SOCIAL MEDIA INFLUENCE ON BODY IMAGE AMONG FEMALE UNIVERSITY STUDENTS: A CASE STUDY OF INSTAGRAM

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DECLARATION

This project is my original work and has never been presented for the award of degree in any other university or institution.

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Supervisor's Approval

This project has been submitted for examination with my approval as university supervisor.

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ABSTRACT

This study aimed at examining how social media and precisely instagram influences body image among female university students. The specific objectives were to find out and investigate: the consequences of instagram use on body image among female university students, the effects of instagram on body image through social body comparison among female university students, the adoption rate of Instagram among female university students and the effect Instagram influencers have on body image of female university students. The study hence targeted 347 female students in School of Journalism and Mass Communication at the University of Nairobi where a sample size of 183 was reached. Primary data was sourced using questionnaires and interview guides. Coding of quantitative data was accomplished. The obtained data was entered into the computer system for descriptive statistics. There was utilisation of Statistical Package (SPSS V 20.0) and MS Excel to compute descriptive statistics such as percentages, standard deviation, mean and frequency. This was meant for presentation of quantitative data in form of graphs and tables. It was established that majority of the young women in universities believe that there is a particular body frame that is promoted within the Instagram application as well as by Instagram influencers within the Kenyan society which is contrary to the idealised standards of beauty propagated in the Western nations. Respondents also indicated that they sometimes look to instagram for the modern fashion trends and beauty aspects to boost their image. It also came out that the use of instagram leads to greater feelings of anxiety and depression due to body surveillance. In rare cases, unlike the Western countries where this is viewed as major concern, use of instagram was seen to have minimal effects on eating disorders and unhealthy dieting behaviours and sleeping challenges so as to attain the body image that is ideal. The study therefore recommends that for purposes of preserving young women's health and confidence, it is important for the industry to acknowledge how pressuring young women to fit into a particular frame leads to an increase in body image concerns which in turn can result to management of appearance behaviours on women. It also recommends that marketers should recognize that majority of the young adult females adopt social media especially instagram and they can therefore use this avenue to reach them for free in large numbers to sell products in which they are the targeted market.

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LIST OF ACRONYMS AND ABBREVIATIONS

SM   Social Media

SNS   Social Networking Sites

U&G   Uses and Gratifications

CAK   Communications Authority of Kenya

CHAPTER ONE
INTRODUCTION

1.0 Overview

This chapter highlights the background of the study, problem statement, research objectives and research questions to guide, justification of the study, scope and limitations.

1.1 Background

According Grogan (2008), body image is a is the way a person feels, their perceptions and thoughts regarding their body. To gauge body image, the society has come up with a set of standards that do not always correspond to how individuals perceive their body. Throughout history there have been different body ideals that set the standards for the most desired body image during that era for instance, many years ago, artworks and sculptures had thickset silhouettes portraying the ideal body of that time. In recent times, most notably the late 20th century, models with portraits of thin, waif-like filling the pages of fashion magazines (Howard, 2018). Currently, some of the standards of the ideal body image mostly being showcased and celebrated online with "likes" on social networking sites (SNSs) include being thin, curvy, and even having a proportionate body (Waldman, Loomes, Mountford & Tchanturia, 2013).

Body image is now looked at and understood as composite bearing affective, behavioural, perceptual and cognitive components. According to Cash & Pruzinsky (1990) looking at body image perceptually is where appraisals and images on the body shape and size are constructed the cognitive aspect of body image looks at bodily experience and beliefs one has about their body image. Cash & Pruzinsky (2002) posit that dissatisfaction/ satisfaction and comfort/discomfort with attention to our appearance are looked at by the emotional aspect. In today's society, the world over, individuals are surrounded by various cultures which impact the way they develop thinking about their body and how they feel about themselves. Body image can be influenced either negatively or positively depending on one's cultural traditions which can also have an effect on an individual's self-esteem (Fardouly, Diedrichs, Vartanian, & Halliwell, 2015).

Depending on how an individual's traditions are emphasized, their surroundings can influence the building of a healthy body image and self-esteem or lack thereof. For example, the western culture generally has a high emphasis on body appearance and dieting. In today's society retouching photos in a digital way is considered the norm which can influence one to have a negative body image. Nonetheless, cultures that celebrate and uphold a person's body and whose traditions uphold what a person is capable of doing rather than their appearance may more effectively support the building of a positive body image (Cash & Pruzinsky, 2002).

One's culture has the substantial potential to not only impact how an individual view's their body image but also influence how they feel about themselves. It is therefore important to understand the way culture, traditions and our surrounding can have an impact on us to enhance self-esteem and positive image. When views about the body are negative, there is occurrence of body dissatisfaction which happens in cases of discrepancies in perceptions of ideal body and reality in assessment of a person (Cash & Szymanski, 1995; Grogan, 2008). The term 'normative discontent' was tailored by Rodin, Silberstein, and Striegel-Moore (1984) to bring an understanding that increased levels of body dissatisfaction is experienced more in the general women population. The same experience of dissatisfaction has increased in both male and female as stated by Cash, 2002a; Garner, 1997; Rodin, Silberstein, & Striegel-Moore (1984).

Over the years the internet has propelled the world into a digital age era where citizens globally are connected through various forms of social networking sites (SNSs) that includes Instagram, Facebook, You tube, Snapchat among others. Currently, Facebook is ranked as the most popular social networking platform worldwide. As of December 31, 2018, It had above 2.32 billion monthly users that were actively involved causing an increase of 9% in the number of users year over year (Statista, 2019).

Communications Authority of Kenya (CAK) in its 2016/2017 fourth quarter report shows that across all technologies the subsector of data/internet increased growth. The internet subscriptions had gone up to 29.6 million an increased growth of 15.2 per cent from registered number of users who were at 25.7 million in the previous quarter. Owing to the

rise in number of mobile data subscriptions there has been a continued fall in the price of smartphones cost as well as wide spread availability of handsets (Communications Authority of Kenya, 2016-2017). Globally we have around 3.8 billion people internet users that puts us at 51.7 per cent which essentially means that in the world, people accessing internet is slightly over half of the world's population. Thus, showing how much of an impact information shared online can have on its users and consumers who often use it as their go to tool for what's ideal within the society.

These sites allow individuals to create private or public online profiles which they can then use the to build relationships with other users operating in the same platforms. Most of the SNSs are peer generated which indicates that receivers and information sources are users themselves. It gives them the chance to decide on how they would want to participate. i.e. they search for group or users they are interested in, what to comment on and also choose activities to participate in like the kind of videos and photos to share (Bullas, 2014).

Social media has the mechanisms to allow for immediate interactive and anonymous feedback which is usually unfiltered thus meaning that undoubtedly not all feedback will be positive, in fact, criticism is more rampant. The negative comments are usually harsh and excessive to an extent of offensive name calling and purposeful embarrassment. This could have serious effects on a person's confidence to be so cruelly put down (Riccardi, 2013). Instagram and snapchat are examples of visual platforms that seek peer appearance approval through the monitoring of number of views, followers, likes and comparison with the rest. Selfie-holics can alter the way they look digitally i.e. photo airbrushing with the swipe of their finger, imperfection cover-up, whitening teeth among others to make their photos more appealing and attractive. Users on these platforms consider the higher the number of likes and followers one gets to be an indicator of achievement and popularity thus boosting one's sense of self-worth and esteem. This creates appearance and competition associated pressure so that one's peers can be outdone (Lewallen & Behm-Morawitz, 2016).

Social media can have either positive or negative effects on users' body esteem depending on how it's utilised. Perloff (2014) argued that users use the various platforms to gratify

certain needs based on individual factors such as self-esteem that is low and depression. Social comparison is also seen as a factor that motivates people to make use of social media. It is important that further examination is conducted on potential relationships between motivation for media use, individual aspects and negative health outcomes due to increased utilisation of the social media (Prieler& Choi, 2014).

The role of media in creating a certain perception of beauty amongst young women is perhaps a reflection of societal, and particularly patriarchal, ideology of women and the body. As Wolf (1991) argues, it was historically believed that women who are considered beautiful have more advantages relating to their career, marriage and social mobility than those who are not. According to Baron (2005), based on their physical appearance, women are judged by this more than any other quality, hence more pressure for women to ensure they always appear attractive when presenting themselves to society in comparison to their male counterparts.

Its implication is that many women are affected by how they view themselves and start comparing their beauty with that of other women because of a society that views body image of women as central to their existence (Baron 2005). As a result, the pursuit of a societal acceptable thinking that media influences greatly the body image. Grabe *et al*. (2008) highlighted that, low esteem and dissatisfaction of the body image are often the consequence of consistent exposure to the notion of "ideal" bodies given by the media. Furthermore, reported issues of people with behavioural concerns and eating disorders are enhanced by dissatisfaction as well as low self-esteem.

The media can be considered a reflection of society thus playing a critical role in how the feminine body is perceived. Individuals who possess some level of authority as a result of their visibility in the media tend to reinforce this perception. Amongst many young women, this reinforcement of a specific type of idealised beauty is reflected on social media platforms where celebrities display and perform their perceptions of thinness and skin hue as elements of ideal beauty.

Sutton (2009) states that many young black South African women look up to these celebrities and model their behaviour accordingly to conform to the subtle dictates of celebrities regarding the body. Consequently, the idealization of these celebrities becomes an inspirational pursuit for many young women. The consistent exposure to certain kinds of body aesthetic in the media and precisely social media leads to an influence on perceptions of women and their body image (Menzel & Levine, 2011).

Over the last few years, online influencer's (social media influencers) have become part and parcel of internet culture. Kenya has been part of this wave, with most of the content developers investing more in channels that are online therefore attracting more followers. In turn, many commercial brands have sought to partner with these creators in a bid to create resonant content that can reach key audiences. Currently in the social media environment the development of partnerships between influencers and brands is a unavoidable practise especially because there is need to come up with favourable associations by many brands (Odipo Dev, 2019).

In the case of influencing perception of body image, influencers of the various social media platforms have been known to endorse and review beauty products to their followers after partnering with big brands in order to increase purchase for instance Tracy Wanjiru who is also a media personality with a following of up to 117,000 followers promotes the use of a new Kenyan acne product for a flawless skin which she swears by without any evidence of her suffering from any skin conditions before. Vera Sidika on the other hand a Kenyan celebrity with a following of   up to 1.2 million followers on Instagram, has perhaps been the most outspoken on the various body alterations she has undergone as well as lightening of her skin which she categorically claims has enabled her get more well-paying jobs than before and that body image is her business and brings in money for her. Considering the number of followers she has and the influence she asserts it's therefore not far-fetched to deduce the amount of influence she has on the young female followers to follow suit and alter their body aesthetics and even offers a solution whereby she markets and sells her flat

tummy tea on her social media pages as well in order to attain what they believe is real in connection to the body image.

Social media sites by their very nature can have an effect on the way individuals feel about themselves, however, Instagram tops the list on having an especially negative bearing on body image due to its focus on imagery. As of June 2019 Instagram, users in Kenya totalled to slightly over 1.3 million users which accounted for 2.6% of the entire population of these 45.9% accounted for women while 54.1% accounted for the male population. People aged 18-24 were the largest user group accounting for 580,000 individuals (NapoleonCat., 2019). Instagram reflects heavily on a culture that commodifies, objectifies and sexualises the human body. It also brings about unrealistic and unattainable aspects of the definition of beauty focused in this particular research study.

1.2 Problem Statement

In recent years the trend experienced in Western nations whereby many females concentrate highly on their body image and also the way they present themselves in the society is catching up in Kenya. Concerns with body image, especially among the youth and the middle aged is manifested through a variety of ways such as increased interests in exercising, keeping up with fashion trends, cosmetic surgeries that sometimes have unfortunate outcomes as well as dieting practices and the application of make-up suggests that young Kenyan women are conscious of their body image.

Although not formally documented, it is common knowledge that some Kenyans, especially young females, suffer the same adverse effects of body image dissatisfaction documented in the Western countries, including eating disorders as in the case of bulimia nervosa and anorexia nervosa (Menzel & Levine, 2011).In an attempt to further improve their body image in a positive way, Kenyan citizens are doing other useful activities, including engaging in meditation, having adequate sleep as well as having a daily routine for moisturising, toning as well as cleansing. In turn, they are able to improve their body image since they have a positive outlook (Waswa, 2011).

The gradual increase in number of social media or online influencers, who are individuals on various social media platforms who have established credibility in certain aspects of day to day life and especially beauty trends in this context, have access to large audiences who follow them on these platforms in order to get information and advice on how they too can maintain their body image within the current trends. They range from celebrities to basically anyone in social media who can amass a large following that can prove to be attractive to those in business trying to sell off their products to an often trusting and vulnerable group of followers looking to improve their body image and be like the popular individuals they follow.

Most of the female university students in Kenya are under a lot of pressure to keep in pace with celebrities they are following on Instagram. The academic performance especially problem solving and cognitive capacities as well as eating behaviours of a person can easily be affected by dissatisfaction of one's body image. A lot of college students often get caught up in body image problems that are conflicting due to the body changes that they may be experiencing. If it's not given adequate attention it may affect their school performance too due self-esteem that is affected by that situation. It may also bring lifestyle issues where most students have turned to "sponsors" to maintain the expensive lifestyle influenced by the instagram influencers.

Various studies have been conducted in connection to body image i.e. Sabik (2012) established a study on psychological well-being and body image targeting European American women and African American that were aging, Badero (2011) examined effects body image brought by the media, Kampf (2013) investigated on the processes of impacting body image by the social media and eating behaviours and Waswa (2013) examined the determinants of perceptions of body image among college students in Kenya. However, none of the study focused on the way social media influences body image among female university students. Therefore, this research made effort to bridge the gap by exploring the influence of social media on body image among female university students by focusing on instagram.

1.3 Research Objectives

This study aimed at exploring how social media influences body image among female university students. It was guided by the following specific objectives:

i. To find out the consequences of instagram use on body image among female university students

ii. To find out the effects of instagram on body image through social body comparison among female university students

iii. To find out the adoption rate of instagram among female university students

iv. To investigate the effect Instagram influencers have on body image of female university students.

1.4 Research Questions

The following research questions paved way for the research:

i. What are the consequences of instagram use on body image of female university students?

ii. What is the effect of instagram through social body comparison on body image of female university students?

iii. What is the adoption rate of instagram among female university students?

iv. How do the instagram influencers affect body image of university students?

1.5 Justification

Most of the studies in this research area have been directed towards the effects of TV entertainment, programs, magazine depictions, music videos and television advertisements which are known as the conventional mass media. In reality, these are not platforms that young adult women and adult get attracted to. Viewing of television and magazine readership among young adults and teenagers has declined drastically (Stelter, 2012).

In as much as most of the studies undertaken previously focus on social media effects, the topic has not been exhausted in its entirety, specifically, on the section that seeks to address the issue of social media influence on the body image of young women. The focus of young women between the ages of 20 and 25 includes the majority of females who participated in this study in the university aged group.

Social settings like university can enhance exposure to socio-cultural and peer pressure to try and be part of a particular social group by subscribing to what seems as body image that is ideal owing to the fact that young women tend to discuss appearance between peers which can also serve as a contribution to body dissatisfaction in the long run. Since young women are sensitive to their body image and how they present themselves to society as well as the social pressures from the media and their peers that they experience in their day to day lives to achieve the ideal body image, this research study therefore examined how the social media affects their view of the ideal body image in this population under study. It seeks to establish how young women use social media to seek out information on ideal body images and trends to keep up with through social surveillance of their peers and celebrities and how all this in turn affects their own self-body image.

There are cultural standards of body sizes that are ideal. i.e. thinness in women from America (Fallon, 1990; Wiseman, Gray, Mosimann, & Ahrens, 1992) e.g. their exemplars of idealised bodies the models are characteristically size 2, compared to size 12-14, an average woman as argued by Halliwell & Dittmar, 2004; Halliwell, Dittmar, & Howe (2005). According to Devos & Banaji (2005), thinness identifies with being an American though culturally vary in that black women are identified to have voluptuous figures, bigger and thicker (Craig, 2006; de Casanova, 2004). Gluck & Geliebter (2002) argued that compared to white Americans, black Americans don't possess the thin ideal. Body dissatisfaction at lower levels are experienced by black cultured women given they have not much pressure to be thin.

Owing to the reality that a majority of research in the stated field was executed in Western countries it's imperative to have it done in the African context as well looking at Kenya because there are many intervening factors that contributes such as the difference in culture, societal beliefs and ideology which play a great role in the regard to how women view themselves therefore the effects that are experienced by the women in the West cannot be assumed to be the same effects that affect the women in Kenya thus the importance and need of conducting this research.

1.6 Significance of Study

This study will be beneficial to various education and media stakeholders in the country once complete. The study will sensitize the parents and guardians on social body image concerns the female university students are exposed to and hence help advise them accordingly on how to cope.

The study would also be of benefit to university management especially departments dealing with mentoring of university students by offering with knowledge on social media influences body image among female university students and hence be able to mentor and advice the students on how to cope with pressure that comes with social media.

The findings of this study are expected to contribute to and reinforce already existing literature in regard to social media influences to body image among female university students which will be useful to scholars as a reference material when carrying out further research in similar study topic.

1.7 Scope and Limitations

This study aimed at exploring how social media influences body image among female university students. The study specifically focused on consequences of instagram use, effects of instagram, adoption rate of Instagram and effect Instagram influencers. The study targeted 347 female undergraduate students in the School of Journalism and Mass communication and was carried out for three months. The study anticipated hindrances to information access relevant to facilitate the research process. Reluctance of the targeted respondents to share information due to the nature of this study since they feared that the information could be used to portray them negatively. The challenge was tackled by the researcher by acquiring an introductory letter from the University. The process meant to assure the respondents that there was confidentiality of information and that the research was for academic reasons purely. The study results were limited on the provision of the reliable, accurate and objective data. The reliability and consistency of information collected was checked.

1.8 Operational Definition of Terms

Body-image is a concept which defines how individuals (having an image that is positive or negative) feel, think and behave.

Instagram is an app known for social networking used to share videos and photos. Smartphone users share images with people who are connected via a 'followers' list.

Adoption Rate of instagram is the speed at which users begin to use instagram, service or function. This is commonly used to forecast and measure marketing results and internal changes

Instagram influencers are certain individuals who have the power to influence their followers to take a certain action

Social media are computer-mediated technologies that crate platform for career interest, ideas, information creation and sharing.

Body dissatisfaction is how one evaluates defined their own body in a negative subjective manner

Body esteem is the feeling of an individual physical appearance in terms of eyes, weight, fingernails, hair including other features attached to the way one looks.

Body comparison is the act where individual compare their body with the rest in terms of shape, size and physical appearance

Body surveillance is to monitor one's body constantly and occupied with worry over how someone else body is look at in the eyes of other people.

Body positivity is a social movement pegged on the belief about positivity in the image of all human beings. It also gives a challenge to the society on how they present the physical body.

Eating disorders these are disturbed or abnormal eating habits, and they are quite common.

Thin ideals are concepts of the female body that are ideally slim. The usual perception is a woman who has a feminine feature, with a waste that is small, slender and with little fat of the body.

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Celebrities are people who in a public and media attention have wide influence in a given society.

CHAPTER TWO
LITERATURE REVIEW

2.0 Overview

This section examines literature on social media influence on body image among female university students. It also presents theoretical framework guiding this study, empirical review and conceptual framework.

2.1 Theoretical review

2.1.1 Social Media

Websites, the internet and an array of social media platforms including Tumblr, Facebook, Pinterest, Twitter and Instagram provide opportunities for fast construction and sharing of messages generated by the users as well as prompt communication with other users on these platforms through various hand-held gadgets. These technologies differ from the usual traditional mass media, which have been mainly looked at when it comes to research of body image effects, in a number of ways (Sundar & Limperos 2013).

According to Eveland (2003) Interactivity has brought the key distinction between technologies of social media that are contemporary from the conventional mass media. The capacity to customize, direct and shape interactions online lies with the users who can play the role of either the source or receiver depending on the communication. Sundar, *et al*. (2013), argues that contemporary media platforms cause transformation of receivers who were formerly regarded as a passive audience in relation to mass media to formal communicators thus promoting self-efficacy and autonomy.

Social media platforms are considered personal outlets in comparison to conventional mass media. This is because there is technological bonding in the sense that content uploaded and shared can revolve around the self such as is the case in sites like YouTube, Facebook profiles among others. According to Joinson & Paine (2007), in communication that are computer-mediated, self-disclosure has been paramount. Wortham & Goel (2013) posit that this is realized in digitised pictures depicting friends, self and strangers and also in blogs that are multitude.

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Animation, graphic apps, videos as well as transformative cues are all part of social media components that have the capability of transporting its users to domains that are psychologically involving such that they have the capability of transforming or even suspending one's beliefs and changing their attitude (Barak 2007; Green,*et al*. 2004). Social media platforms attract people who are like-minded giving easy and regular accessibility to individuals sharing in the same interests, beliefs and ideals. The differences encountered between the social and conventional media have vital implications on the effects on social media with regards to the body image (Amichai-Hamburger, 2007). Social networking platforms create 24/7 space for editing, creating content and viewing anywhere at any given time. This therefore gives room for dysfunctional surveillance of images and social comparison than what conventional mass media provided (Grogan, 2016).

2.1.1.1 Instagram

Hochman & Schwartz (2012) stated that instagram is an application that is mobile-based which enables its users to take pictures and then use the various editing tools within the application to change how the images appear, these are then shared instantly with friends on various social media sites. According to Abbott et al., (2013), although Instagram was launched in 2010, it grew gradually to an estimated 100 million utilisers by 2013 with about four billion pictures uploaded and displayed in same platform at the time.

Smith (2014) posits that daily, 75 million users make use of instagram with an estimate of 16 billion photos shared with other users. As of June 2019, instagram, users in Kenya totalled to slightly over 1.3 million users which accounted for 2.6% of the entire population of these 45.9% accounted for women while 54.1% accounted for the male population. People aged 18-24 were the largest user group accounting for 580,000 individuals (NapoleonCat., 2019).

The younger generation and other diverse societies are most attracted to instagram as opposed to other social networking sites (Abbott et al., 2013; Salomon, 2013). Salomon (2013) stipulated that young people spend most of their time on Instagram as compared to Facebook.

This can be attributed to the fact that the youth these days have access to mobile devices that they can use to take pictures and share them instantly with friends (Abbott et al., 2013). According to Bakhshi et al., (2013), image sharing allows convenient communication with friends sharing similar interest than just wording.

Instagram's key focus is image sharing; therefore, its user's main intent is usually to upload and share as well as find the most appealing pictures and videos. The application provides for a profile whereby an individual can keep track of the number of followers they have and the number of people they are following. Social media sites by their very nature can have an effect on the way individuals feel about themselves, however, instagram tops the list on having an especially negative bearing on body image due to its focus on imagery. Instagram reflects heavily on a culture that commodifies, objectifies and sexualizes the human body. It also brings about unrealistic and unattainable aspects of the definition of beauty focused in this particular research study (Derisz, 2018).

2.1.2 Body Image and Beauty Industry

The industry of beauty is a money-making entity that is persuasive and pervasive that has been growing rapidly by selling the idea that individuals have to alter how they look thus making them uncontended with the way they look and as a result end up being big consumers of beauty products. $24 billion is spend per year for skin care, $ 38 billion for hair care and $18 billion for make-up. The industries play a massive role in making images of beauty that are idealized as reported by the (British Youth Council, 2017).

Women beginning from a young age are usually placed in an environment whereby ideal beauty is defined by what is advertised on billboards and magazines. In reality no two bodies are the same while in the media the same digitally altered body images repeatedly appear. This brings about issues of anxiety and body dissatisfaction among women who hope to achieve such body ideals. Today, advertising is about selling lifestyles but no longer product selling. Selling of idea defined by the beauty aspect is what the beauty industry sells. Everybody strives to look good as people are told that successful life is attached to looking good. This falsehood shapers earn money from endeavours undertaken by the same individuals to look "better" (Derisz, 2018).

Perceived feminine traits are expected to be adhered to by women in leadership position for them to be respected as reported by the UK's Government Equalities Office, 2014. This was considered an objection theory by a study done in 1997, perceiving women as sexual objects instead of concentrating on their abilities (British Youth Council, 2017).

2.1.3 Body Image and Culture

Culture is defined by Wildes, Emery & Simons (2001) as a society that shares and transmits behaviours to its members. Society shares the culture e.g. Maasai ethnic groups. Holmqvist & Frisen (2010) argue that culture by its very nature doesn't necessarily have very well-defined boundaries like in the case of the boarders between given countries; therefore, caution should be observed when findings are interpreted. Culture forms appearance ideals that involves sizes and shapes of the body as indicated by Fallon, 1990; Wiseman, Gray, Mosimann & Ahrens, 1992. They vary across cultures and women thus resulting to modification of ideal definition of healthy and attractive.

2.1.3.1 Body ideals in Western cultures

As stated by Wiseman *et al*., (1992), in the west, there is decrease in the ideal female body in terms of size and weight despite the fact that the average woman has grown larger. Grogan (1999) highlighted that rounded hips, breast and full stomach represented the female body in the west. Body sizes that were larger were seen as ideal to indicate good health, wealthy and prosperity (Thompson, Heinberg, Altabe & Tantleff-Dunn, 1999) and fertility as put by Fallon (1990). Currently women are pushed to be thin and slender which is attributed to fitness and sexual attraction (Wykes & Gunter, 2005; Cheney, 2010). Vartanian & Herman (2006) argued that people are expected to take charge of their body shape and weight for ideal body achievement using minimum effort. However, as much as people take the thin ideal as a goal there has been criticism that there isn't flexibility and achievability in having control over one's body size in body weight and shape realistically (Pompper& Koenig, 2004; Wood-Barcalow *et al*., 2010).

2.1.3.2 Body ideals in non-Western Cultures

The emphasis of being thin as experienced in western cultures is devalued and considered unattractive, where attractiveness is seen in bigger body sizes (Furnham & Patel, 1994; Cachelin, Monreal & Juarez, 2006; Cheney, 2010). E.g. Punjabi Indian greeting you with the wording 'you look fat and fresh today' contain a compliment aspect (Nasser (1988). In Arabic culture, body sizes that are bigger are fertility symbols and thinness treated undesirable socially. White western women have thinness as a concept of beauty while African American, beauty revolves around other things like style, personality, dress and attitude (Flynn & Fitzgibbon, 1998; Cheney, 2010; Kronenfeld, Reba-Harrelson, Von Holle, Reyes & Bulik, 2010).

Hispanic women accept larger figures seen as healthy looking according to Pompper & Koenig (2004). Eating disturbances are reported in India but they don't promote thinness as a feminine body symbol Dasgupta, 1998; Malhotra & Rogers, 2000). According to Bush *et al*., (2001), physical appearance get less value in western culture as a success indicator or to define a woman's worth. Cheney (2010) argued that in the west, appearance of women is an indicator for professional success, achievement and competitiveness. According to Miller & Pumariega (2001), attractiveness, physically according to the above studies may constitute to development of body image that are negative. They vary in terms of groups and as a result of evolvement in culture, they change with time.

2.2 Empirical Review

Women and adolescent girls go through eating patterns that are disturbed and body dissatisfaction than experienced in men (Ata, Ludden, & Lally, 2007; Tiggemann, 2005). Bearman, Presnell, & Martinez (2006) argued that 50% of adolescent girls are not happy with their bodies which occurs as early as at the age of 6 years. This occurs among people from different cultures and variations in body size (Dohnt & Tiggemann, 2006; Grabe & Hyde, 2006).

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As a result, maladaptive effects occur e.g. depression, disorders and low self-esteem in eating (Dittmar, 2009; Grabe, Ward, & Hyde, 2008; Groesz, Levine, & Murnen, 2002). Perloff (2014) asserts that since social media sites are mainly peer- based social comparison to other users and subsequent arising negative feelings are inevitable. Myers & Crowther (2009) meta-analysis that included experimental and correlational studies, established that there is a major effect in the relationship between online social comparisons and outcomes that result in body dissatisfaction. In as much as the study was heterogenous, gender and age of participants were found to have major effects on both the youth and women (Myers & Crowther, 2009).

Through social media information can be shared more efficiently whether positive or negative. For instance, some users create pages that are easily accessible to individuals suffering from body image issues that promote unhealthy weight watching activities. Nonetheless, there are groups in the same social media that are supportive and promote lifestyles that are deemed healthy as well as providing disease management information (Furnham & Adam-Saib, 2001).

A study done by Knauss, Paxton, & Alsaker (2008) showed that around 1600 adolescent girls had an increased pressure from the media regarding their body weight that led to increased feelings of body dissatisfaction as opposed to their male counterparts. According to Tiggemann & Kuring (2004) body surveillance was higher in college women than experienced in male counterparts. The studies indicated above thus show that young women are indeed especially vulnerable when it comes to body image issues and concerns and should thus continue to serve as the focus of research studies looking at risk factors associated with body image concerns.

Bell and Dittmar (2011) state that the results touching on media effects in relation to negative body image concerns as noted by Tiggemann (2014), has come from studies conducted in Western countries thus using samples drawn mainly from the white population which share the same thinness idealisations of body image that is unrealistic. Nonetheless, researchers have started looking at media influences on young women's body image from varying ethnic and racial groups.

2.3 Theoretical Framework

2.3.1 Social comparison theory

The mentioned theory was proposed by Festinger (1954). It stipulates that formation of assessment of individuals involves comparison with others in a social setting on those characteristics deemed relevant to them. The comparisons are considered to occur with people seen as more or less accomplished in a given trait (upward and downward comparison respectively). Upward comparison brings negative results while downward enhances an individual's self-esteem as highlighted by Thompson, Heinberg, Altabe & Tantleff-Dunn (1999).

Positive effects are yielded when one engages in an upward social comparison with targets that are similar e.g. peers and can serve as a motivating factor. Ridolfi, Myers, Crowther, & Ciesla (2011) noted that when individuals are pursued with dissimilar targets e.g. fashion models, it can give outcomes deemed negative as targets feel misplaced. Downward social comparisons contribute to effects that are positively experienced in cases of both dissimilar and similar targets. Ridolfi *et al*., (2011), stated that body dissatisfaction is associated with upward social comparisons to media images and peers. According to Krones, Stice, Batres, & Orjada (2005) there is increased body dissatisfaction when there is body comparison to peers with thin ideals.

According to Festinger (1954), individuals look for self-comparisons with targets they perceive to be relevant extracted from socio-cultural values that exert pressure to be thin and attractive physically. Rodgers *et al*., (2015) encourages different references for body comparison as a result of popularity and convenience. Berry (2016) states that social media is effective in creating a stage for social comparisons. Social media users use the platforms as space for creating self- presentations selectively depending on content they wish to share, most of the users tend to choose to showcase self-presentations that are positively biased (Gonzalez & Hancock, 2011). Manago, Graham, Greenfield, & Salimkhan (2008) argue that it is vital for college students to create a personal identity through the process of self-identification that has psychological benefits.

Peer images of thin ideals that are idealised are common on social media bringing effects on body self-esteem (Gonzales & Hancock, 2011). For body comparisons to take place on social media, one must come across body images of others online to refer to. The predominant nature of some social networking sites like Instagram, may have higher effects on body comparisons since users encounter more idealized pictures from other users, they may be following such as celebrities and peers. In the case of social media that is heavily text-based like twitter, fewer thin ideal images for body comparisons are encountered (Puglia, 2017).

A correlation study conducted by Fardouly & Vartanian (2015) is the only published study that examines social comparisons done on social media, specifically Facebook, looking at its relationship with body image. The study showed comparisons on Facebook do play an intervening role between how Facebook is used and arising body image issues. Additionally, there are upward comparison tendencies on Facebook by comparing oneself with peers and celebrities positively correlated with the drive for thinness and body dissatisfaction (Fardouly & Vartanian, 2015). Gilbert, Giesler & Morris (1995) presented evidence showing that body comparisons are usually unconscious and automatic, however, this was countered by Want and Saiphoo (2017) experimental study that showcased that engaging in comparisons to images shared on the media is not a process that is automatic since it requires an individual to make cognitive efforts, therefore, meaning to some extent it is under one's control. From the stated above then it's not far-fetched to deduce that for users of social media to engage in body comparisons, there may need to be some sort of motivation factor for one to develop feelings of a lower body esteem.

Meier & Gray (2014) posit that previous studies on social media's effects on body image and eating disorders looked at social media in its entirety or one such platform like Facebook, however, it's important to note that these social networking sites are presently being utilised for different purposes by young women and can thus not provide similar opportunities to be influenced regarding their body image for instance in the case of body comparisons.

As discussed previously, instagram, a photo-based platform with an immense visual capacity influences young women more in body comparisons than in other set-ups like Twitter. This theory, therefore, offers a great foundation for this study because it can be used to elaborate how social media offer a vital role in influencing how young women form understandings and perceptions of the ideal body image portrayed on the various visual sites by comparing themselves to other young women online ranging from social media influencers to their peers. This theory sheds light on effects of instagram on body image through social body comparison among female university students (Gonzales & Hancock, 2011).

2.3.2 Uses and gratification theory

According to Lasswell (1948), the theory builds on what active audiences do with the media rather than inquiring on what the media do to people. It works with the assumption that people choose the content and media to address their needs. Katz, Blumber, & Gurevitch (1974) argue that it is concerned with establishing what encourages people to get involved in various media platforms in terms of psychological and social needs. Its approach makes use of psychological origins of needs that generate expectations of mass media as well as other sources that lead to different patterns of media exposure ensuing in gratifications of needs and other consequences that are usually unintended (Katz *et al.* 1974).

The theory also works with the assumption that human beings are goal-oriented and search for gratifications contributing to active utilisation of the media (McGuire, 1974). Five elements attached to the model as stipulated by Robin and Bantz (1989) include; functional alternatives to media selection, communication behaviours, social and psychological environment of a person, an individual's motives or needs for communication and the consequences of one's behaviours. Dunn (2017) highlights that the above elements provide connections between subsequent generation of social capital and the values perceived by providing connectivity for gratification and its uses.

The study of gratifications does not only examine gratifications sought and obtained separately, but also tries to discern how the two are related. While users may have concrete expectations of what needs a medium may fulfil, these needs may not necessarily overlap with the actual gratifications obtained once they start using it. Recurrent use of a medium and user habits and routines result from a specific medium either meeting the expectations or surpassing them (Palmgreen & Rayburn, 1979). There are also cases where individuals obtain positive, unexpected benefits from a medium; If the expected gratifications are not obtained, individuals will stop utilising the medium.

Patterns of media usage are considered a negotiation that occurs between individual needs at a given time, availability of media to get the needs fulfilled and the capacity of media to fulfil the needs (Gonzales & Hancock, 2011). U&G approach has been very fruitful as scholars have examined both uses, gratifications sought, and gratifications obtained of a wide range of media, including television (e.g.,Bantz 1982), newspaper readership (Berelson 1949), radio (Cantril & Allport 1935), and other media that are traditional. With the large proliferation of SNSs, blogging, microblogging, and video and photo sharing sites since the early 2000s, a body of work is emerging that employs the U&G approach to examine social media (e.g., LaRose *et al.* 2001). The U&G approach seems particularly well suited in addressing questions of how and why individuals are adopting social media given its concentration on audience considered active, divergent populations and choices of an individual (Papacharissi & Rubin, 2000).

The U&G examines the motivating factors to adopt social media by the users and gratifications they hope to derive. As with traditional forms of media, individuals' reasons for adopting social media are likely to differ given the medium selected and the characteristics of that medium. While quite a number of studies examined the motivation behind continuation in using social media, only a few examined the motivations in adopting social media as outlined by Dunne, Lawlor and Rowley (2010); Johnson and Yang (2009).

Therefore, when looking at this approach, the audience members who are the social media users are naturally active in recognizing their needs and then picking a platform that they expect will meet these needs. Further, with this perspective in mind then young women also engage in choosing a platform they hope will gratify a need they want to fulfil and thus the need to identify which sites these are and how they utilize them. This theory further sheds light on effect Instagram influencers on body image of female university students.

2.4 Conceptual Framework

The conceptual framework is associated with Social Comparison Theory (Festinger, 1954) and the Uses & Gratification Theory as stated by Katz, Blumber, & Gurevitch (1947). The former helps in bringing into focus effects of images on social media on individual users as well as the effects it brings on the body image. According to Festinger (1954), it creates a platform where people involved can compare themselves with other individuals on aspects considered similar to them. While the U&G Theory provides a basis for examining factors that motivates young women to utilise social media including the kind of gratifications they hope to derive from their usage.

Independent Variables   **Dependent Variables**

Instagram use   **Body Image Concerns**

Posting pictures
Body surveillance
Photo editing
Influencer monitoring
Social comparisons

→

Gratifications sought from social media

→

Body dissatisfaction
Body esteem
Body comparisons
Eating disorders
Thin-ideals internalization
Depression
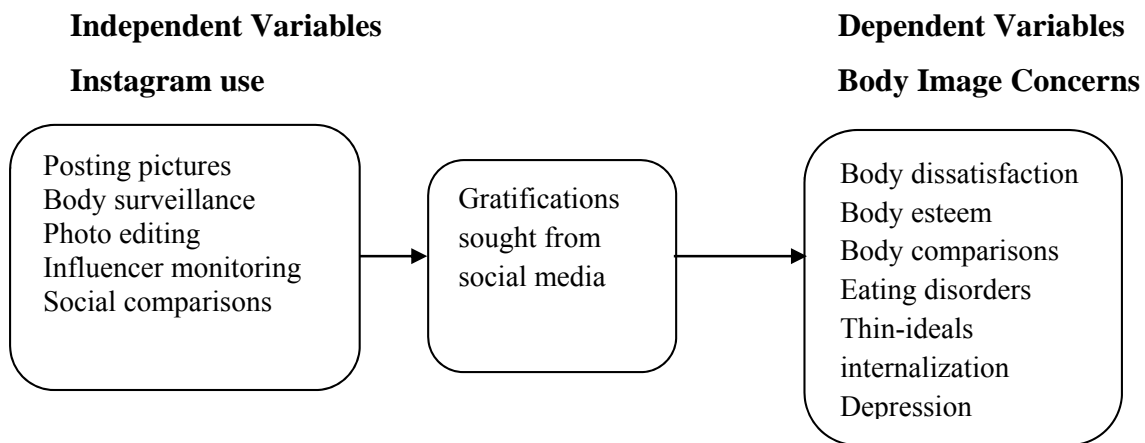
Figure 2. 1: Conceptual Framework

Instagram is known to be popular social media platform that majority of young women join and get to share as well as see pictures shared online that can spark interests in seeking out ways to achieve the body images being shared and displayed as ideals thus causing one to develop body image concerns which is therefore a dependent on whether one is a keen follower of these social media sites or not. Gratifications sought from these sites is also key in determining whether one develops body image concerns or not because the motivations for use can range from simply seeking entertainment to actively seeking information on ideal body image or social comparisons with peers or celebrities which can in turn develop effects on the way young women feel about the image of their body.

CHAPTER THREE
RESEARCH METHODOLOGY

3.0 Overview

This section highlights on the methodology used. It entails the research design, study location, target population, sample size and sampling strategy, data collection instruments and methods, data analysis techniques, testing validity and reliability of research tools and ethical considerations.

3.1 Research Design

The study used descriptive research design in an attempt to assess the influence social media has on body image of young women. Qualitative and quantitative research methods were used to ensure there is adequate in- depth data as they complemented each other in terms of additional information.

3.2 Research Site

It was researched at the University of Nairobi Main Campus, a public university situated in the Nairobi, the Kenyan capital. The University has six colleges established under it which are located within and around the city namely: Agriculture and Veterinary Sciences situated at Upper Kabete Campus, Education and External Studies situated at Kikuyu Campus, Biological and Physical Sciences at Chiromo Campus, Health Sciences at the Kenyatta National Hospital and lastly Architecture and Engineering and College of Humanities and Social Sciences situated at the main campus which is where the study was based.

3.3 Research Approach

This study used the mixed- methods approach which according to Creswell (2009) focuses on collecting, analysing and mixing both qualitative and quantitative data in a single or series of study. The use of both qualitative and quantitative approaches ensures a better research problem understanding since they complement each other in terms of additional information.

3.4 Study Population

The target population was drawn from the female undergraduate students at the University of Nairobi Main campus, located in the heart of Kenya's capital, Nairobi, and holds various faculties. The Main campus is easily accessible due to its centrality and location. The Campus has a significant pool of young women from different and diverse backgrounds coming to join the institution from all corners of the country which therefore presents the opportunity for a well-balanced representation of young women from all over Kenya.

From many faculties in university of Nairobi, this study targeted the female students in faculty of Journalism and Mass communication who are believed to be more conversant with many aspects of social media since some of their unit courses are linked to it. The study hence targeted 347 female students in the School of Journalism and Mass Communication of University of Nairobi.

3.5 Sample Size and Sampling Procedures

3.5.1 Sample Size

It is defined as a subset of the population undertaken as a representative of the large study population. To determine the sample size of 183, calculations were done with a target population of 347at 95% confidence level with an error of 0.05 using the Kothari (2004) formula as given below.

$$n = \frac{z^2 . N . \partial_p^2}{(N-1)e^2 + z^2 \partial_p^2}$$

$$n = \frac{z^2 . N . \partial_p^2}{(N-1)e^2 + z^2 \partial_p^2}$$

Where; n = Size of the sample,

N = Size of the population and given as 347,

e = Acceptable error and given as 0.05,

∂p = The standard deviation of the population and given as 0.5 where not known,

Z = Standard variant at a confidence level given as 1.96 at 95% confidence level.

3.5.2 Sampling Procedures

Sampling is selecting a representative group from the large population under study. This study employed simple random sampling that provides individuals with an equal chance of being part of the sample. There being 347 students in the School of Journalism and Mass Communication, the students were randomly selected to arrive at samples of 183. For interviews, the study also utilized convenience sampling to select 6 students from Faculty of Journalism and mass communication.

3.6 Data Collection Methods and Instruments

The research used survey tools as research instruments to collect data whereby the questionnaires were used to get quantitative data while the interview guides were used to get qualitative data which provided more in-depth information around the study topic.

3.6.1 Questionnaires

They comprised of closed and open-ended questions targeting key areas such as consequences of instagram use effects of instagram, adoption rate of Instagram and affect Instagram influencers. The open-ended questions were meant to extract a felt and in-depth response freely. Closed ended questions to respond to limited options. Questionnaires facilitated easier analysis and also conservation of money and time.

3.6.2 Personal Interview Guides

Interview guides were utilised to obtain qualitative information from the key respondents comprising of conveniently selected students at the faculty of journalism and mass communication. The interview guides were useful in a bid to source more data on the subject under research.

3.7 Validity and Reliability of Research Instrument

The research conducted validity and reliability tests to bring about meaningfulness and consistency of the results.

3.7.1 Validity

It checks on the meaningfulness of inferences and accurateness of the study findings. Use of an expert is recommended before the actual study to check on correction in wording and the content of the questions to enhance on the quality (Mugenda and Mugenda, 1999). In line with this study, the researcher sought professional guidance from lecturers in the department of communications to assess the validity instrument used. This attracted modification to suit the content hence validity.

3.7.2 Reliability

It is the extent in which research instruments gives consistency in results even after repeated trials of the same (Mugenda and Mugenda, 2003). It allows identification of ambiguities that can hinder efficient collection of data. In cases where administration of questionnaires was done to a group of individuals based on the tested number, the test-retest technique was applied to respondents bearing same characteristics. Tests were repeated at intervals of one week. The scores received gave room for correlation to source for the coefficient of reliability. In an incident where the Spearman's Rank Correlation Coefficient drops at an average of 0.75, it brings certainty that the instrument is 85% reliable. It is therefore considered reliable and consistent to respond to the study.

3.8 Data Collection Procedure

In administering questionnaires, visiting of lecture halls was done where school of journalism and mass communication classes were scheduled to take place and explained the study purpose to the students imploring them to participate. The questionnaires were then handed over to the respondents. They were given time to complete and return it to researcher. The exercise took between 10 and 15 minutes to complete. Completion and return of questionnaires were ensured. Desk research was used to obtain secondary data i.e. newspapers, libraries, press, publication and relevant studies done by other organization. Interview schedules were used to get qualitative data. The researcher stood at the exit door of the School of Journalism lecture halls as the student were exiting and identified 6 students who didn't per take in filling in of questionnaires and were not in a rush since the lecture session was over and implored them to take part in the interviews which would take 5 minutes to 10 minutes to be completed.

3.9 Data Analysis and Presentation

The study had both qualitative and quantitative data that were analysed and presented in different forms.

3.9.1 Quantitative data

Quantitative information obtained from the questionnaires allowed coding and entered to compute descriptive statistics. Descriptive analysis such as standard deviation, frequency, means and percentages used the Statistical Package (SPSS V 20.0) and MS Excel. The process allowed presentation of quantitative data in graph and table form.

3.9.2 Qualitative Data

Themes were categorized to source qualitative data from open ended questions. They were aligned as per the objectives and reporting done in narrative form. Production and interpretation of tables and counts formed the basis for analysis to summarize the information.

3.10 Ethical Consideration

Based on the sensitivity in collecting the information, confidentiality of information from the respondents was ensured and treated for academic reasons purely. Respondent's names did not appear in the study. To ensure the study maintained the required ethical standards, the researcher presented a letter of introduction as attached in (Appendix I) to the respondents explaining the study objectives before presenting the survey tools which also indicated the caution of not including one's name or personal details; these are attached as part of this research document as (Appendix II & Appendix III) respectively. The researcher got a Certificate of Fieldwork that gave her the permission to collect the data that was required for this study as attached in (Appendix IV), the University further went on to conduct a plagiarism test to ensure the originality of the research work as attached in (Appendix V). On completion of corrections of the research document the researcher received a Certificate of Corrections as attached in (Appendix VI).

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.0 Overview

It gives presentation of research findings attached to research objectives and their interpretations. Data was analysed and presented in pie charts, graphs and tables. The qualitative data sourced from open ended questions and interview guides was subjected to analysis. The data was collected from female students in the School of journalism and Mass Communication. The questionnaires administered were 183 in number though there were only 116 fully filled questionnaires which were returned. This provided a response rate of 63.7% useful and adequate for analysis. Mugenda and Mugenda (2003) argued that 50% and above response rate is adequate for a study.

4.1 Demographic Data

This section presents respondent's general information to ascertain their eligibility to participate. Presented in this area are findings for respondents age, year of study, whether they are signed up to Instagram, number of Instagram followers they had, number of people they are following, how many of the people they are following are well acquainted with and how many times they log into Instagram daily.

4.1.1 Age of the Respondent

The research engaged respondents to state their age. The findings are illustrated in Figure 4.1

Figure 4. 1: Age of the Respondent
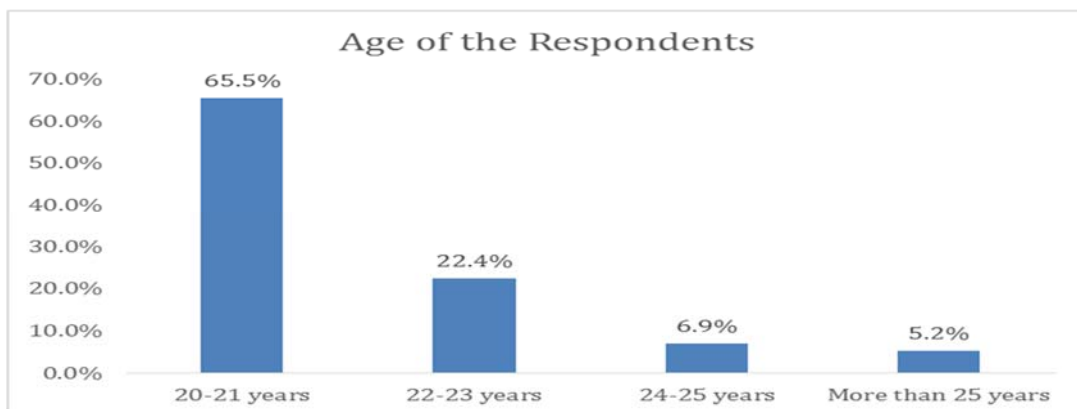
Source: Researcher (2019)

Among the respondents, most of them indicated to be aged between 20 and 21 years as shown by 65.5%. Other respondents indicated their age to be 22 to 23 years as shown by 22.4%, 24 to 25 years as shown by 6.9% and more than 25 years as shown by 5.2%. The data was collected from respondents from various age groups who gave diverse opinions in regard to the subject under study and hence the data they provided could be relied upon in assessing the effects instagram has on the body image. From the interviews, those who were interviewed said that their age were 22years, 26years, 23 years, 24 years, 24 years and 25 years.

4.1.2 Whether Respondents are signed up to Instagram

The respondents were requested to state whether they are signed up to Instagram. Figure 4.2 shows the findings.

Figure 4. 2: Whether Respondents are signed up to Instagram
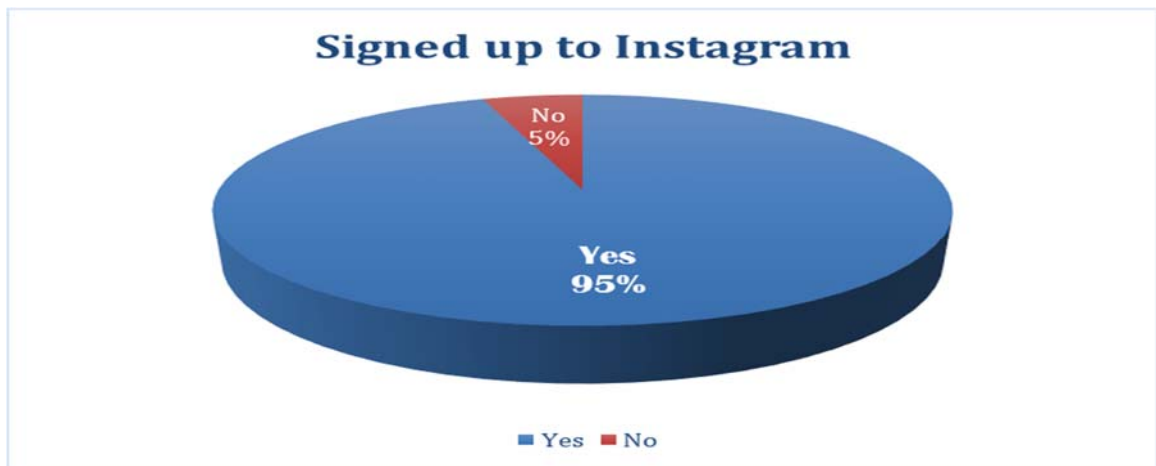
Source: Researcher (2019)

As shown on the chart above, 94.8% of the respondents indicated that they are signed up to instagram while 5.2% of the respondents indicated that they are not signed up to instagram. This therefore illustrated that many respondents were better placed to give reliable information on the influence of instagram on body image.

4.1.3 Number of Followers Respondents Have

As shown in the Figure above those who indicated to have signed up to instagram were requested to indicate the number of followers they have on Instagram. The findings are in Figure 4.3.

Figure 4. 3: Number of Followers Respondents Have
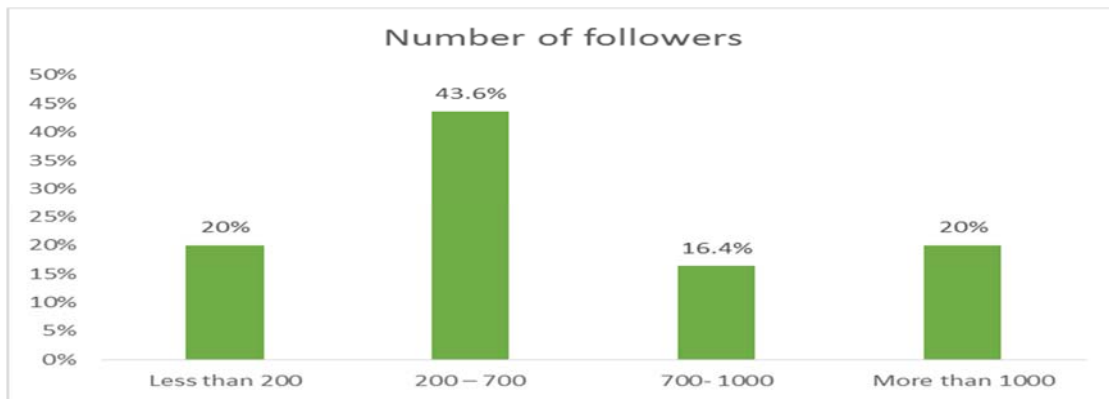
Source: Researcher (2019)

Majority of the respondents indicated to have 200 – 700 followers as shown by 43.6%, 20% of the respondents indicated to have more than 1000 followers while respondents with less than 200 followers stood at 20%. Those with 700 to 1000 followers were 16.4% of the total number of respondents. From the data above its clear that most of the respondents had a considerable number of instagram followers to understand how instagram contributes to body image.

From the interviews, the interviewees said that other than people they know on instagram, they also follow fashion pages, online shopping pages, holiday homes pages, beauty pages, celebrities (local, regional & international), business pages, fashion and hairstyle pages, inspirational/motivational pages, meme pages, media personalities, makeup artists the likes of suzzie beauty, friends of friends, models and musicians.

4.1.4 Number of People Following Respondents

It investigated on the number of people following them. Illustrated is in Figure 4.4.

Figure 4. 4: Number of People Following Respondents
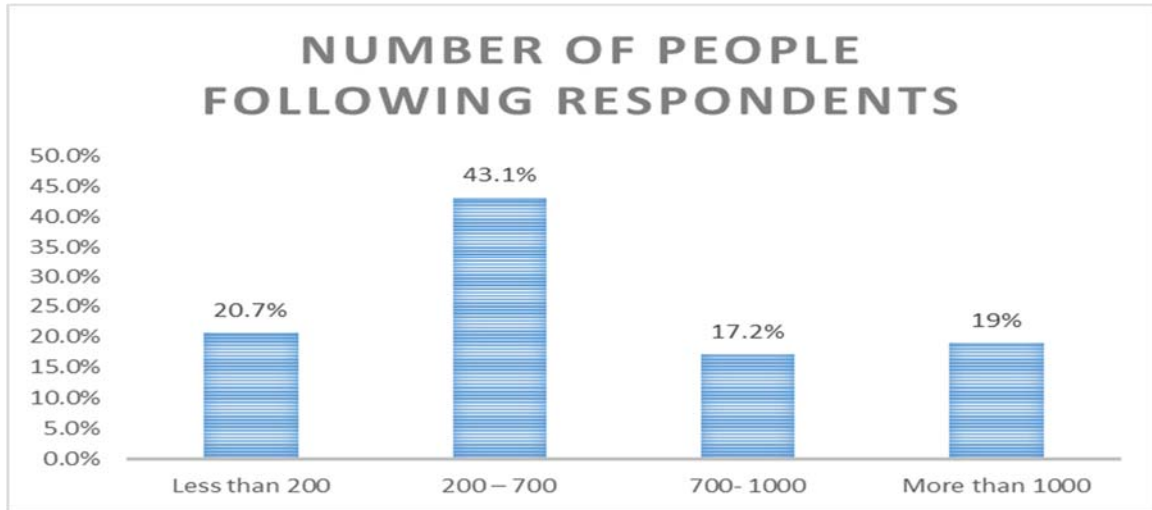
Source: Researcher (2019)

Majority of the respondents showed that they are being followed by 200 to 700 people as shown by 43.6%, 20.7% of the respondents indicated to be followed by less than 200 people while 17.2% indicated they have 700 to 1000 people following them and 19% of the respondents indicated they have more than 1000 people following them.

4.1.5 Number of Acquaintances

The research sourced information on the number of people following them and they are well acquainted with (Figure 4.5)

Figure 4. 5: Number of Acquaintances

Number of Acquaintances
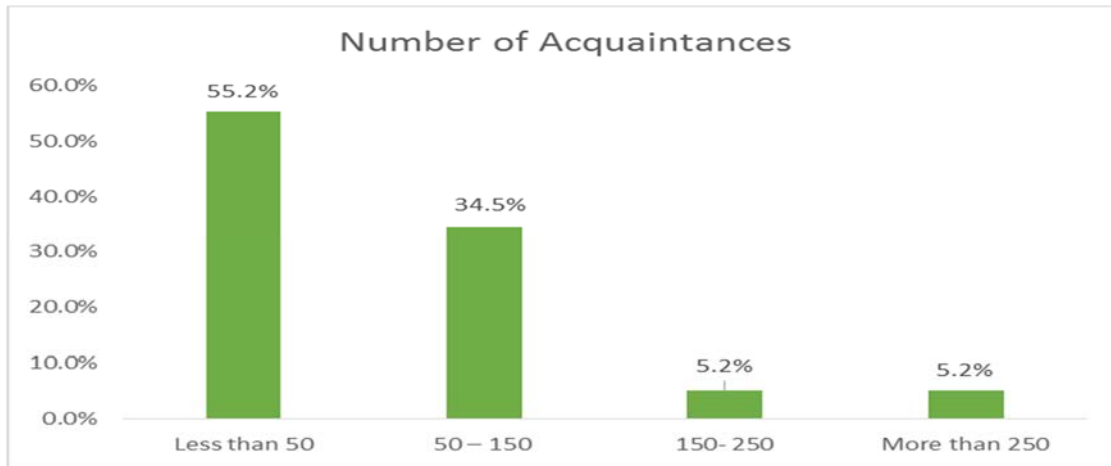
The respondents indicated that they are acquainted with less than 50 people as shown by 55.2%, 50 to 150 people as shown by 34.5%, 150 to 200 people as shown by 5.2% and more than 250 people as shown by 5.2%. This implies that majority of the respondents could give information reliable on body image.

4.1.6 Frequency of Log into Instagram

The study sought averagely how many times per day they log into Instagram. The Illustration is in Figure 4.6.

Figure 4. 6: Frequency of Log into Instagram

Frequency of log in
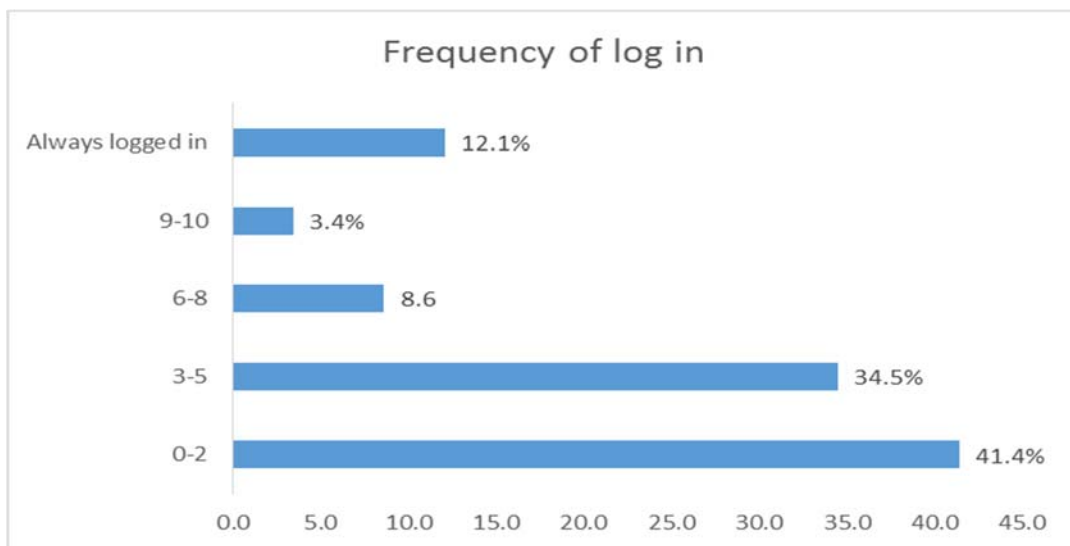
The respondents indicated that they log into instagram 0 to 2 times per day as shown by 41.4%, 3 to 5 times as shown by 34.5%, 6 to 8 times as shown by 8.6%, always logged in each day as shown by 12.1% and 9 to 10 times per day as shown by 3.4%. This implies that most of the respondents are frequently logged in to instagram more than twice each day and hence could provide reliable information.

From the interviews, the research looked at how often and when do they use Instagram. They said that they use instagram at least once in every two hours a day (daytime) and at least twice during the night and others said that they use Instagram daily and are always signed in. One of the interviewees said, "*I use instagram most times and I am always logged in I never really sign out for easy access*".

4.2 Consequences of Instagram Use on Body Image

The respondents indicated their agreement with various statements on consequences of instagram use on body image. The findings are as illustrated in Table 4.1.

Table 4. 1: Agreement with Statements on Consequences of Instagram Use on Body Image

	Min.	Max.	Mean	Std. Dev.
The use of instagram has increased body image and weight bullying	1	5	3.845	1.234
I wake up during the night sometimes to check how many likes I have on a photo I posted during the day	1	5	2.793	1.380
The use of instagram may lead to eating disorders and unhealthy dieting behaviours	1	5	3.121	1.333
Use of instagram leads to greater feelings of anxiety and depression due to body surveillance	1	5	3.724	1.234
Use of instagram sometimes makes me feel like I am missing out on new beauty and fashion trends	3	5	4.138	0.884
The use of instagram enhances self-expression and self- identity of one's body image	1	4	2.879	1.293

Source: Researcher (2019)

As per the Likert scale, a mean below 1.5 indicates strongly disagree, mean between 1.5 and 2.4 indicates disagree, mean between 2.5 and 3.4 indicates neutral, mean between 3.5 and 4.4 indicates agree while mean above 4.5 indicates strongly agree. Hence the findings in Table 4.1 highlight that majority concurred that use of instagram sometimes makes them feel like they are missing out on new beauty and fashion trends as outlined by a mean score of 4.138, that making use of instagram has increased body image and weight bullying as shown by a mean score of 3.845 and that the use of instagram leads to greater feelings of anxiety and depression due to body surveillance as shown by a mean score of 3.724.

They were also neutral that the use of instagram may lead to eating disorders and unhealthy dieting behaviours as shown by a mean score of 3.121, that the use of instagram promotes self-expression and self- identity of one's body image as shown by a mean score of 2.879 and that they wake up during the night sometimes to check how many likes they have on a photo they posted during the day as shown by a mean score of 2.793. These findings concur with Warren *et al*. (2005) who argue offered accessible and efficient platform for sharing of negative or positive information. 'Pro-mia' and 'Pro-ana' pages are developed promoting bulimic and anorexic behaviours accessible to users of media at risk of eating disorders who are sourcing for information as well.

From the interviews, the interviewees said that based on their own experiences, the consequences of using Instagram in regard to body image range from making one greatly change their lifestyle to making them feel like they are sometimes missing out on new beauty and fashion trends that others are partaking in thus an increase feeling of depression, low self-esteem and isolation and also making them feel their body image needs to be changed every now and then. One of the interviewees said,

> "*Instagram may sometimes lead to depression and isolation as I have seen in some of my friends as they feel inclined to share each and every experience as well as look a certain way hence seeing themselves as not worthy*".

Additionally, another interviewee said that,

> '*Instagram has positive effect in a way that fashionistas can make one know how to dress their body types as opposed to dressing like just dressing on a cute dress that might not appear good on them as compared to the models*

and a negative effect in a way that Instagram can lower self-esteem for those who did not feel like they have a good body''.

One other interviewee said,

"In one way or another it has brought a new image of how to look and construct my body to feel nice and good , basically since am a plus size i have learnt to construct a plus size body thickness and still have that less fatty tummy (slimmer tummy)"

From interviews, the interviewee said that the kind of pictures they are more inclined to 'like' are vacation pictures, outfits, food and basically pictures of people they know. One of the interviewees said, *"I am more inclined to like beauty products, clothes, recipes"*. Additionally, the interviewees insinuated that kind of pictures they are more inclined to 'like' are pictures from their friends, professionally shot pictures that are pretty, meme pages, dance videos and fashion that catches their eye.

On the kind of information, they search for on Instagram, the interviewees said that most of the times they are online, they search for breaking news and celebrities, latest fashion trends, friends' pages and also to get acquainted with what is happening around. One of the interviewees said,

"I search for information such as beauty, celebrities' information and trendy outfits"

while another added that,

"I try to see what my peers are up to and if there are any updates on celebrity pages on their lives and such".

Another interviewee noted that,

"Mostly on Instagram I look on to funny clips immanuella (I wannna laugh out for the day), inspiration forums (who doesn't want to feel motivated), healthy eating groups (intermittent fasting groups) and mostly follow on makeup artists (my path of my side hustle career)".

From interviews, all interviewees said that they believe social media and Instagram specifically has contributed to putting women within a specific frame. They insinuated that that most women want to copy what others are doing on Instagram and become greatly influenced, that Instagram has indeed placed women in a particular frame. This is because

women copy/imitate Instagram model, personality since they are considered to have a perfect body image and that nowadays most Kenyan women have a similar look.

One of the interviewees said,

> *"I believe social media and Instagram specifically has contributed to putting women within a specific frame. Women with fuller bodies are given more backlash and more bullying as compared to skinny women although there has been an improvement in representation that when Instagram first came about"*.

Additionally, on the same question another interviewee said,

> *"Yes, they have in this century men dress like wizzy; saggy pants braided hair it's hard to differentiate a man from a woman. Every woman wants the Kardashian look who doesn't want look like these celebs especially with the young generation not looking like them is seen as if one is outdated and village like. Every young soul wants to keep up with the trend"*.

4.3 Social Body Comparison on Instagram

The research looked at whether the respondents had ever compared themselves to other women on instagram. Illustration is in Figure 4.7.

Figure 4. 7: Comparison with Other Women on Instagram
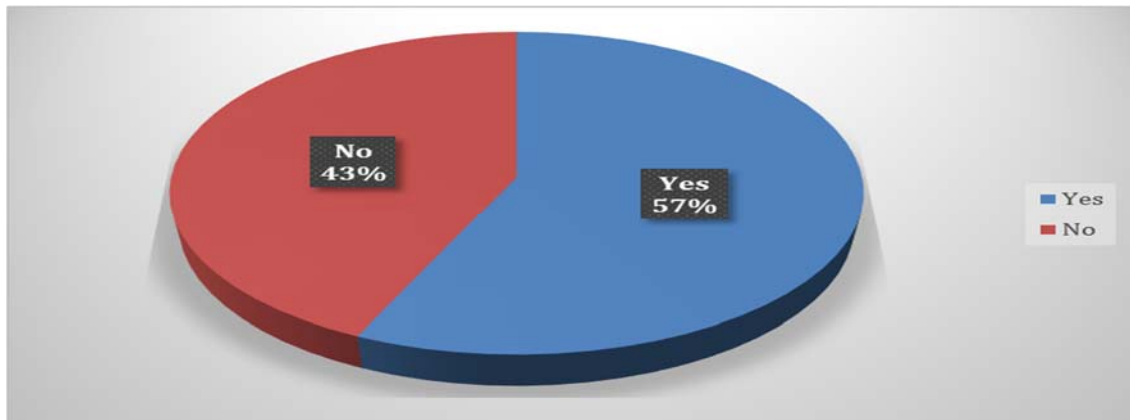
Source: Researcher (2019)

Majority of the respondents indicated that they have never compared themselves to other women on instagram as shown by 57% while 43% of the respondents indicated that they have ever compared themselves to other women on instagram. This implies that some of the university students do engage in social body comparisons with other women they

follow on Instagram to form judgements about their own individual body image. The information was sourced whether the respondents have ever been influenced to change themselves because of something or someone they saw on instagram. This was shown below in Figure 4.8.

Figure 4. 8: Change Based on Instagram Influence on Body Image
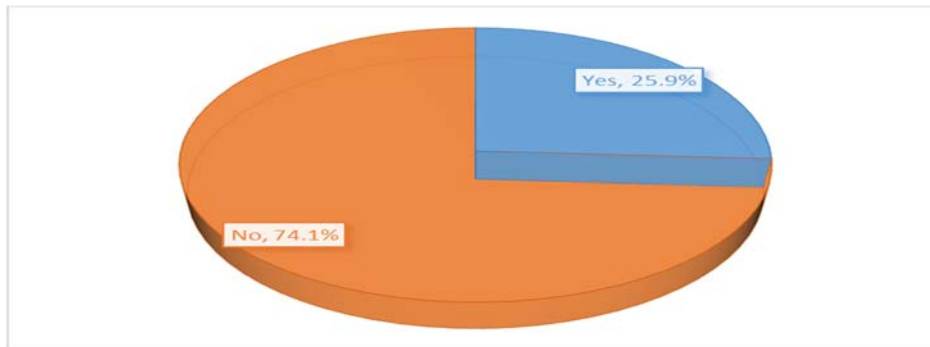
Source: Researcher (2019)

74.% of the respondents indicated that they have never been influenced to change themselves because of something or someone they saw on instagram while 25.9% indicated that they indeed have ever been influenced to change themselves because of something or someone they saw on instagram. This is an indication that indeed some of the female university students do engage in certain activities such as hairstyle change or mode of dressing change among other things as a result of some images they encounter on instagram.

4.3.1 Agreement with Various Statements on Effects of Instagram on Body image

Additionally, the research focused on various statements on effects of instagram on body image through social body comparison. Findings are in Table 4.2.

Table 4. 2: Agreement with Various Statements on Effects of Instagram on Body Image

	Min.	Max.	Mean	Std. Dev.
Social body comparison has made me change my mode of dressing	2	5	3.888	0.940
I have occasionally changed my hairstyle/ colour based on an Instagram photo I viewed	2	5	4.052	0.843

Social body comparison has made me change my diet several times	1	4	1.621	0.809
I have increased exercise and gym sessions in a bid to look like an individual I am following on Instagram	1	4	1.793	0.870
I have never been influenced by instagram to change myself to subscribe to a particular body image ideal	2	5	3.293	1.055

Source: Researcher (2019)

As per the Likert scale, a mean below 1.5 indicates strongly disagree, mean between 1.5 and 2.4 indicates disagree, mean between 2.5 and 3.4 indicates neutral, mean between 3.5 and 4.4 indicates agree while mean above 4.5 indicates strongly agree. Hence in Table 4.2, they concurred that they have occasionally changed their hairstyle/colour based on an instagram photo they viewed as illustrated by mean of 4.052 and that social body comparison has made them change their mode of dressing as indicated by mean of 3.888. The respondents shown neutralisation that they had never been influenced by instagram to change themselves to subscribe to a particular body image ideal as illustrated by mean of 3.293 but disagreed that they have increased exercise and gym sessions in a bid to look like an individual they are following on Instagram as illustrated by mean of 1.793 and that social body comparison has made them change their diet several times as illustrated by mean of 1.621.

From the interviews, the interviewees said that they think social body comparison on Instagram affects the body image of university students in various ways. These are that Instagram can cause one to change their image because of wanting to look like someone else but this in turn can have consequences/negative effects if one is not careful. Especially with the fact that the students may not be in a position to live up to their dreams of wanting to look as nice as their influencers. One of the interviewees said,

> "*I think the urge to copy and imitate online models. Additionally, competition amongst female students force them to look for information about trendy outfits, hairstyles on instagram*".

The interviewees also said that they felt the essence to check for a given way to be prettier and have attention of the opposite sex and that they feel more inclined to appear in a so as to be accepted by people. Moreover, one of the interviewees said,

> "*Students who did not feel like they have the 'perfect' body will most likely just post their faces and crop out body to avoid critics or just for lack of their own self esteem*".

Another interviewee had this to say,

> "*We live in a century where celebrities have influenced how we perceive things and university student being greatly active users of social media and as well still primitive at mind this influence is more on them .so the effects of looking like these fit celebrities are no exception*"

On the question of how fitness or beauty photos on instagram made them feel like one of the interviewees indicated that,

> *'fitness photos make me really feel like I need to work on my tummy while beauty photos make me feel like adding more beauty products to my collection.*''

The interviewees also insinuated that fitness or beauty photos on instagram make them feel like they want to look like that to feel like part of the society and included and that at times they imagine what it would be like to have the high flying life popularly showcased on instagram but that they are happy with themselves most of the time. One of the interviewees said,

> "*Fitness photos online induce a great sense of the need to imitate a model, celebrity or personality*".

Another interviewee said,

> "*Personally, I don't think I'm affected as such but then there is also the need to fit in*".

Another interviewee said,

> "*Information on beauty gives me goose bumps and excite me especially for beauty since am a makeup artist they create an inquisitive nature once I see a trending beauty post or product*".

4.4 Adoption Rate of Instagram

The research highlighted whether they think there is an in increase in adoption of Instagram among of female university students (Figure 4.9).

Figure 4. 9: Adoption Rate of Instagram
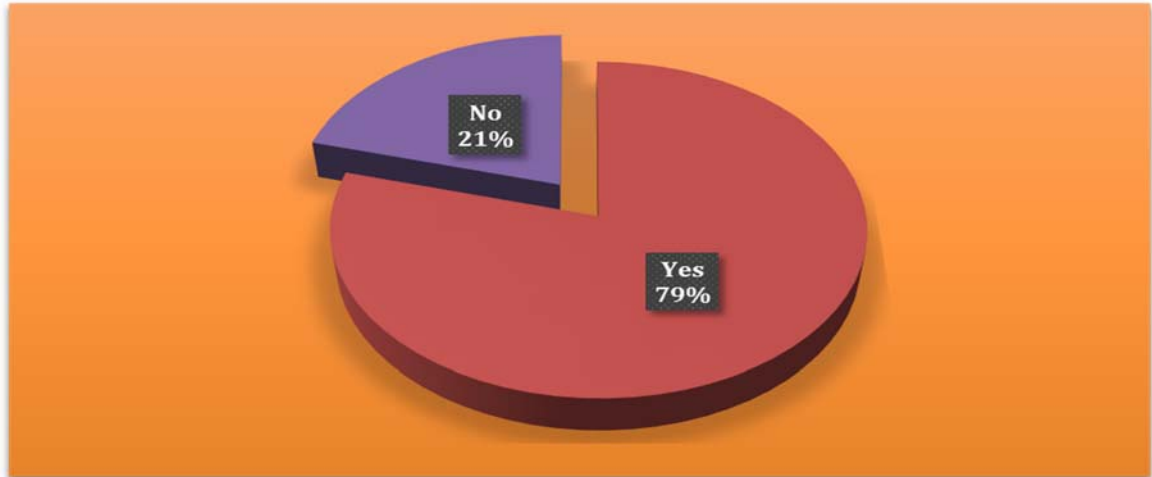
Source: Researcher (2019)

Majority highlighted there is an in increase in adoption of Instagram among of female university students as shown by 79% and 21% indicated there is no increase in adoption of Instagram among of female university students.

They further indicated why they think there is an increase in adoption of Instagram among female university students. They indicated that it's because everybody wants to be associated with affluence which is what many university students think Instagram gives, that this is mostly because females always feel like there is a need to look better and feel better than how they actually look and that it may be caused by peer pressure among themselves in order feel like they are part of a group or inner circle.

They also indicated that increase in adoption of instagram may be linked to the fact that Instagram gives them a platform to express themselves in terms of fashions, hobbies and others also showcase their skills there, competition in the number of followers and likes one has on Instagram and that most female university students have Instagram socialites as their role models hence are highly influenced by them. The respondents also indicated that there is an increase in adoption of instagram given as one of the social media platforms where university students get to know more about trending issue like fashion and fitness which can help boost their body image .

4.5 Effects of Instagram Influencers on Body Image

The respondents illustrated effect Instagram influencers on body image of female university students with various statements (Table 4.3).

Table 4. 3: Statements on Effect of Instagram Influencers on body image.

	Min.	Max.	Mean	Std. Dev.
I have an increased desire to change my appearance after spending time viewing instagram influencers photos	2	5	4.267	0.908
Following Instagram Influencers makes feel that I do not fit the ideal body image mould of society	1	5	2.457	1.016
I am sometimes persuaded by Instagram Influencers to purchase beauty products	1	5	3.871	1.026
I feel worse about my appearance after looking at photos of instagram influencers	1	4	1.948	0.959
Seeing edited and airbrushed bodies of instagram influencers can definitely lower self-esteem	1	5	3.172	1.573
I feel obligated to engage in a lifestyle that am not comfortable with in order to look and dress like an Instagram influencer	1	4	1.983	0.942
I have sometimes questioned myself why mybody doesn't look like a particular instagram influencer	1	5	2.914	1.309

Source: Researcher (2019)

As per the Likert scale, a mean below 1.5 indicates strongly disagree, mean between 1.5 and 2.4 indicates disagree, mean between 2.5 and 3.4 indicates neutral, mean between 3.5 and 4.4 indicates agree while mean above 4.5 indicates strongly agree.

Hence the respondents agreed that they have an increased desire to change their appearance after spending time viewing instagram influencers photos as shown by a mean score of 4.267 and that they are sometimes persuaded by Instagram Influencers to purchase beauty products as illustrated by a mean score of 3.871. Respondents shown neutrality that seeing edited and airbrushed bodies of instagram influencers can definitely lower self-esteem as shown by a mean score of 3.172 and that they have sometimes questioned themselves why their body doesn't look like a particular instagram influencer as shown by a mean score of

2.914. They also disagreed that following Instagram Influencers makes feel that they do not fit the mould society as illustrated by a mean score of 2.457, that they feel obligated to fulfil a lifestyle that they are not comfortable with so as to be like an instagram influencer as shown by a mean score of 1.983 and that they feel worse about their appearance after looking at photos of instagram influencers as indicated by a mean score of 1.948.

From the interviews, the interviewees illustrated that they think social media influencers/celebrities had an impact on young women in regard to the

> '*popularization of an ideal body image since young women look up to the celebrities and in return want to be or look like them, have the same lifestyle which they may not really be able to cope up with and therefore, they end up using anything they find that may fulfil their desires for example drugs since they see the celebrities using them to have extra curves or even slimming pills to have such tiny bodies as some of the media influencers they like or follow.*'

The interviewees continued to say that they think social media influencers have greatly impacted on Kenyan women. One of the interviewees said,

> "*I think social media influencers/celebrities offer impact on young women in regard to the popularization of an ideal body image because for example through Vera Sidika and Huddah (celebrities/influencers), young girls may feel that in order to be beautiful you need to have lighter skin or in order to be beautiful you need to do your make up a certain way*".

Another interviewee said,

> "*In my opinion a great influence is there whereby we have women getting plastic surgery to look like these celebrities and even lighten their skin. Not one not two but many actually this has become a norm*".

4.6 Body Positivity Affirmations

The respondents illustrated as per the findings in Table 4.4,

Table 4. 4: Agreement with Statements on Body Image

	Max.	Min.	Mean	Std. Dev.
I say positive things to myself every day	3	5	4.500	0.679
I focus on appreciating and respecting what my body can do	3	5	4.500	0.679
I am comfortable with my facial looks	2	5	4.207	0.890
I am comfortable with my body size	2	5	4.138	0.864
I am satisfied with my body shape and individual body parts	2	5	4.035	0.932
I always apply make up to boost my confidence	1	5	3.000	1.583

Source: Researcher (2019)

As per the Likert scale, a mean below 1.5 indicates strongly disagree, mean between 1.5 and 2.4 indicates disagree, mean between 2.5 and 3.4 indicates neutral, mean between 3.5 and 4.4 indicates agree while mean above 4.5 indicates strongly agree. Hence the respondents strongly agreed that they speak positive things to themselves every day as shown by a mean score of 4.500 and that they focus on appreciating and respecting what their body can do as indicated by a mean score of 4.500. They also agreed that they are comfortable with their facial looks as shown by a mean score of 4.207, that they are comfortable with their body size as shown by a mean score of 4.138 and that they are satisfied with their body shape and individual body parts as shown by a mean score of 4.035. However, they showed neutralisation that they always apply make up to boost their confidence as indicated by a mean score of 3.000.

The information was sourced whether Instagram changed the concept of ideal body image in Kenya as shown in Figure 4.10.

Figure 4. 10: Whether Instagram changed the Concept of Ideal Body Image in Kenya
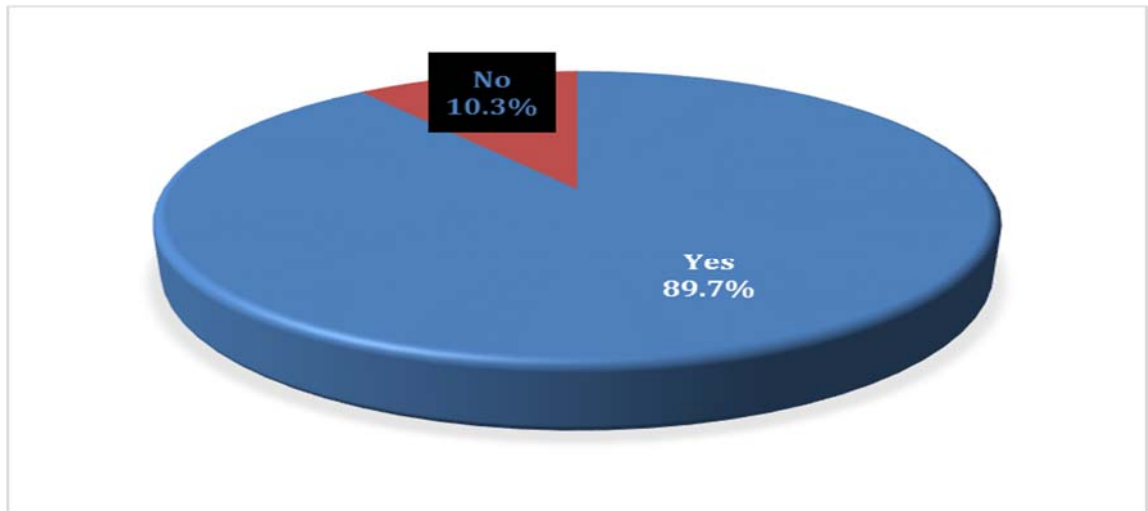
Source: Researcher (2019)

The findings showed that Instagram changed the concept of ideal body image in Kenya as shown by 89.7% and 10.3% of the respondents indicated that Instagram has not affected change in the concept of ideal body image in Kenya. This implies that the idea of ideal body image is a continuous changing process such that what was ideal 10 years ago is not what will be ideal 10 years to come and with the increasing popularisation and adoption of Instagram and social media in general then new ideals will always come about.

When asked if Instagram changed the concept of ideal body image in Kenya, interviewees the indicated that:

> *'females are made to think and believe that there is a specific body type and shape that is ideal to be accepted, that many people tend to subscribe to what they think is "ideal" body image most of them due to pressure from Instagram, have conformed to the "expected" lifestyle and that most people want to look like what they see on Instagram however more people are coming up confident in their bodies those who tend to curry how feel more comfortable because the ideal body image has shifted just being petite.'*

Another respondent indicated that

> *'there are people that now know how to blend clothes on Instagram, this gives one a clue on how they can look better with a piece of cloth that you thought was not desirable.'*

While another interviewee said that

> *'Ideal body image currently has been brought out to be one that impresses men, with that I mean physical appearance, size of breasts and butt and this forces those who don't match the ideal to be forced to change.'*

Additionally, the respondents indicated that Instagram has changed since every young woman now wants to look like those images being popularised on Instagram, because many females university students tend to look for attention by exposing themselves through Instagram, there has been an influence on young female Kenyans such that they now widely appreciate a particular body frame and those with makeup than before.

When asked what they thought the specific standards of the ideal body image in Kenya were, the one of the interviewees responded that

> *'In the current Kenyan society, a curvy woman; that is one who has an average bust size, is hippy and not plump, a lighter skin tone, expensive wigs& weaves, and of course excessive use of makeup products.'*

Another interviewee said that

> *'The standards of the ideal body image in Kenya are flat stomach, upright breasts, light skinned as well as shapely.'*

One other interviewee said,

> *"Not very high but as for being born light skin or not born light skin most women out there want to be light skin. Men out there want to have built muscles among other things and no wonder many young Kenyan women increase their body size through medication adverts.''*

The information was indicated on whether the respondents think their traditional culture plays a prime role in the way they view their body image as illustrated in Figure 4.11.

Figure 4. 11: Role of Traditional Culture on Body Image.
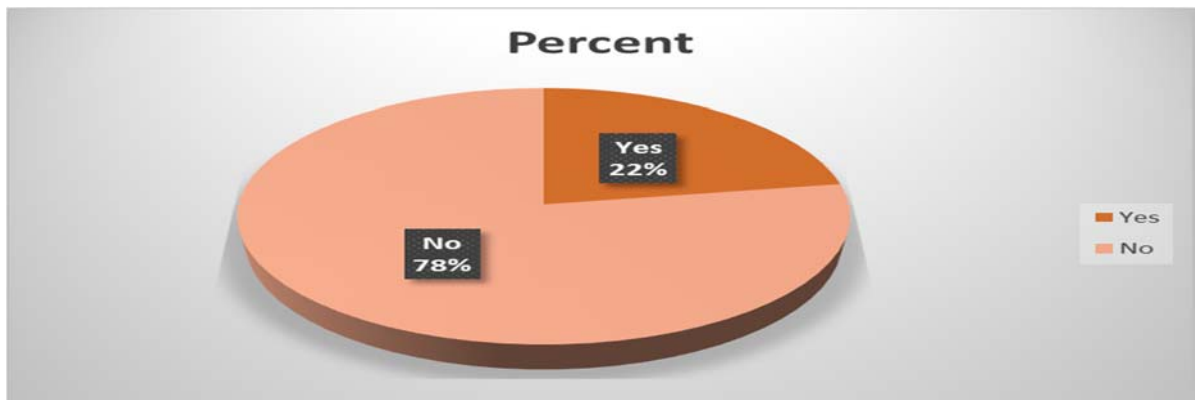
Source: Researcher (2019)

Majority indicated that they did not think their traditional culture plays any role in how they view their body image as shown by 78% and others indicated that they think their traditional culture plays a key role in how their view their body image as shown by 22%. This is an indication that traditional culture plays a role in how the university students view their body image.

The 22% of the respondents who indicated that indeed traditional culture plays a role in how they view their body image were asked to elaborate further why they thought so and they that if one is born and raised knowing that any body size is acceptable, then it shouldn't be a problem dealing with other people in the society, that traditional culture encourages us to appreciate our body images as they are hence positively influences our view on our body image, that traditional clutters institutes values that help us appreciate how we look and that being brought up in a culture that offers room for acceptance helps one remain with confidence since it's not possible for all to be the same.

From the interviews also, the interviewees said that they think there's a difference between Western & African body image ideals where Most Western people prefer small-bodied women while most Africans prefer curvy women in that in the African ideology curviness is celebrated while in the Western culture there is an obsession with being skinny and physically fit. Other interviewees also said that In the West they are more inclined to idealize slimmer bodies and soft Western hair while in Africa we appreciate fuller bodies

like more hourglass shape and that curviness is what is considered beautiful in the African culture while it is frowned upon in Western countries. One of the interviewees said, "*Western often prefer the petite kind of bodies while African go for the plus size body structures*".

CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0. Overview

The general objective was exploring how social media influences body image among female university students. It outlines the summary, conclusion and the recommendations of the study.

5.1 Summary of Major Findings

It contains the summary and interpretation of the major findings based as per the specific study objectives. The study aimed at exploring the effect of instagram on the body image among the university students.

5.1.1 Consequences of Instagram Use on Body Image

The study sought to explore the consequences of instagram use on body image among female university students. The study found that use of instagram sometimes makes university students like they are missing out on new beauty and fashion trends, that the use of instagram has increased body image and weight bullying and that the use of instagram results to greater feelings of anxiety and depression due to body surveillance. Additionally, the study found that the use of instagram may lead to eating disorders and unhealthy dieting behaviours and enhances self-expression and self- identity of one's body image and that most of university students rarely wake up during the night sometimes to check how many likes they have on a photo they posted during the day.

5.1.2 Effects of Instagram on Body Image

It further sought to establish the effects of instagram on body image through social body comparison among female university students. It revealed that the female students under study have occasionally changed their hairstyle/colour based on an instagram photo they viewed, and that social body comparison has made them change their mode of dressing. Moreover, the study established that most of university students have never been influenced by instagram to change themselves to subscribe to a particular body image ideal and that they haven't increased exercise and gym sessions in a bid to look like an individual

they are following on Instagram. The study also revealed that social body comparison hasn't made university students to change their diet in major proportions.

5.1.3 Adoption Rate of Instagram

Further, the study explored the adoption rate of Instagram among female university students. The study established that there is an in increase in adoption of Instagram among female university students, this increase is linked to the fact that everybody wants to be associated with affluence which is what many university students think instagram gives. The finding revealed that young women mostly feel like there is a need to look better and feel better than how they actually look and experience peer pressure among themselves pushing them to fit into a particular group "click". The study also established that the adoption of instagram has been on the rise because it gives university students a platform to express themselves in terms of fashions, hobbies, showcasing their skills and even competition in the number of followers and likes one has on Instagram. It is also relevant noting that most female university students have instagram socialites as their role models hence are highly influenced by them.

5.1.4 Effects of Instagram Influencers on Body Image

The study sought to investigate the effect Instagram influencers have on body image of female university students. The study found that most of the university students have an increased desire to change their appearance after spending time viewing instagram influencers photos and that they are sometimes persuaded by Instagram Influencers to purchase beauty products. The study established that seeing edited and airbrushed bodies of instagram influencers can lower one's self-esteem and that they have sometimes questioned themselves why their body doesn't look like a particular instagram influencer. In addition, the study established that following Instagram Influencers doesn't make university students feel that they do not fit the mould of society and that the students don't feel obligated to fulfil a lifestyle that they are not comfortable with so as to be like an instagram influencer. Additionally, the study found that looking at photos of instagram influencers didn't make the students feel any worse about their appearance after.

5.2 Conclusions

Based on the findings, there are minimal consequences of Instagram use on body image among female university students. It's clear that the use of Instagram sometimes makes university students feel like they are missing out on new beauty and fashion trends and its use has increased body image and weight bullying. It was also established that use of Instagram leads to greater feelings of anxiety and depression due to body surveillance. In rare cases the use of Instagram leads to eating disorders and unhealthy dieting behaviours and sleeping challenges.

Social body comparison on Instagram among female university students has made some female university students occasionally change their hairstyle/colour based on an Instagram photo they viewed as well as their mode of dressing. Moreover, it's clear that most of the university students have never been influenced by Instagram to change themselves to subscribe to a particular body image ideal. Cases of increased exercise and gym sessions among students in a bid to look like an individual they are following on Instagram are also minimal.

From the findings it's clear that adoption rate of Instagram among female university students is on the rise. The findings also established that Instagram influencers have made most of the students have an increased desire to change their appearance after spending time viewing their photos mostly by persuading the students to purchase beauty products. It's also clear that seeing edited and airbrushed bodies of Instagram influencers can lower self-esteem. Finally, it was also established that very few students felt obligated to fulfil a lifestyle that they are not comfortable with so as to be like an Instagram influencer.

5.3 Recommendations
5.3.1 Recommendations from the Study

The study recommends that fashion industry should acknowledge body dissatisfaction can be caused by putting pressure on women to become thin. The situation can result to appearance management behaviours so as to preserve the health of young women. Women are more targeted than men to maintain standards of beauty that not realistic.

The study also recommends that Fashion industry needs to social media is recognized more by young adult females and adolescent which could bring more benefits to marketers if when this population is reached. It is free to set up the account, therefore marketers should utilize the opportunity to reach out to clients of this category. In reality, consumers feel the pressure to promote positive body image that is positive.

Further the study recommends that marketers should emphasize utilizing models and Instagram influencers relates to the female university students. It becomes easier to reach out to the target market when realistic bodies of women are made use of. This motivates the students to maintain their health by avoiding physically impossible pressure as well develop effect of body satisfaction that is positive.

The study also recommends that the Instagram influencers and other industry professionals needs to put into consideration implications brought about by hashtags that assists in linking words and phrases into messages and images. Ideally, participation of students and demonstrate their natural selves is promoted by a hashtag made to promote the real beauty. Ripping down of stereotypes by industry professionals is also recommended and considers incorporating different body size and shapes in employment.

5.3.2 Areas of future studies and research

This research only targeted female university students from School of Journalism and Mass communication of University of Nairobi. Its recommendation is that the future studies should dwell on female students in all faculties in University of Nairobi to establish the effect of instagram on body image.

It was also restricted to university of Nairobi. There is a need for future research to focus on other universities in Kenya. It recommends this study to be redone with a focus on male students to establish if instagram affects their body image. Further research is relevant on how university students make utilization of social media especially instagram for decisions and how it attracts comparison by sharing and liking of its aspects. It will also help us understand more how young women get influenced through celebrities fashion models. Recommendation of future studies on exploration of effective social media strategies for marketing representing sizes and shapes of women and enhancing campaigns of real

beauty. The studies should target a sample size that is wider considering participants in different adulthood stages.

Future research to establish how diverse cultures are impacted by instagram images i.e. African American or Latina populations. The research should include influential category like make-up artist, bloggers to get in touch with more young women. Explore what impact on women the 'likes' encompass putting into consideration other aspects like the number of followers and commenting feature that develops impact on young women. It should explore sites that are individual and also incorporate effects other social media features brings e.g. Facebook versus instagram or twitter.

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APPENDICES

Appendix I: Letter of Introduction

School of Journalism and Mass Communication,
University of Nairobi,
P.O. BOX 30197-00100
Nairobi.

Dear Sir/Madam,

My name is Ivy Nyambura, a graduate student at the University of Nairobi, School of Journalism and Mass Communication, for my final project thesis I am examining **'Social media influence on body Image among female university students: a case study of instagram'**. I am inviting you to participate in this research study by completing the attached survey tool.

If you choose to participate in this project, please answer all the questions honestly and to completion. In order to ensure that all information remains confidential kindly do not include your name or any personal details.

Information obtained from this research will be used purely for academic purposes.

Yours Sincerely,

Ivy Nyambura

Appendix II: Questionnaire

This questionnaire is to collect data for purely academic purposes. The study seeks to investigate the **SOCIAL MEDIA INFLUENCE ON BODY IMAGE AMONG FEMALE UNIVERSITY STUDENTS: A CASE STUDY OF INSTAGRAM**. All information will be treated with strict confidence. Do not put any name or identification on this questionnaire.

Answer all questions as indicated by either filling in the blank or ticking the option that applies.

SECTION A: DEMOGRAPHIC DATA

1. Please indicate your age
   20-21 years   [ ]
   22-23 years   [ ]
   24-25 years   [ ]
   More than 25 years   [ ]

3. Are you signed up to Instagram?
   Yes   [ ]   No   [ ]

4. If yes, how many followers do you have on Instagram?
   Less than 200   [ ]
   200 – 700   [ ]
   700- 1000   [ ]
   More than 1000   [ ]

5. How many people are you following?
   Less than 200   [ ]
   200 – 700   [ ]
   700- 1000   [ ]
   More than 1000   [ ]

6. How many of these are you well acquainted with?
   Less than 50   [ ]
   50 – 150   [ ]
   150- 250   [ ]
   More than 250   [ ]

7. On average how many times per day do you log into Instagram?
   0-2   [ ]
   3-5   [ ]
   6-8   [ ]
   9-10   [ ]
   Always logged in   [ ]

SECTION B: CONSEQUENCES OF INSTAGRAM USE ON BODY IMAGE

8. Please indicate how you agree with the following statements on consequences of instagram use on body image among the university students.

Where:

5- Strongly Agree   4- Agree   3- Neutral   2- Disagree   1- Strongly Disagree

	1	2	3	4	5
The use of instagram has increased body image bullying					
I wake up during the night sometimes to check how many likes I have on a photo I posted during the day					
The use of instagram may lead to eating disorders and unhealthy dieting behaviors					
Use of instagram leads to greater feelings of anxiety and depression due to body surveillance					
Use of instagram sometimes makes me feel like I am missing out on new beauty and fashion trends					
The use of instagram enhances self-expression and self-identity of one's body image					

SECTION C: SOCIAL BODY COMPARISON ON INSTAGRAM

9. Do you ever compare yourself to other women on instagram?
   Yes   [ ]   No   [ ]

10. Have you ever been influenced to change yourself because of something or someone you saw on instagram?
    Yes   [ ]   No   [ ]

11. Please indicate how you agree with the following statements on effects of instagram on body image through social body comparison

Where:

  5- Strongly Agree   4- Agree   3- Neutral   2- Disagree   1- Strongly Disagree

	1	2	3	4	5
Social body comparison has made me change my mode of dressing					
I have occasionally changed my hairstyle/colour based on an instagram photo I viewed					
Social body comparison has made me change my diet several times					
I have increased exercise and gym sessions in a bid to look like an individual I am following on Instagram					
I have never been influenced by instagram to change myself to subscribe to a particular body image ideal					

SECTION D: ADOPTION RATE OF INSTAGRAM

12. Do you think there is an in increase in adoption of Instagram among of female university students?

Yes   [ ]   No   [ ]

If yes, why?

....

....

SECTION E: EFFECT OF INSTAGRAM INFLUENCERS ON BODY IMAGE

13. Please indicate your level of agreement with the following statements on effect Instagram influencers on body image of female university students.

Where:

  5- Strongly Agree   4- Agree   3- Neutral   2- Disagree   1- Strongly Disagree

	1	2	3	4	5
I have an increased desire to change my appearance after spending time viewing instagram influencers photos					
Following Instagram Influencers makes feel that I do not fit the ideal body image mould of society					
I am sometimes persuaded by Instagram Influencers to purchase beauty products					
I feel worse about my appearance after looking at photos of instagram influencers					

Seeing edited and airbrushed bodies of instagram influencers can definitely lower self-esteem					
I feel obligated to engage in alifestyle that am not comfortable with in order to look and dress like an instagram influencer					
I have sometimes questioned myself why my body doesn't look like a particular instagram influencer					

SECTION F: BODY POSITIVY AFFIRMATIONS

13. Please indicate how you agree with the following statements on effect Instagram influencers on body image of female university students.

Where:
5- Strongly Agree   4- Agree   3- Neutral   2- Disagree   1- Strongly Disagree

	1	2	3	4	5
I say positive things about my body image every day					
I focus on appreciating and respecting what my body can do					
I am comfortable with my facial looks					
I am comfortable with my body size					
I am satisfied with my body shape and individual body parts					
I always apply make up to boost my confidence					

14. Has Instagram changed the concept of ideal body image in Kenya?
    Yes   [ ]   No   [ ]

    If yes, kindly explain ……………………………………………………………………
    ……………………………………………………………………………………………

15. Do you think your traditional culture plays a role in how you view your body image?
    Yes   [ ]   No   [ ]
    If yes, how? ……………………………………………………………………………….
    ………………………………………………………………………………………………..
    ………………………………………………………………………………………………..
    ………………………………………………………………………………………………..

Appendix III: Interview Guide

1. How old are you?

2. How often and when do you use instagram?

3. Other than people you know who do you follow on instagram?

4. How do fitness or beauty photos on social media make you feel?

5. What kind of pictures are you more inclined to 'like'?

6. What kind of information do you search for on Instagram?

7. Do you think there are specific standards for beauty in Kenya?

8. Do you believe social media and instagram specifically has contributed to putting women within a specific frame and how?

9. Is your look influenced by social media influencers and bloggers?

10. In your opinion what are the standards of the ideal body image in Kenya?

11. Do you think social media influencers/celebrities have an impact on young women in regard to the popularization of an ideal body image?

12. In which ways do you think social body comparison on instagram affects the body image of university students?

13. Based on your own experiences, what are the consequences of using Instagram in regard to body image?

14.

15. Do you think there's a difference between Western & African body image ideals?