval of the ethical Consideration of the Department of Professional Psychology from Bahria University, Islamabad Campus. Moreover, the participants were given the informed consent form, which carried out the purpose of the study, the participant's willingness, the participant's withdrawal and detailed information regarding the anonymity and confidentiality of the information they provided.

Procedure

The current research was being inspected by the research evaluation committee of Bahria University Islamabad Campus. A formal approval for scales was acquired by the respected authors for the research. After the study was reviewed by the ethics review committee the participants were approached for data collection. The questionnaire used in the study comprises an informed consent sheet, demographic sheet and scale questionnaire i.e., Social Media Addiction Scale, Self Objectification, (Men's Objectification of Women Measure, Women's Objectification of Men Measure). Furthermore, the participants were briefed about the research purpose and its theme. The completion of the survey consumed 5-10 minutes. The collected data was then analyzed using SPSS-27 and then the conclusions were drawn.

RESULTS

Following the completion of data collection and data entry, Statistical analysis was conducted using (SPSS-IBM Version 27) on the variables Social media addiction(SMA), Partner objectification(PO) and Self objectification (SO). Descriptive statistics were used to compute frequency, mean and percentages for demographic variables. Cronbach Alpha reliability was used to look for reliabilities of measures. Pearson product-moment correlation was used to measure the strength of relationship between variables. Multiple linear regression was conducted to measure the causal relationship between variables. Independent sample t-test was used to measure the gender difference.

Table 1*Descriptive Statistics of Demographics, Characteristics of the sample (N=252)*

Demographics	(n)	(%)	M	SD
Age			21.46	1.78
Gender				
Male	125	50.0%		
Female	125	50.0%		
Education				
BS Level	252	100%		
University				
Bahria University	126	50%		
NUML University	126	50%		
Living Situation				
Day scholar	185	73.4%		
Hostilities	67	26.6%		
Socioeconomic Status				
Upper class	28	11.1%		
Middle class	205	81.3%		
Lower middle class	19	7.5%		
Frequently used social media				
Platform				
Facebook	59	23.7%		
Instagram	193	76.6%		

TikTok	56	18.3%
Youtube	72	28.6%
Twitter	24	9.6%
Others	25	10%

Type of Content consumed

Photos	95	37.7%
Reels/Short	307	82.2%
Live Streams	14	5.6%
Text Posts	51	20.2%
Podcasts	35	13.9%
Others	12	16.3%

Screen Time

Less than 1hr	8	3.2%
1-2hrs	63	25.0%
2-4hrs	164	65.1%
Others	17	6.7%

Note. n = no of participants, M = Mean, SD = Standard Deviation, % =

percentage

Table 1 illustrates the descriptive statistics of the participants (N=252). All the participants' age means, and standard deviation was 21.46 and 1.78 respectively. The sample consists of 50% males and 50% females. The current educational program of 100% participants were BS (undergraduate). Moreover, 73.4% from them were day scholars and 26.6% were hostilities. However Socioeconomic status of 11.1% participants was Upper class, 81.3% Middle class and 7.5% were Lower Middle class. In frequently used social media handle participants has shown immense engagement of 76.6% on Instagram, 28.6% on Youtube, 23.7% on Facebook, 18.3% on Tiktok, 9.6% on Twitter. While the participants inquired about their social media platform of choice they have showed pronounced inclination towards Reels/Short Videos of 82.2%, subsequently 37.7% on Photos, 20.2% on Text-Post,

13.9% on Podcast , 5.6% on Live Streams and 16% on any other Platform. No participant reported any physical and psychological illness (0%).

Table 2

Descriptive analysis of study variables (N =252)

<i>Scale</i>	<i>No. of items</i>	<i>M</i>	<i>SD</i>	<i>Range</i>	<i>Cronbach's α</i>
Social Media Addiction	29	89.60	18.95	46-137	.916
Self Objectification	30	94.85	16.56	54-143	.874
Partner Objectification	41	93.88	33.05	28-187	.953
Male					
Partner Objectification	25	93.88	33.05	28-187	.833
Female					

Note. M = Mean, SD = Standard Deviation, α = Cronbach's Alpha, k = no of items

Table 2 illustrates Descriptive statistics and reliability analysis of Social media consumption, Partner objectification and Self objectification. The Social media Addiction scale exhibits mean (89.60), SD (18.95) having reliability of (.916) Cronbach alpha while for Partner Objectification the mean score is (93.88), and SD scores (33.05) with Cronbach alpha of (.953) which indicates excellent internal consistency. For Self -Objectification the mean (94.85), and SD (16.56), the alpha value scores (.874), while the Partner Objectification of Female suggests the mean (93.88) and SD (33.05) and the alpha reliability is (.833) which indicates good internal consistency.

Table 3

Pearson Product Moment Correlation Between Social Media Addiction, Partner Objectification, Self Objectification (N=252)

<i>Variables</i>	<i>1</i>	<i>2</i>	<i>3</i>
1. Social media Addiction	-	.45**	.58**
2. Partner Objectification Male		-	.62**
3. Self- Objectification			-

Note. CI = Confidence Interval

Table 3 illustrate the correlation between Social media Addiction, Self- Objectification and Partner Objectification, where as Social Media Addiction is found to be positively, significantly correlated with Partner Objectification (.45**) Moreover Partner Objectification is positively significantly correlated with Self Objectification (.62**), While Self-Objectification found to be, positively significantly correlated with Partner Objectification (.58**)

Table 4

Pearson Product Moment Correlation Between Social Media Addiction, Partner Objectification Female, Self-Objectification (N=252)

<i>Variables</i>	<i>1</i>	<i>2</i>	<i>3</i>
1. Social media Addiction	-	.40**	.45**
2. Partner Objectification Female		-	.55**
3. Self- Objectification			-

Note. CI = Confidence Interval

Table 4 illustrate the correlation between Social media Addiction, Self -Objectification and Partner Objectification, where as Social Media Addiction is found to be positively, significantly correlated with Partner Objectification (.40**) Whereas Partner Objectification is positively significantly correlated with Self Objectification (.45**), While Self -Objectification found to be, positively significantly correlated with Partner Objectification (.55**)

Table 5

Simple linear regression analysis predicting Partner Objectification through Social Media Addiction (N=252)

<i>Variable</i>	<i>B</i>	<i>S. E</i>	β	<i>p</i>	<i>95% CI</i>	<i>R²</i>
Constant	23.59	9.13		.010	[5.500,41.5]	.44
Social Media Addiction	.78	.10	.44	.001	[.587, 41.59]	

Note. CI = Confidence Interval, SMA=Social Media Addiction, PO= Partner Objectification

Table 5 illustrates the simple linear regression which was computed to predict the impact of Social Media addiction on Self and Partner objectification on university students. The R value of .201 indicates that the predictors explained 4.04% variance in the outcome variables with F= 61.73, $p < .00$. The findings revealed that SMA, Self and Partner Objectification significantly predicted problem focused. Model is fit for data $F = (124.05)$, $p < .00$

Table 6

Simple linear regression analysis predicting Self Objectification through Social Media Addiction (N=252)

<i>Variable</i>	<i>B</i>	<i>S. E</i>	β	<i>p</i>	<i>95% CI</i>	<i>R²</i>
Constant	49.57	4.15		<.001	[41.39,57.74]	.57
Social Media Addiction	.505	.045	.578	<.001	[.415, .594]	

Note. CI = Confidence Interval, SMA=Social Media Addiction, SO= Self objectification

Table 5 illustrates the simple linear regression which was computed to predict the impact of R value of .334 indicates that the predictors explained 11.16% variance in the outcome variables with F= 124.05, p<.00. The findings revealed that SMA, Self and Partner Objectification significantly predicted problem focused. Model is fit for data F = (124.05), p<.00)

Table 7

Independent sample t-test analysis between gender on the variable partner objectification.

(N = 252)

<i>Variable:</i>	<i>Male</i>		<i>Female</i>		<i>t</i>	<i>p</i>	<i>95%, CI</i>		<i>Cohen's d</i>
	<i>(n = 126)</i>		<i>(n = 126)</i>				<i>LL</i>	<i>UL</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>					
Social media Addiction	89.90	20.17	89.31	17.75	0.24	.80	-4.14	5.31	0.03
Partner Objectification	114.59	33.59	73.00	13.79	12.76	.001	35.17	48.01	1.61
Self- Objectification	97.48	19.19	92.20	12.94	2.55	.011	1.20	9.35	0.32

Note. *CI = Confidence Interval, LL= lower limit, UP= upper limit*

Table 7 illustrated the independent sample t test which indicates gender difference on dependent variable self-objectification and partner objectification. This analysis reveals significant gender differences among male and female in correspondence to Social media addiction, self-objectification and partner objectification, (.001) . Where mean value of male was higher that is SMA(89.90), PO(114.59), SO(97.48), Whereas mean value of female was lower than male as the results are significance. While gender differences with the SMA, SO, PO are significant.

DISCUSSION

The current study aims to provide in-depth insight by exploring the relationship between social media consumption, self-objectification and partner objectification. The study included undergraduate university students of Islamabad, in which according to the descriptives of the study 12. The descriptives mentioned are to be kept in mind for the discussion below. This research delves into the world of social media and how it impacts an individual's perception of themselves but also how they view the opposite gender.

Our first hypothesis of the study was supported fully, which was that there, would be a significant relationship between social media consumption, self-objectification and partner objectification. The results of the research revealed that, there is a significant positive and strong correlation between social media use, self-objectification, and partner objectification. This suggests that increased social media consumption is highly associated with objectifying beliefs of individuals relating to themselves and their partners.

The perfect world of social media makes one wonder and imagine a life with no hardships, no struggles and always up to the mark of everyone's dream life. Unrealistic expectations due to social media are one of the leading causes of dissatisfaction among the masses. TYates (2019) conducted research that stated that race for internet fame and to meet unrealistic expectations has led people to use identity deception. This further strengthens our hypothesis that due to this internet deception, an unrealistic expectation to find a perfect partner also leads to partner objectification.

Research that previously has been done on body surveillance and beauty standards due to mass media Rollero (2022), also had a similar finding that it indeed the internalization of social media was found in both genders Furthermore, our second hypothesis was also found to be fully supported. The results we got after applying the Pearson product correlation stated that there would be a significant relationship between social media consumption and self-objectification.

According to research by Slater and Tiggemann (2006), it was found that there was a relationship between social media and self-objectification as we found in our study. University students nowadays spend more time of their life in front of a screen than in the real world. Each day a new trend or a new look is trending so much that it is hard to keep up with it. Due to social media, an individual's self-esteem is what suffers the most, especially that of an adolescent, as a study conducted in India (2023) indicated that one-third of teens don't feel good about how they look and how comments made by their friends and other people affects their self-image.

University students are more prone to objectification because in a university setting many students come from different socioeconomic backgrounds, educational levels and different regions. Though now for Generation Z it has become a routine to use social media and is an integral part of their life Song (2023), it is also worth noting that because of this the personalities of adolescents are shaped according to the type of content they consume. This could be because social media often presents an unrealistic and idealized version of beauty and relationships, which can lead individuals to internalize these standards and view themselves as objects to be judged based solely on their physical appearance.

So for an individual who is to start their university life, their day-to-day task, their personalities, and their choice of words would be a reflection of the content they consume. Students in Pakistan already face a lot of hardships in their academic journey, from already existing academic stress, financial constraints, family issues and peer problems, going on social media seems an escape from reality where a perfect world is portrayed in front of screens.

Additionally, social media can contribute to partner objectification by setting unrealistic expectations and standards for relationships. This leads us to our third hypothesis that there would be a significant relationship between social media consumption and partner objectification. The current study's finding has found that there is a significantly positive relationship between social media and partner objectification.

As previous literature on partner objectification has extensively proved that objectifying an individual in terms of a romantic relationship does exist Mahar et al. (2020), this already existing problem between romantic partners or the search to find a partner is only reinforced by the objectifying content that is posted, shared and commented on social media platforms and is now regarded as a new norm Sokolova et al. (2022). The buzz that social media life has created for undergrad university students leaves them with a constant feeling of FOMO "Fear of Missing Out", this makes them think that they are always lagging behind either in terms of finances, fame or romantic relationships.

The seemingly picture-perfect couple videos and pictures on social media inculcate a blueprint and set a bar for how an individual in a romantic relationship dynamic should be. This only enhances their objectification of the opposite gender in real life and their approach to reaching out to the opposite gender in day-to-day university interaction. It also led to a reduction in empathy and intimacy within the relationship, as well as an increased likelihood of infidelity and breakups within the boundaries of higher education studies as the correlation signified a strong positive relationship between the two variables.

Moreover, the fourth finding of our study was based on the hypothesis that social media

will be a significant predictor of self-objectification and partner objectification. In our current research, this hypothesis was also fully supported as social media was indeed a significant predictor of self-objectification and partner objectification as hypothesized. Higher levels of social media engagement were associated with higher self and partner objectification among university students.

Lastly, this study provided an intriguing finding concerning a significant difference in self-objectification and partner objectification across genders among undergraduate university students, which is the fifth and last hypothesis of the current study. Men reported higher levels of self-objectification and partner objectification than women. Interestingly, the social media consumption among both genders was equal. This finding is supported by similar research that was conducted on self-objectification and partner objectification Zurbriggen et al. (2011).

As for self-objectification, the difference between men and women was comparatively higher but again men were reported to have higher levels of self-objectification too. Though one may assume that men may report to a lower level of self-objectification than women, young adults now are more concerned with their body image Weltzin et al. (2005)

Conclusion

In conclusion, the study's findings provide valuable insights into the relationships among social media consumption, self-objectification and partner objectification in undergraduate students. Among the students included in the study, a notable and distinct correlation was observed among these three variables.

The current study helps provide an intriguing set of findings which further broaden our perception of the power of social media and how it is connected with not only self-objectification but also partner objectification. Though social media do play a prominent part in shaping our daily lives, routines and habits, societal standards, cultural expectations and experiences (e.g assault, harassment) can also be a pivotal part of an individual's life that leads to withhold and project negative self believes which unconsciously can be portrayed in one's intimate life or can be a reason for hindrance to finding a romantic partner

The findings of this study highlight the importance of how one can use social media healthily and develop a sense of worth outside the world of reels. By creating a healthy environment and an active life that leads to less use of social media apps, one can have a sense of achievement. This is essential for a university-going student as they soon would be stepping out into the real world. To make realistic and achievable goals, embracing one's flaws and understanding that there is more to life besides running towards a fake world created by humans like them can help students overcome objectification issues. Also to accept another person for who

they are not compare them with what they see online is necessary healthy discussions and seminars should be conducted, especially related to self-objectifying beliefs and partner objectification.

Implications

The findings of research on social media consumption, self-objectification, and partner objectification among undergraduate university students can have several practical implications for various stakeholders in the educational setting. Firstly, understanding that self-objectifying beliefs can cause more harm to an individual mental health and interpersonal relationships causing a sense of unworthiness, dissatisfaction and failure in life.

Universities and colleges may consider implementing initiatives that promote a supportive environment, such as conducting seminars on the negative impact of social media, offering relationship counselling and other counselling services to overcome personal insecurities and resolve conflicts, to help students feel more connected and engaged with their true self and focus on what matters in real life not in real life.

Based on the findings from our research, it is notable that existing literature lacks a specific exploration of social media consumption, self-objectification and partner objectification, respectively. Our study also revealed meaningful correlations between social media consumption, self-objectification and partner objectification. These findings underscore the importance of a positive mindset and healthy beliefs that should be fostered in adolescents.

Future research should delve deeper into understanding these nuanced associations and explore effective interventions to enhance positive self-image and healthy relationships while mitigating negative forms of social media engagement among students. This could inform targeted strategies and initiatives aimed at promoting overall student mental well-being and positive views of the opposite gender by promoting them to objectify less and consider the person next to them as more human than an object.

The contradiction with existing literature suggests that contextual and methodological factors in the study's specific setting may moderate typical gender-based variations in these aspects. Despite global trends indicating higher self-objectifying and lower partner-objectifying beliefs among girls, this study's findings highlight the need to consider men's objectifying beliefs as they have reported high self and partner objectification.

Moreover, the new literature on men's objectification indicates increased levels of objectification of men due to social media trends and standards. Furthermore, the lack of variation across types of universities in self and partner-objectifying behaviours suggests consistent social media usage across different institutional contexts. These implications stress the importance of

considering cultural, methodological, and contextual factors when interpreting and addressing objectification in institutional settings, thereby informing strategies to enhance positive environments and steps toward body image issues regardless of gender or university type. Further research is warranted to delve deeper into these nuanced dynamics and inform targeted interventions to promote positive self-beliefs and perception of other outcomes universally.

Overall, this research offers valuable insights that can guide counsellors, administrators, powerful social media influencers and policymakers in implementing healthy practices to foster a healthy body image, promote attainable goals and an intact positive perception of the world among undergraduate students. Therefore, it is important to further investigate this relationship and develop strategies to promote healthier social media consumption habits, particularly in the context of romantic relationships.

Limitations

The study was specifically on Islamabad as the study locations may limit how much the findings can be generalized. These cities represent only a small part of the diverse undergraduate population in Pakistan. The results may not apply to students from other regions with different characteristics and educational settings. Additionally, the study was conducted on undergraduate university students only thus the findings of the study cannot be applied to school, college, foreign, master and PhD students. The cultural and financial backgrounds, societal norms, access to technology and cultural beauty standards in Islamabad might be different from those in other parts of the country, which could affect how the variables are related.

Furthermore, the study sample mainly comprised a large population of students hailing from middle-class socio-economic backgrounds. This is because the majority of the population in Pakistan comes from the lower-middle class. Therefore, the sample did not include an equal representation of lower, middle, and upper-class individuals.

As a result, there was limited opportunity to thoroughly examine the potential impact of socio-economic status on the variables under study.

Another main limitation of the study was, the inappropriate response that the participants gave towards us. Since the nature of the items specifically of the partner objectification scale that was given to the male participants of the study was explicit, they projected objectifying beliefs they had verbally onto us. Due to this, we were limited to collecting data from individuals that seemed well-mannered.

Also, another challenge in the study was the social desirability factor, where a participant gives a response that is deemed socially acceptable and refrains from giving their input. This was noted when collecting data from the female participants as they were hesitant to give their raw input out of fear of judgment and what their peers would think of them. Which limited us from fully exploring self-objectification and partner objectification in women.

The study only collected data at one point in time, so it's hard to fully understand how self-objectification and partner objectification changed over time. Longitudinal studies that follow participants over a longer period would give us a better acuity as to how social media usage lead affects self-objectification and partner objectification over time and does it lessens with time if such beliefs are further reinforced. Future research efforts should focus on overcoming these limitations and broadening the scope of investigation to improve understanding of this phenomenon in a more inclusive sample.

Future Recommendations

Future research on social media consumption, self-objectification and partner objectification among undergraduate students in Pakistan should take several important steps to enhance the generalizability of findings and deepen our understanding of these concepts across different cultural and educational contexts. Firstly, efforts should be made to include a more diverse sample from various regions and universities across the country. This will provide a more comprehensive understanding of the relationships between these variables.

Longitudinal studies are also recommended to capture the dynamic nature of objectifying behaviours and beliefs over time. By collecting data at multiple time points, researchers can explore potential causal relationships among these constructs and inform the design of effective interventions

Also, the sample collected for this study was based on a large number of participants who were single, so future research should be focused on participants who are committed to relationships. In addition to this, since the items of partner objectification questions were explicit, it is highly recommended that a male researcher collect data from male participants and a female researcher collect data from female participants to avoid any uncomfortable situation regardless of the societal culture, location or setting.

Relieving response biases is pivotal, and researchers ought to take on techniques to decrease biases, for example, tending to exhaustion and using different inquiry designs. Moreover, taking on a multicultural and multilingual methodology by translating research instruments properly and including participants from different etymological foundations can catch a more extensive scope of encounters.

Directing near examinations across various nations or school systems would likewise add to a more extensive comprehension of these builds and consider culturally diverse correlations. Implementing these recommendations will help overcome the limitations identified in this study and advance knowledge of social media consumption, self-objectification and partner objectification among undergraduate university students in Pakistan since there is a research gap in the existing literature.

REFERENCES

- About X | Our company and priorities. (n.d.). <https://about.x.com/en>
- About LinkedIn. (n.d.). About LinkedIn. <https://about.linkedin.com/>
- About | TikTok - real short videos. (n.d.). TikTok. <https://www.tiktok.com/about?lang=en>
- Auf, A. I. a. a. I., Alblowi, Y. H., Alkhaldi, R. O., Thabet, S. A., Alabdali, A. a. H., Binshalhoub, F. H., Alzahrani, K. a. S., & Alzahrani, R. a. I. (2023). Social comparison and body image in teenage users of the TikTok app. *Curēus*. <https://doi.org/10.7759/cureus.48227>
- Bakshy, E., Messing, S., & Adamic, L. A. (2015). Exposure to ideologically diverse news and opinion on Facebook. *Science*, 348(6239), 1130–1132. <https://doi.org/10.1126/science.aaa1160>
- Bareket, O., & Shnabel, N. (2019). Domination and objectification: Men’s motivation for dominance over women affects their tendency to sexually objectify women. *Psychology of Women Quarterly*, 44(1), 28–49. <https://doi.org/10.1177/0361684319871913>
- Burke, M., & Kraut, R. E. (2016). The relationship between Facebook use and Well-Being depends on communication type and tie strength. *Journal of Computer-mediated Communication*, 21(4), 265–281. <https://doi.org/10.1111/jcc4.12162>
- Boyd, D., & Ellison, N. B. (2007b). Social network Sites: definition, history, and scholarship. *Journal of Computer-mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Chan, J. C. (2013). The Role of Social Media in Crisis Preparedness, Response and Recovery. <http://www.oecd.org.ezproxy.haifa.ac.il/governance/risk/The%20role%20of%20Social%20media%20in%20crisis%20preparedness,%20response%20and%20recovery.pdf>
- Choi, D., & Noh, G. (2019). The influence of social media use on attitude toward suicide through psychological well-being, social isolation, and social support.
- Chou, H. G., & Edge, N. (2012). “They Are Happier and Having Better Lives than I Am”: The Impact of

- Using Facebook on Perceptions of Others' Lives. *Cyberpsychology, Behavior and Social Networking*, 15(2), 117–121. <https://doi.org/10.1089/cyber.2011.0324>
- Conover, M., Ratkiewicz, J., Francisco, M., Gonçalves, B., Menczer, F., & Flammini, A. (2021). Political polarization on Twitter. *Proceedings of the . . . International AAAI Conference on Weblogs and Social Media/Proceedings of the International AAAI Conference on Weblogs and Social Media*, 5(1), 89–
- Cao, T. (2023). Research on the effects of Twitter on Adolescents Physical and Mental health. *Communications in Humanities Research*, 11(1), 230–236. <https://doi.org/10.54254/2753-7064/11/20231440>
- Curran '04, Paul, "Development of a New Measure of Men's Objectification of Women: Factor Structure Test Retest Validity" (2004). Honors Projects. 13. https://digitalcommons.iwu.edu/psych_honproj/13
- Dhir, A., Kaur, P., Chen, S., & Pallesen, S. (2019). Antecedents and consequences of social media fatigue. *International Journal of Information Management*, 48, 193–202. <https://doi.org/10.1016/j.ijinfomgt.2019.05.021>
- DemandSage. <https://www.demandsage.com/social-media-users/#:~:text=The%20latest%20data%20shows%20that,with%20over%203.0%20billion%20users.>
- Duignan, B. (2024, February 15). Mass media | Definition, Examples, Characteristics, & Facts. *Encyclopedia Britannica*. <https://www.britannica.com/topic/mass-media>
- Dahl, S. (n.d.). The Self-Objectification Scale: a new measure for assessing Self-Objectification. *UND Scholarly Commons*. https://commons.und.edu/theses/1639/?utm_source=commons.und.edu%2Ftheses%2F1639&utm_medium=PDF&utm_campaign=PDFCoverPages
- Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015b). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. *Body Image*,

- 13, 38–45. <https://doi.org/10.1016/j.bodyim.2014.12.002>
- Fardouly, J., & Vartanian, L. R. (2016). Social media and body image Concerns: current research and future directions. *Current Opinion in Psychology*, 9, 1–5.
<https://doi.org/10.1016/j.copsyc.2015.09.005>
- Fredrickson, B. L., & Roberts, T. A. (1997). Objectification Theory: toward understanding women’s lived experiences and mental health risks. *Psychology of Women Quarterly*, 21(2), 173–206.
<https://doi.org/10.1111/j.1471-6402.1997.tb00108.x>
- Gillespie, T., Boczkowski, P. J., & Foot, K. A. (2014). Media technologies. In *The MIT Press eBooks*.
<https://doi.org/10.7551/mitpress/9780262525374.001.0001>
- Garcia, A., Mirra, N., Morrell, E., Martinez, A., & Scorza, D. (2015). The Council of Youth Research: Critical Literacy and Civic Agency in the Digital Age. *Reading & Writing Quarterly*, 31(2), 151–167. <https://doi.org/10.1080/10573569.2014.962203>
- India, C. (2023, November 22). The Impact of Social Media on self-esteem and Body image among teenagers. <https://www.linkedin.com/pulse/impact-social-media-self-esteem-body-image-among-teenagers-l46sf/>
- Joksimović, S., Gašević, D., Kovanović, V., Riecke, B. E., & Hatala, M. (2015). Social presence in online discussions as a process predictor of academic performance. *Journal of Computer Assisted Learning*, 31(6), 638–654. <https://doi.org/10.1111/jcal.12107>
- Jones, A., Walters, J., & Brown, A. (2020). Participant Recruitment in Social Work: A social media approach. *Social Work Research*, 44(4), 247–255. <https://doi.org/10.1093/swr/svaa017>
- Junco, R., & Cotten, S. R. (2012). No A 4 U: The relationship between multitasking and academic performance. *Computers and Education/Computers & Education*, 59(2), 505–514.
<https://doi.org/10.1016/j.compedu.2011.12.023>
- Kolhar, M., Kazi, R. N., & Alameen, A. (2021). Effect of social media use on learning, social interactions, and sleep duration among university students. *Al- Mi’gala’ Al-sa’udiyā’ Lī-ulum Al-ḥayā’*, 28(4), 2216–2222.

- Krasnova, H., Wenninger, H., Widjaja, T., & Buxmann, P. (2013). Envy on Facebook: a hidden threat to users' life satisfaction? ResearchGate.
https://www.researchgate.net/publication/256712913_Envy_on_Facebook_A_Hidden_Threat_to_Users'_Life_Satisfaction
- Kross, E., Verduyn, P., Demiralp, E., Park, J., Lee, D. S., Lin, N. J., Shablack, H., Jonides, J., & Ybarra, O. (2013). Facebook use predicts declines in Subjective Well-Being in young adults. *PloS One*, 8(8), e69841. <https://doi.org/10.1371/journal.pone.0069841>
- Lewis, B., & Marwick, A. E. (2017, May 15). Media manipulation and disinformation online. *Data & Society*. <https://datasociety.net/library/media-manipulation-and-disinfo-online/>
- Lewallen, J., & Behm-Morawitz, E. (2016). Pinterest or Thinterest?: Social comparison and body image on social media. *Social Media + Society*, 2(1), 205630511664055.
<https://doi.org/10.1177/2056305116640559>
- Loneliness. (2024, February 16). *Psychology Today*.
<https://www.psychologytoday.com/us/basics/loneliness?amp>
- Mahar, E. A., Webster, G. D., & Markey, P. M. (2020). Partner-objectification in romantic relationships: A dyadic approach. *Personal Relationships*, 27(1), 4–26. <https://doi.org/10.1111/pere.12303>
- McLeod, S., PhD. (2023). What is conformity? Definition, types, psychology research.
- Meta. (2021, August 17). Company Info | About Facebook. Meta. <https://about.fb.com/company-info/>
- Moradi, B., & Huang, Y. (2008). Objectification Theory and Psychology of Women: A Decade of Advances and Future Directions. *Psychology of Women Quarterly*, 32(4), 377–398.
<https://doi.org/10.1111/j.1471-6402.2008.00452.x>
- Lewallen, J., & Behm-Morawitz, E. (2016). Pinterest or Thinterest?: Social comparison and body image on social media. *Social Media + Society*, 2(1), 205630511664055. <https://doi.org/10.1177/2056305116640559>
- Murphy, M. (2023, November 24). Navigating Professional Anxiety: The impact of LinkedIn on career well-being. <https://www.linkedin.com/pulse/navigating-professional-anxiety-impact-linkedin-career-mark-murphy-gdx7e/>

- Nussbaum, M. C. (1995). Objectification. *Philosophy and Public Affairs/Philosophy & Public Affairs*, 24(4), 249–291. <https://doi.org/10.1111/j.1088-4963.1995.tb00032.x>
- Perloff, R. M. (2014b). Social media Effects on Young Women’s Body Image Concerns: Theoretical Perspectives and an Agenda for research. *Sex Roles*, 71(11–12), 363–377. <https://doi.org/10.1007/s11199-014-0384-6>
- Problems of Students Identity Development in the educational environment of the University for Humanities. (2016). *International Journal of Environmental & Science Education*. <https://doi.org/10.12973/ijese.2016.294a>
- Prosper, I. (2022, October 1). Is LinkedIn causing imposter syndrome? <https://www.linkedin.com/pulse/linkedin-causing-imposter-syndrome-ivy-prosper/>
- Rollero, C. (2022). Mass Media Beauty Standards, Body Surveillance, and Relationship Satisfaction within Romantic Couples. *International Journal of Environmental Research and Public Health/International Journal of Environmental Research and Public Health*, 19(7), 3833. <https://doi.org/10.3390/ijerph19073833>
- Santoniccolo, F., Trombetta, T., Paradiso, M. N., & Rollè, L. (2023). Gender and Media Representations: A review of the literature on gender stereotypes, objectification and sexualization. *International Journal of Environmental Research and Public Health/International Journal of Environmental Research and Public Health*, 20(10), 5770. <https://doi.org/10.3390/ijerph20105770>
- Şahin, C. (2018). Social Media Addiction Scale--Student Form [Dataset]. In *PsycTESTS Dataset*. <https://doi.org/10.1037/t72756-000>
- Share the moment | Snapchat. (n.d.). Snapchat. <https://www.snapchat.com/> Boyd, D., & Ellison, N. B. (2007). Social network Sites: definition, history, and scholarship. *Journal of Computer-mediated Communication*, 13(1), 210–
- Shewale, R. (2024, March 4). Social Media Users 2024 (Global Data & Statistics).
- Slater, A., & Tiggemann, M. (2006). The Contribution of Physical Activity and Media Use during Childhood and Adolescence to Adult Women’s Body Image. *Journal of Health Psychology*, 11(4),

- 553–565. <https://doi.org/10.1177/1359105306065016>
- Sokolova, K., Kéfi, H., & Dutot, V. (2022). Beyond the shallows of physical attractiveness: Perfection and objectifying gaze on Instagram. *International Journal of Information Management*, 67, 102546. <https://doi.org/10.1016/j.ijinfomgt.2022.102546>
- Song, J. (2023). Social media and its impact on college students identity. *Communications in Humanities Research*, 10(1), 286–295. <https://doi.org/10.54254/2753-7064/10/20231346>
- Sayed, M. (2023, August 2). TikTok: Revolutionizing the digital world and redefining content creation. <https://www.linkedin.com/pulse/tiktok-revolutionizing-digital-world-redefining-content-mohamed-sayed/>
- Strelan, P., & Pagoudis, S. (2017). Birds of a Feather Flock Together: The Interpersonal Process of Objectification within Intimate Heterosexual Relationships. *Sex Roles*, 79(1–2), 72–82. <https://doi.org/10.1007/s11199-017-0851-y>
- Tiggemann, M., & Slater, A. (2013). NetGirls: The Internet, Facebook, and body image concern in adolescent girls. *the International Journal of Eating Disorders/International Journal of Eating Disorders*, 46(6), 630–633. <https://doi.org/10.1002/eat.22141>
- Timmermans, E., De Caluwé, E., & Alexopoulos, C. (2018b). Why are you cheating on tinder? Exploring users' motives and (dark) personality traits. *Computers in Human Behavior*, 89, 129–139. <https://doi.org/10.1016/j.chb.2018.07.040>
- TYates. (2019, May 7). Influencers on Instagram: How online personas are creating unrealistic societal expectations – Debating Communities and Networks X. <https://networkconference.netstudies.org/2019Curtin/2019/05/07/influencers-on-instagram-how-online-personas-are-creating-unrealistic-societal-expectations/>
- Vaterlaus, J. M., Barnett, K., Roche, C., & Young, J. A. (2016). “Snapchat is more personal”: An exploratory study on Snapchat behaviors and young adult interpersonal relationships. *Computers in Human Behavior*, 62, 594–601. <https://doi.org/10.1016/j.chb.2016.04.029>
- Weltzin, T. E., Weisensel, N., Franczyk, D., Burnett, K., Klitz, C., & Bean, P. (2005). Eating disorders in

men: update. *the Journal of Men's Health & Gender*, 2(2), 186–193.

<https://doi.org/10.1016/j.jmhg.2005.04.008>

YouTube. (n.d.). <https://www.youtube.com/>

Zhang, G. (2023). The influence of social media marketing on consumers' behavior. *Advances in Economics, Management and Political Sciences*, 20(1), 119–124. <https://doi.org/10.54254/2754-1169/20/20230181>

Zurbriggen, E. L., Ramsey, L. R., & Jaworski, B. K. (2011). Self- and Partner-objectification in Romantic Relationships: Associations with Media Consumption and Relationship Satisfaction. *Sex Roles*, 64(7–8), 449–462. <https://doi.org/10.1007/s11199-011-9933-4>

2U Wordpress. (2024, April 24). The evolution of social media: how did it begin, and where could it go next? | Maryville Online. Maryville University Online. <https://online.maryville.edu/blog/evolution-social-media/>

ANNEXURES

ANNEXURE-A



Cengiz... 21/12/2023



to me v

Good evening,
First of all, thanks for your kind request. You are permitted to use and translate the scale Social Media Addiction Scale - Student Form. I would be very interested in a psychometric evaluation of the new version. Therefore, can you send me the publication of your study?
Best regards,
Dr. Cengiz Sahin

Momina Faisal

<mmomina.faisal@gmail.com>, 21 Ara 2023
Per, 04:50 tarihinde şunu yazdı:

[Show quoted text](#)

Respected Ms. Sara Dahal,

I am Momina Faisal student of
BS (Psychology), Bahria
University Islamabad, Pakistan.
Nowadays I am working on my
research synopsis. I am working
under the supervision of Ms.
Naseem Irfan. While searching
for literature review I came
across an article The Self-
Objectification Scale: A New
Measure For Assessing Self-
Objectification which is a very
interesting and precise
questionnaire for my study
variable. I want to use it in my

Re: Permission to use



Scale Inbox



Yousif,... 19/12/2023



to me, UND ▾

Hi Momina,

I don't have contact information for the author but as it states on [the record](#) permission has been granted for reuse of the test with credit. Best of luck with your research.

Zeineb

Zeineb Yousif
Digital Initiatives Librarian
She/Her

Chester Fritz Library
3051 University Ave. stop 9000
Grand Forks, ND 58202-9000
701.777.6939

[UND Land Acknowledgement](#)

Statement: Today, the University of North Dakota rests on the ancestral

ANNEXURES-B



Bahria University
Discovering Knowledge

22-Feb-2024

TO WHOM IT MAY CONCERN

REQUEST FOR DATA COLLECTION

It is stated that **Ms. Nida Pervaiz** Enrollment No. 01-171202-103 is a student of BS Psychology (8th Semester) Bahria University Islamabad Campus conducting research on "**Social Media Consumption, Self Objectification and Partner Objectification among under Graduate University Students**" under supervision of undersigned. It is requested that kindly allow him to collect the data from your esteemed institution.

Regards,

Naseem Irfan
Senior Lecturer
Bahria School of Professional Psychology (BSPP)
Bahria University
E-8 Islamabad

Bahria School of Professional Psychology (BSPP) Shangrilla Road E-8 Islamabad
Tel: 051-9260002 Ext. No. 1406 Fax: 051-9260889



Bahria University
Discovering Knowledge

22-Feb-2024

TO WHOM IT MAY CONCERN

REQUEST FOR DATA COLLECTION

It is stated that **Ms. Momina Faisal** Enrollment No. 01-171202-048 is a student of BS Psychology (8th Semester) Bahria University Islamabad Campus conducting research on "**Social Media Consumption, Self Objectification and Partner Objectification among under Graduate University Students**" under supervision of undersigned. It is requested that kindly allow him to collect the data from your esteemed institution.

Regards

Naseem Irfan
Senior Lecturer
Bahria School of Professional Psychology (BSPP)
Bahria University
E-8 Islamabad

Bahria School of Professional Psychology (BSPP) Shangrilla Road E-8 Islamabad
Tel: 051-9260002 Ext. No. 1406 Fax: 051-9260889

ANNEXURES-C

Detailed Information Sheet

We Nida Pervaiz and Momina Faisal are students of BS in the Department of Professional Psychology, Bahria University, Islamabad. We are conducting research on Social Media consumption effect on Partner Objectification and Self-Objectification among undergraduate University students under the supervision of Miss Naseem Irfaan. You are invited to take part in this research study but before you decide to participate or not, it is important for you to understand why the research is being conducted and what it will involve.

Please take time to read the following information carefully.

Purpose of the Study

The purpose of the study is to explore how Social media consumption effects the Partner Objectification and Self-Objectification of undergraduate university students.

What you will be asked to do

A set of questionnaires will be given to you to fill up. Approximately 15 to 20 minutes will be required to complete the questionnaires.

What will happen to your responses on the questionnaires?

A code number instead of your name will be used on the questionnaires and only this code number will be linked to your answers which will be stored in a computer file. Only researchers and the university professor who is supervising our study will have access to these computer files. In reporting the results of this study, all the answers from all participants will be combined and it will not be possible to identify any particular individual's responses. Thus, the anonymity and confidentiality of data will be maintained.

Your Rights

Your participation is voluntary, and you have the right to withdraw from participation at any time without giving the reason. Nothing bad will happen to you as a result.

Your decision

It is up to you to decide whether or not to take part. If you decide to take part, you will be given this information sheet to keep and be asked to sign consent form. If you have any query regarding study or participation you may ask. You may contact us through email.

Supervisor

Miss Naseem Irfaan

Students

Nida.pervaiz99@gmail.com
Momina.faisal99@gmail.com

Thank you for taking time to read the information sheet.

ANNEXURES-D

Informed Consent Form

I Mr/Ms _____

State that I voluntarily agree to participate in the BS Psychology research conducted on Social Media Consumption effect on Self-Objectification and Partner Objectification” by Nida Pervaiz, Momina Faisal, under the supervision of Miss Nseem Irfan, _____, Department of Psychology, Bahria University Islamabad Campus. The researchers have explained the purpose and procedure of the research to me. They have informed me that I may withdraw from participation at any time without prejudice and penalty. Furthermore, they have assured me that any information that I give will be used for research purpose only and will be kept confidential and anonymous.

Signature of Researcher

Date: _____

Signature of Participant

Date: _____

ANNEXURES-E

Demographic Information Form

1. Age:

2. Gender: a) Male b) Female

3. Educational Level:

a) BS level b) MS level c) PhD level

4. University:

5. Living situation: a) Day scholars b) Hostelite

6. What is your current relationship status: a) Single b) Married

7. Socioeconomic status:

a) Upper class b) Middle class c) Lower Middle class

8. Which social media platform(s) do you use most frequently or find yourself spending an excessive amount of time on? Please select all that apply.

a) Facebook b) Instagram c) Tiktok d) Youtube d) Twitter e) Twitter

• Other (please specify): _____

9. For the social media platform(s) you selected, what type of content do you most frequently engage with? (Select all that apply)

a) Photos b) Reels/Short Videos c) Live Streams d) Text Posts e) Podcasts

• Other (please specify): _____

11 On average, how many hours per day do you spend on social media apps:

a) Less than 1 hour b) 1-2 hours c) 2-4 hours

d) Other (please specify): _____

12 Any diagnosed Physical illness in you: a) Yes b) No

• (If yes, please specify): _____

13 Any diagnosed psychological illness in you: a) Yes b) No

• (If yes, please specify): _____

ANNEXURES-F

Scale 1
(Social Media Addiction Scale)

EXPLANATION: Different states related to social media use on the internet are given below. You are asked to read each expression carefully and put (X) for the expression you deem the most correct for you. Do not skip any item and mark each state please.		1 Strongly disagree 2 Disagree 3 Neither agree nor disagree/ Neutral 4 Agree 5 Strongly agree				
1	I am eager to go on social media.	①	②	③	④	⑤
2	I look for internet connectivity everywhere so as to go on social media.	①	②	③	④	⑤
3	Going on social media is the first thing I do when I wake up in the morning.	①	②	③	④	⑤
4	I see social media as an escape from the real world.	①	②	③	④	⑤
5	A life without social media becomes meaningless for me.	①	②	③	④	⑤
6	I prefer to use social media even there are somebody around me.	①	②	③	④	⑤
7	I prefer the friendships on social media to the friendships in the real life.	①	②	③	④	⑤
8	I express myself better to the people with whom I get in contact on social media.	①	②	③	④	⑤
9	I am as I want to seem on social media.	①	②	③	④	⑤
10	I usually prefer to communicate with people via social media.	①	②	③	④	⑤
11	Even my family frown upon, I cannot give up using social media.	①	②	③	④	⑤
12	I want to spend time on social media when I am alone.	①	②	③	④	⑤
13	I prefer virtual communication on social media to going out.	①	②	③	④	⑤
14	Social media activities lay hold on my everyday life.	①	②	③	④	⑤
15	I pass over my homework because I spend much time on social media.	①	②	③	④	⑤
16	I feel bad if I am obliged to decrease the time I spend on social media.	①	②	③	④	⑤
17	I feel unhappy when I am not on social media.	①	②	③	④	⑤
18	Being on social media excites me.	①	②	③	④	⑤
19	I use social media so frequently that I fall afoul of my family.	①	②	③	④	⑤
20	The mysterious world of social media always captivates me.	①	②	③	④	⑤
21	I do not even notice that I am hungry and thirsty when I am on social media.	①	②	③	④	⑤
22	I notice that my productivity has diminished due to social media.	①	②	③	④	⑤
23	I have physical problems because of social media use.	①	②	③	④	⑤
24	I use social media even when walking on the road in order to be	①	②	③	④	⑤

	instantly informed about developments.					
25	I like using social media to keep informed about what happens.	①	②	③	④	⑤
26	I surf on social media to keep informed about what social media groups share.	①	②	③	④	⑤
27	I spend more time on social media to see some special announcements (e.g. birthdays).	①	②	③	④	⑤
28	Keeping informed about the things related to my courses(e.g. homework, activities) makes me always stay on social media.	①	②	③	④	⑤
29	I am always active on social media to be instantly informed about what my kith and kin share.	①	②	③	④	⑤

ANNEXURES-G

Scale 2
(Partner Objectification Male)

EXPLANATION: This measure asks you to consider your responses to the women you see in your everyday life. Please read the following statements and mark how much you agree according to the following values:		1=Strongly disagree 2=Disagree 3=Undecided or neutral 4=Agree 5=Strongly agree				
1	The first thing I notice about a woman is her body	①	②	③	④	⑤
2	It doesn't bother me when men around me make crude comments about women	①	②	③	④	⑤
3	I would compliment a woman's looks if she had a very attractive face, but a not so ideal body.	①	②	③	④	⑤
4	A woman should be flattered when I look at her.	①	②	③	④	⑤
5	I have made jokes about ugly women.	①	②	③	④	⑤
6	If I see a woman walking down the street, it is easy for me to imagine what she's like during sex.	①	②	③	④	⑤
7	I like it when a thin woman wears tight clothing.	①	②	③	④	⑤
8	Women who want to be on the cutting edge of fashion need to show a little skin	①	②	③	④	⑤
9	Commenting on a woman's physical features is all in fun.	①	②	③	④	⑤
10	I would be less likely to comment on the body of a woman I know well:	①	②	③	④	⑤
11	-I often comment on a woman's looks based on how her clothing fits her.	①	②	③	④	⑤
12	I have made comments to friends about women who I find unattractive.	①	②	③	④	⑤
13	I respect all women.	①	②	③	④	⑤
14	I think watching women is entertaining.	①	②	③	④	⑤
15	When commenting on women, it's okay to be crude.	①	②	③	④	⑤
16	I am more likely to notice or flirt with a woman with an attractive body than one with an attractive face.	①	②	③	④	⑤
17	You can tell a lot about a woman's sexual availability by how she looks.	①	②	③	④	⑤
18	My friends and I tease each other about unattractive women with whom we have had romantic encounters.	①	②	③	④	⑤
19	I am more likely to notice or flirt with a woman with an attractive face than one with an attractive body.	①	②	③	④	⑤
20	It doesn't bother me when men around me make crude comments about women loud enough for them to hear	①	②	③	④	⑤
21	It is okay to insult a friend's girlfriend if she is ugly.	①	②	③	④	⑤

22	Commenting on a woman's physical features is only natural.	①	②	③	④	⑤
23	The first thing that attracts me to a woman is a nice body.	①	②	③	④	⑤
24	As soon as I see an attractive woman, I wonder what sex with her would be like.	①	②	③	④	⑤
25	I always use appropriate names when describing women's bodies.	①	②	③	④	⑤
26	I often imagine what women I meet on a daily basis would look like naked	①	②	③	④	⑤
27	I frequently give women a rating based on attractiveness	①	②	③	④	⑤
28	When I'm with female friends, I sometimes wonder what they would look like naked.	①	②	③	④	⑤
29	It is okay to insult a friend's sister if she is ugly.	①	②	③	④	⑤
30	I have made up nicknames for a woman based on her appearance.	①	②	③	④	⑤
31	I often imagine what women I meet on a daily basis would be like in bed.	①	②	③	④	⑤
32	A woman doesn't have to be totally beautiful, but if she at least has something cute about her face or her body, I'll comment about it.	①	②	③	④	⑤
33	I enjoy pornography.	①	②	③	④	⑤
34	I would compliment a woman's looks if she had an ideal body, but a not so ideal face.	①	②	③	④	⑤
35	It bothers me when someone comments on a woman's body if I know her well.	①	②	③	④	⑤
36	I would never make comments to peers about unattractive women.	①	②	③	④	⑤
37	I treat attractive women differently than I treat unattractive women.	①	②	③	④	⑤
38	Women should be used to hearing the men around them comment on their bodies.	①	②	③	④	⑤
39	I feel it is alright to comment on a woman's chest in a bar setting.	①	②	③	④	⑤
40	I rarely compare how one woman looks to another.	①	②	③	④	⑤
41	If a woman is attractive, she doesn't need to have anything interesting to say.	①	②	③	④	⑤

Scale 2
(Partner Objectification Female)

EXPLANATION: This measure asks you to consider your responses to the women you see in your everyday life. Please read the following statements and mark how much you agree according to the following values:		1=Strongly disagree 2=Disagree 3=Undecided or neutral 4=Agree 5=Strongly agree				
1	My friends and I talk about the way men look or how attractive they are.	①	②	③	④	⑤
2	If a guy has enough money, he doesn't need to have anything interesting to say.	①	②	③	④	⑤
3	I only date men who are taller than me.	①	②	③	④	⑤
4	I am often attracted to men who I know I cannot date.	①	②	③	④	⑤
5	You can tell a lot about if a guy is worth dating by the kind of car he drives.	①	②	③	④	⑤
6	I wouldn't date a guy that was too nice.	①	②	③	④	⑤
7	Commenting on how much money a guy has is only natural.	①	②	③	④	⑤
8	It is more important for a man to be ambitious than to have a good personality.	①	②	③	④	⑤
9	I find firemen in uniform attractive.	①	②	③	④	⑤
10	I think male athletes are attractive just because they play a sport.	①	②	③	④	⑤
11	I am more likely to take interest in a guy on the basis of popularity rather than who he is.	①	②	③	④	⑤
12	If a guy is incredibly hot, it would be ok if he was mute.	①	②	③	④	⑤
13	I would date a man who does not have a well-paying job.	①	②	③	④	⑤
14	I am sometimes attracted to a man that is already in a relationship because I know that I cannot have him.	①	②	③	④	⑤
15	I would consider being in a relationship with a man only if he has an attractive body.	①	②	③	④	⑤
16	If walk past a very attractive guy, I would turn around to take another look.	①	②	③	④	⑤
17	I think guys who are smart are attractive regardless of personality.	①	②	③	④	⑤
18	I would be more likely to date a man who holds a public office than one who does not.	①	②	③	④	⑤
19	I would like to date the captain of a football team.	①	②	③	④	⑤
20	My friends and I tease each other about unattractive men with whom we've had romantic encounters.	①	②	③	④	⑤
21	It is fun to imagine being a groupie for a musician.	①	②	③	④	⑤

22	I would enjoy watching a male stripper.	①	②	③	④	⑤
23	I am attracted to 'bad boys.'	①	②	③	④	⑤
24	It's entertaining to make fun of weak men.	①	②	③	④	⑤
25	If a guy has a great personality, he doesn't need to be good looking.	①	②	③	④	⑤

ANNEXURES-H

Scale no. 3
(Self Objectification)

Be honest as you can throughout and try not to let your response to one question influence your response to other questions. There are no right or wrong answers.

Instructions: Please indicate your agreement with the following statements based on how you feel in general.	Disagree Strongly	Disagree		4	Strongly Agree
1. My personality and character are more important than my physical appearance for attracting a romantic partner.	1	2	3	4	5
2. How my body looks will determine how successful I am in life.	1	2	3	4	5
3. My ability to do well at my job is based on how I look to others.	1	2	3	4	5
4. What my body can do is more important to me than its size and shape.	1	2	3	4	5
5. I need to look my best because others will notice.	1	2	3	4	5
6. My looks are the most important aspect of myself.	1	2	3	4	5
7. I value my body's appearance more than its strength and stamina.	1	2	3	4	5
8. I do not need to look good to achieve my goals in life.	1	2	3	4	5
9. The aspects of my body that can be viewed by others are the ones I value most.	1	2	3	4	5
10. I can attain my career goals regardless of how my body looks to others.	1	2	3	4	5
11. For a potential romantic partner to want me, I must be physically attractive.	1	2	3	4	5
12. My level of sexual appeal will determine my future financial success.	1	2	3	4	5
13. The aspects of my body that cannot be viewed by others are the ones I value most.	1	2	3	4	5
14. My current financial stability is based on how my body appears to others.	1	2	3	4	5
15. I will be safer in this world if I am sexually appealing.	1	2	3	4	5
16. My body is my most important asset.	1	2	3	4	5
17. My economic prospects are determined by my looks.	1	2	3	4	5

18. It is important that others find me physically appealing.	1	2	3	4	5
19. How my body appears to others will determine my life experiences.	1	2	3	4	5
20. My physical appearance is closely related to the power that I hold in society.	1	2	3	4	5
21. My social prospects are determined by my non-physical characteristics.	1	2	3	4	5
22. I hope that others appreciate my looks.	1	2	3	4	5
23. My physical appearance has little influence on my sense of well-being.	1	2	3	4	5
24. My health is more important than my physical appearance.	1	2	3	4	5
25. It is okay for others to look at and evaluate me based on my physical appearance.	1	2	3	4	5
26. Being physically attractive will determine how many friends I have.	1	2	3	4	5
27. My sense of self-worth is based largely on my physical appearance.	1	2	3	4	5
28. I value my physical appearance over my physical comfort.	1	2	3	4	5
29. My body's abilities are more important than my body's appearance.	1	2	3	4	5
30. My happiness is dependent on my physical appearance.	1	2	3	4	5

ANNEXURES-I

1

ORIGINALITY REPORT

7%
SIMILARITY INDEX

4%
INTERNET SOURCES

1%
PUBLICATIONS

4%
STUDENT PAPERS

PRIMARY SOURCES

1	www.aseanjournalofpsychiatry.org Internet Source	1%
2	Submitted to South Cheshire College Student Paper	1%
3	Submitted to Higher Education Commission Pakistan Student Paper	<1%
4	Submitted to Port Neches-Groves High School Student Paper	<1%
5	Goodness Chinazor Joshua Chukwuere, Joshua Ebere Chukwuere. "The Difficulties Posed by Digital Technology: Understanding the Psychological Consequences of Social Media Use on Young Adults' Body Image and Self-Esteem", Academic Journal of Interdisciplinary Studies, 2023 Publication	<1%
6	Submitted to Canterbury Christ Church University Student Paper	<1%