



## The Relationship between an Influence of Social Media Celebrities and Body Image Estimation among Teenage Girls in Riyadh

### BY

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### Abstract

**Background:** The importance of conducting this study to discover the relationship between an influence of social media celebrities and body image estimation among teenage girls in Riyadh. Also, to raise awareness in society, especially teenage girls, about the extent to which social media celebrities are connected and their impact on body image estimation.

**Purpose:** The aim of the present study was to examine the relationship between an influence of social media celebrities and body image estimation among teenage girls (16-18years) in Riyadh.

**Method:** The research designed based on the correlation research study to investigate whether there is an association between an influence of social media celebrities and body image estimation among teenage girls in Riyadh. The Sociodemographic Information Sheet, Celebrity Persona Identification Scale, and Body Image Scale are delivered by visiting select high government schools in Riyadh, delivering it to school officials, and sharing them among students via social media platforms online. This cross-sectional utilizes a sample size of 383 residents in Riyadh young teenagers (16-18 years) participants based on cluster random sampling.

**Results:** The findings showed that there is a negative correlation between social media celebrities and body image estimation. Meaning that when there is decrease in social media celebrities there will be increase in body image estimation. The results of the study indicate that social media celebrities' impact on body image estimation. Which means that social media celebrities can explain about 15.6% of variation in the body image estimation. The participant's responses consist of 36.8% of

sample size are aged ranged 18 years old where 35.0% are aged 17 years and only 28.2% are aged 16 years old (n = 383).

**Conclusion:** The results showed that there is a negative relationship between social media celebrities and body image estimation. Meaning that when there is decrease in social media celebrities there will be increase in body image estimation. Also, it is possible from social media celebrities that we can predict estimating body image.

**Recommendation:** We recommend to other researchers who have the opportunity to measure the other variables (economic status, culture, and personality) to measure it with Simple Random Sampling to have more accurate results.

**Keywords:**

Social media celebrities, body image, teenage.

### المخلص

**الخلفية:** أهمية إجراء هذه الدراسة لاكتشاف العلاقة بين تأثير مشاهير مواقع التواصل الاجتماعي وتقدير صورة الجسد لدى الفتيات المراهقات في الرياض. أيضاً، لرفع مستوى الوعي في المجتمع، وخاصة الفتيات المراهقات، حول مدى ارتباط مشاهير وسائل التواصل الاجتماعي وتأثيرهم على تقدير صورة الجسم.

**الغرض من الدراسة:** تناولت الدراسة العلاقة بين تأثير مشاهير مواقع التواصل الاجتماعي وتقدير صورة الجسد لدى الفتيات المراهقات (١٦-١٨ سنة) في الرياض.

**الطريقة:** تم تصميم البحث بناءً على دراسة الارتباط البحثي لمعرفة ما إذا كان هناك علاقة بين تأثير مشاهير وسائل التواصل الاجتماعي وتقدير صورة الجسد لدى الفتيات المراهقات في الرياض. يتم تسليم استبانة المعلومات الاجتماعية والديموغرافية ومقياس تعريف شخصية المشاهير ومقياس صورة الجسم من خلال زيارة المدارس الحكومية الثانوية المختارة في الرياض، وتسليمها إلى مسؤولي المدرسة، ومشاركتها بين الطالبات عبر منصات وسائل التواصل الاجتماعي عبر الإنترنت. يستخدم هذا البحث عينة من ٣٨٣ مقيماً في الرياض من الفتيات المراهقات (١٦-١٨ عاماً) المشاركات بناءً على عينات عشوائية.

**النتائج:** أظهرت النتائج أن هناك علاقة سلبية بين مشاهير وسائل التواصل الاجتماعي وتقدير صورة الجسم. بمعنى أنه عندما يكون هناك انخفاض في مشاهير وسائل التواصل الاجتماعي، ستكون هناك زيادة في تقدير صورة الجسم. تشير نتائج الدراسة إلى أن مشاهير مواقع التواصل الاجتماعي يؤثران في تقدير صورة الجسم. مما يعني أن مشاهير وسائل التواصل الاجتماعي يمكنهم شرح حوالي ١٥.٦٪ من التباين في تقدير صورة الجسم. تتكون ردود المشاركين من

٣٦.٨٪ من حجم العينة تتراوح أعمارهم بين ١٨ عامًا حيث ٣٥.٠٪ تبلغ أعمارهم ١٧ عامًا و٢٨.٢٪ فقط تبلغ أعمارهم ١٦ عامًا لعدد ٣٨٣. **الخلاصة:** أظهرت النتائج وجود علاقة سلبية بين مشاهير مواقع التواصل الاجتماعي وتقدير صورة الجسم. بمعنى أنه عندما يكون هناك انخفاض في مشاهير وسائل التواصل الاجتماعي، ستكون هناك زيادة في تقدير صورة الجسم. أيضاً، من الممكن أن نتنبأ بتقدير صورة الجسد من مشاهير وسائل التواصل الاجتماعي. **التوصيات:** نوصي الباحثين الآخرين الذين لديهم الفرصة لقياس المتغيرات الأخرى (الوضع الاقتصادي، والثقافة، والشخصية) لقياسها بأخذ عينات عشوائية بسيطة للحصول على نتائج أكثر دقة. **الكلمات الرئيسية:** مشاهير مواقع التواصل الاجتماعي، صورة الجسد، المراهقات.

## 1. Introduction

This study Investigates the relationship between an influence of social media celebrities and body image estimation among teenage girls in Riyadh to enhance women's self-esteem by understanding and clarifying the relationship between the influence of social media celebrities and body image. This study was conducted to investigate more of this perspective the relationship between an influence of social media celebrities and body image estimation to meet the requirements of the psychology industry. In addition, this study is the first study about the relationship between an influence of social media celebrities and body image estimation among teenage girls in Saudi Arabia, Riyadh.

Body image is a comprehensive psychological experience of incarnation that encompasses self-awareness and self-attitude related to the body, as well as thoughts, ideas, feelings, and behaviors as well as the self-perception of the physical self, as well as the feelings and thoughts that emerge from that perception, is often referred to as body image (Ramos et al., 2019). One of the most common psychological issues is a defect in body image. Three dimensions for body image: cognitive, subjective, and behavioral. The cognitive aspect is related to the perception of their physical appearance (weight, height, and body shape); the subjective dimension is related to satisfaction or concern and

anxiety about appearance; and the behavioral aspect is associated with avoiding exposure and fear and discomfort (Yazdani, 2018). According to (Ouyang et al., 2020) Body image refers to the individual's image of their body, which is objective cognition and the subjective assessment of their bodily characteristics and it consists of appearance, body shape, physical strength, health and other dimensions, and the degree of self-awareness will affect health-related emotions and behaviors, such as controlling weight, personal social adjustment, psychological stress, personal development, and interpersonal relationships.

Two major aspects influence body image beliefs. The first entails a self-evaluation of one's appearance, including bodily satisfaction or displeasure. These assessments are based on the disparity between self-perceived and idealized physical characteristics (i.e. ideal body image), the second aspect is an individual's investment, or the level of cognitive, behavioral, and emotional value put on his or her looks. This investment involves the extent to which an individual's appearance is important in establishing their sense of self-worth (Hrabosky & Cash, 2007). Body image dissatisfaction has grown among the Western female population over the last 25 years, according to data (Campbell & Hausenblas, 2009). Studies in Brazil have found a high prevalence of body image dissatisfaction among adolescents, ranging from 60.4 to 64.2 percent, with different perceptions observed between sexes (boys: 54.5 percent, girls: 65.7 percent), and body image dissatisfaction was present even in adolescents with adequate body mass index (BMI) (61.5 percent)1,3,4, demonstrating that other factors, other than body weight perception, may interfere with body image (Marques MI et al., 2016; Petroski EL, Pelegrini A & Glaner MF, 2012).

Developing a positive body image is vital as it leads to other positive outcomes such as confidence and self-esteem. Developing a negative body image is associated with several harmful consequences, such as the occurrence of a range of physical, emotional, and social problems. People who are dissatisfied with their body image value their

bodies less, prioritize their health, and are more likely to engage in disorderly or destructive behavior (Hausenblas & Fallon, 2006).

There is no doubt that celebrities are present in many social networking sites, but there is a difference in what is presented, some of them have a good influence and the other are bad. This research focuses on the influence of celebrities on the body image among teenagers' girls. Celebrities are the persons who are fame and have public recognition because of the media's attention paid to them. Celebrities like beauty and fashion models, they present an example for an idealized comparison, with majority of women failing to achieve the specified standards. As a result, women have a negative attitude about themselves and their bodies (Brown & Tiggemann, 2021).

Despite the apparent benefits of social networking sites, such as keeping in touch with faraway friends, exchanging knowledge, and networking (Ellison, Steinfield, & Lampe, 2007), there are well-documented negative effects of social media use on psychological well-being. Women who are exposed to images of idealized bodies internalize the thin ideal and strive for an unrealistic standard of beauty, which can lead to feelings of shame, body dissatisfaction, and low mood when they are unable to achieve the same body type, according to research conducted over several decades (Tiggemann & Slater, 2013).

Social media celebrities are everywhere in the media, from publications to television to Facebook and Instagram. It has been stated that the regular portrayal of thin and attractive female celebrity images throughout the media, like fashion models, fosters an unattainable thin ideal (Maltby, Giles, Barber, & McCutcheon, 2005). Women are demanding specific body parts of celebrities, such as Kim Kardashian's eyes and jawline, according to a recent trend in cosmetic surgery (PRNewswire, 2015).

However, no research has Investigated the influence of celebrity exposure on body image in the lab. Rather, most experimental research has focused on the impact of fashion models. Celebrities vary from

fashion models in that they are not faceless characters whose private lives are regularly reported in the media (Maltby et al., 2005).

The negative impact of the media drives people to exaggerate the ideal body shape, causing them to constantly compare their body shape, go on diets, and suffer from eating disorders. When women compare their physical type to celebrities with slender bodies, they become more dissatisfied with themselves (Heinberg & Thompson, 1992, as cited in Tresna, Sukamto & Tondok, 2021).

Women who have been indoctrinated to objectify themselves, are dissatisfied with their bodies because of artificial beauty standards set by the media (Groesz et al. 2002).

Body Image It is the portrayal of one's body, which includes social conceptions that are influenced by a society's culture and norms. This conception is based on body ideals that are widely transmitted through the media, family, and peers (Barbara Jiotsa et al, 2021). Starting at a young age, the media has been over-exposing individuals to thinness ideals for the past 30 years, transforming this ideal into a new reference norm (Anschutz D. et Al, 2008). Previous study has shown that the media has a significant role in people's body dissatisfaction, particularly among women. When one has a low level of satisfaction due to a subjectively poor perception of one's own body, this is known as body dissatisfaction (Carter, Forrest, & Kaida, 2017).

Exposure to thin ideal images depicted in magazines and on television has been linked to body dissatisfaction among women, according to meta-analytic analyses. More recently, research has found that exposure to 'newer' kinds of media, particularly the Internet social media, has comparable impacts (Grabe, Ward, & Shibley, 2008). Spending time on the Internet, particularly on social networking sites, has been linked to negative body image in teenage girls (Fardouly & Vartanian, 2016; Tiggemann, & Slater, 2013). This link could be attributed to the media's promotion of ideal, and thus unattainable, beauty standards. Even if the ideal body form and weight are unattainable for the typical person, viewers interpret those ideal images as "reality" (Gerbner, Gross, Morgan, Signorielli, & Shanahan, 2002).

As a result, they regard the stated ideal norm as the social definition of attractiveness, and they are dissatisfied with themselves (O' Brien, 2015). Internalization of appearance ideals (e.g., skinny, muscular, and fit ideals) and appearance based social comparison are two mechanisms engaged in this link, according to the sociocultural theory of body dissatisfaction (Thompson et al., 1999). Through everyday exposure to idealized bodies, these two mechanisms play a key

role in the development of body dissatisfaction. Physical attractiveness does, in fact, play a prominent role in today's social media (Fardouly J. et al, 2018). People's perceptions of their own bodies in comparison to others are referred to as social comparisons. As previously stated, social comparison (Jones, 2001), which is easily done on the Internet-based media by looking at idealized photos of celebrities, is a major contributor to low body esteem and body image dissatisfaction.

Body image has been noted as a major issue when it comes to sharing and viewing images on social media sites (e.g., Cohen et al., 2017). In particular, participation in photo activities on Facebook and following appearance-focused accounts on Instagram ('celebrities') was linked to thin ideal internalization and body surveillance, strengthening media and body image sociocultural and objectification theories (Fredrickson & Roberts, 1997; Thompson et al., 1999). Several studies have found that those who compare their physical appearance to someone they think to be more attractive than them, such as celebrities, are more likely to be dissatisfied with their body image (Blowers L.C. et al, 2003).

Researchers discovered that the more women who express social comparisons based on their appearance, the more dissatisfied they are with their body image. Because individuals frequently have Internet access on their cellphones, they may compare their own 'actual' physical form to unrealistic and idealized (but seen as realistic) images of models and celebrities. That is, the gap between one's actual body and the ideal presented by the media is greater than previously, which might lead to body dissatisfaction (e.g., Faith, Leone, & Allison, 1997, as cited in Franchina & Coco, 2018). Indeed, social networks systems, like conventional media, are typically appearance-focused, as celebrities post images of themselves that are good-looking and beautiful, improved by filters or digital editing tools, and posed (e.g., Cohen et al., 2017). As a result, many of the photographs shared on social media platforms are idealized and overly attractive, leading to body dissatisfaction. In other words, the social comparison cognitive process regarding one's physical image is critical in self-evaluation and self-esteem (Wood, 1989). Body image is such an important component of self-evaluation.

Teenagers in compared to adults, they are more involved in the development job of defining their body image (Giulia Fioravanti et al., 2022) in order to boost their self-esteem (Carlson Jones, 2001). Especially throughout adolescence, teens rate their own bodies by comparing their physics to those of others. The body image encompasses all elements of one's physical self (for example, size, shape, weight, and general look) and is described as one's level of satisfaction with one's physical body (Cash, & Deagle, 1997). When teenagers compare their own bodies to the media's ideal ideals of beauty, they may become dissatisfied with themselves



(Vartanian, & Dey, 2013). That's because those idealized images are considered as real, but they're perceived as unachievable (Carlson Jones, 2001).

Furthermore, teenagers may utilize media material as a source of knowledge on how to enhance their physical appearance, and they may compare themselves to media celebrities to create a standard to aim towards (Rousseau, Eggermont, & Rodgers, 2017). As a result, media internalization and comparison may be a role in maintaining body image problems. According to the findings of the study, social media exposure, especially exposure to edited and idealized photos, might lead to erroneous body image thought processes, as well as a personal aim of internalizing what is socially accepted on social media. Teenagers may be more dissatisfied with their bodies because of their frequent usage of social media (Barbara Jiotsa et al, 2021).

After all, nowadays, teenage girls spend much more time online looking at attractive photographs of celebrities than they do in conventional media (for example on traditional media such as television and magazines; Bair et al., 2012). As a result, it's reasonable to believe that advertisements aimed at teenage girls are becoming more popular on the Internet, as evidenced by an increase in the frequency of photos of celebrities's ideal bodies on social media, and social networking sites. Many social media websites popular among teenage girls already show pop-up adverts for various items that include idealized female attractiveness (e.g., health, fitness, clothing, models so on and so forth; Bedford, & Johnson, 2006).

### **1.1 Research Question**

Is there a relationship between the influence of social media celebrities and the body image assessment of teenage girls in Riyadh?

### **1.2 Objectives**

To find if there is a relationship between the influence of social media celebrities and body image estimation among teenage girls in Riyadh. Also, to raise awareness in society, especially teenage girls, about the extent to which social media celebrities are connected and their impact on body image estimation. In addition, to prevent the negative impact of social media celebrities on the body image estimation.

## **2. Hypothesis**

Thus, this study seeks to examine the following hypothesis: there is a relationship between an influence of social media celebrities and body image estimation among teenage girls in Riyadh.

## **3. Methodology**

### 3.1 Research Design

The research designed based on the cross-sectional research study to investigate whether there is an association between an influence of social media celebrities and body image estimation among teenage girls in Riyadh. The Sociodemographic Information Sheet, Celebrity Persona Identification Scale and Body Image Scale are distributed by going to some high government schools in Riyadh, then distributing them to the school administrators and spreading it among the students through social media platforms online.

### 3.2 Participants

Young teenagers between the ages of 16 and 18 are eligible to participate in the study's population. The study utilizes a sample size of 383 residents in Riyadh young teenagers (16-18 years) participants based on cluster random sampling. This approach is widely used in statistics when a researcher is unable to collect data from the entire population. It is the most cost-effective and practical solution for statisticians undertaking research. This strategy is also commonly utilized when a statistical population consists of groupings that are similar but internally differ. Rather than selecting the entire population, cluster sampling allows researchers to collect data by bifurcating the data into tiny, more productive groups. Cluster random sampling is regarded as especially appropriate in circumstances with big populations (Fleetwood, 2021). It is impossible to collect data from every single person in the population. The study's sample will be drawn at random from each cluster based on the inclusion and exclusion criteria.

### 3.3 Measurements

#### 3.3.1 Sociodemographic Information Sheet

The sociodemographic information sheet was self-developed for the purpose of the study, and it consists of 3 questions (age, educational level, and economic status of the family). The age group helps to identify the eligibility of the participants based on the inclusion\exclusion criteria. Also, the age, educational level and economic status of the family were selected to explore if they influenced the study variables.

### 3.3.2 Celebrity-Persona Identification Scale (CPIS)

The celebrity-persona identification scale (CPIS) is designed to measure how media consumers develop identification with celebrities or popular fictional characters. The scale developed by Brown and Bocarnea in (2007). As cited in Brown, W. J., & Bocarnea, M. C., Identification is defined as a persuasion process in which an individual adopts the behavior or views of another individual or group based on a self-defining relationship (Kelman, 1961, p. 63). (2007). As cited in Brown, W. J., & Bocarnea, M. C., Identification is a psychological orientation in which individuals define themselves based on their group membership and get "strength and a sense of identity" from the affiliation (Kelman, 1961, p.64) (2007).

The CPIS, on the other hand, has been determined to be extremely reliable, with Cronbach alpha reliability scores of 0.87 or above (Bocarnea, 2001; Matviuk, 2006). In their investigation of Princess Diana identification, Brown, Basil, and Bocarnea (2003a) employed many of the scale questions and achieved an alpha coefficient of 0.87. Moreover, discuss about the validity Many of the items on the CPI scale have been used in research of celebrity identification (Basil, 1996; Fraser & Brown, 2002). Bocarnea (2001), Brown, Basil, and Bocarnea (2003b), and Matviuk (2003) have all backed construct and criterion-related validity (2006). The CPIS online survey, on the other hand, comprises the 20 items of the Likert-type scale. On a five-point scale, participants are asked to rank their level of agreement with statements concerning their celebrity identification: strongly disagree, disagree, neutral, agree, and strongly agree. The online instrument was constructed and released with the use of an online Google form. Google Forms is a survey administration program that comes as part of Google's free, web-based Google Docs Editors package. The service covers creating and administering online surveys as well as counting the results. Furthermore, all data collected is made available in a format that can be read by any statistical software. Statistical software is required for any analysis that goes beyond summarized descriptive statistics. No

demographic data is obtained because CPI data is frequently paired with measures of other conceptual variables in media studies. The straightforward design enables potential users to integrate CPI data with additional variables of interest, assuring the modular instrument's portability. Minor tweaking also enables the instrument to be customized to the celebrity or media persona of interest. It takes roughly 5 minutes to complete the self-reported instrument. It is completely anonymous to participate. All the findings are kept private.

### 3.3.3 Body Image Scale (BIS)

Body Image Scale (BIS) is valid, reliable, and internal consistency scale developed by Zainab Shukair in (2008) to measure the extent of estimation with the body image. The scale has become in a final form consisting of 23 items. The items were distributed on the following dimensions: acceptance of body parts, general consistency of body parts, psychological perspective of body image, social perspective of body image, intellectual perspective of body image. The scale adopted Likert's method in elaborating the answers because this method does not require much effort in calculating the values of the items and is often of high degree of reliability. The answer to the items of the scale was as follows: always, sometimes, rarely, never. Which gives the following weights (4, 3, 2, 1) respectively in the case of positive items, and the weights (1, 2, 3, 4) respectively in the case of negative items. The highest possible score for the participants is 92 and the lowest score is 23, and the mean of the scale is (57.5). The higher the participants score is from the mean, it is an indication of the body image disorder, and the lower the participants score is from the mean, it is an indicator of the normal body image. The reliability a Spearman-Brown formula was used, and the coefficient after modification became 0.73, which is an acceptable reliability coefficient in psychological scales.

### 3.4 Data Analysis

The Sociodemographic information sheet self-report data (Appendix C), Celebrity-Persona Identification Scale (Appendix D), and Body Image Scale (Appendix E) will be exported into an Excel sheet to

present descriptive statistics. Statistical analysis will be performed using SPSS version 25 (64-bit), with a significance level of 0.05. The mean and standard deviation of the proposed hypothesis measure (there is a relationship between an influence of social media celebrities and body image estimation among teenage girls in Riyadh). The Pearson's correlation conducted to investigate if there is a relation between the variables (social media celebrities and body image estimation). The liner regression and ANOVA test performed to estimate the impact of social media celebrities on body image estimation.

The Celebrity-Persona Identification Scale (CPIS) will be scored based on five-point scale (strongly disagree, disagree, neutral, agree, and strongly agree). The Body Image Scale (BIS) scores categorized into four categories (always, sometimes, rarely, never).

### **3.6 Data Collection Procedure**

First, approval was obtained from the Ethics Committee PNU Institutional Review Board (IRB) to conduct the research. An online survey was conducted in Riyadh city on participants, targeting a sample of teenagers' girls in 5 secondary schools in Riyadh, each school in different regions (East, West, South, North, Central) was selected by cluster random sampling (large groupings ("clusters") are selected first, with successive subsampling of smaller units) for this study based on inclusion and exclusion criteria. The approval of every school manager was obtained to publish the survey. The survey was published electronically by the school management and contains the informed consent of the participants. The informed consent was provided to the participants before answering the questionnaire, including all the details of the study. The socio-demographic paper contains the age group, school stage, and the economic status of the family to understand the responses of the participants and determine if there is an effect of these factors. The survey was translated into Arabic to be suitable for the study sample through back translation and ensure the correctness of the translation by three bilingual PhD holders.

## **4. Results**

The participant's responses consist of 36.8% of sample size are aged ranged 18 years old where 35.0% are aged 17 years and only 28.2% are aged 16 years old (n = 383), (see Table1). SPSS version 25 (64-bit) used to analyze the collected data from the distributed scales (CPIS; Brown & Bocarnea, 2007) and (BIS; Zainab Shukair, 2008) using a 0.05 level of significance, to investigate the relationship between an influence of social media celebrities and body image estimation among teenage girls in Riyadh. The participants categorized by age groups, educational level, and economic status of the family.

The statistical analysis administered to analyze the raw data to examine the assumed hypotheses of the study. The overall scores of social media celebrities and body image estimation was examined by the mean standard deviation of the samples' responses of the self-report scales to understand the relationship between an influence of social media celebrities and body image estimation among teenage girls in Riyadh. The pearson's correlation conducted to investigate if there is a relation between the variables (social media celebrities and body image estimation). Finally, the liner regression and ANOVA test performed to estimate the impact of social media celebrities on body image estimation.

The celebrity-persona identification scale (CPIS) was translated to the Arabic language to adequate with the study sample. The reliability and the internal consistency of the scales evaluated by the spearman's correlation coefficient on a sample that share the characteristics of the study sample. The results indicate that there is a high degree of internal consistency of the scales which reflects a high degree of validity for the celebrity-persona identification scale and the body image scale (see Table 7.1 and 7.2).

**Table 1**

**Descriptive Statistics of the Utilized Sample (sociodemographic characteristics):**

	Variable	Frequency	Percent	Mean	Direction	Standard deviation
Age	16 years	108	28.2%	3	18 years	0.803
	17 years	134	35.0%			
	18 years	141	36.8%			

<b>Educational level</b>	First Secondary	71	18.5%	3	Third Secondary	0.754
	Second Secondary	138	36.0%			
	Third Secondary	174	45.4%			
<b>Economic status</b>	Low (monthly income 7000 thousand or less)	100	26.1%	2	Medium (monthly income 15,000 thousand or less)	0.725
	Medium (monthly income 15,000 thousand or less)	182	47.5%			
	High (monthly income more than 15,000)	101	26.4%			

All the participants were (n = 383), about 36.8% of sample size are aged ranged 18 years old where 35.0% are aged 17 years and only 28.2% are aged 16 years old. About 45.4% of participants are on the third secondary class where 36.0% are on the second secondary class and only 18.5% are on the first secondary class. Regarding economic status of sample population, about 47.5% of sample population has medium (15,000 thousand or less) monthly income, while 26.4% has high (more than 15,000) monthly income and only 26.1% are has low (7000 thousand or less) monthly income. The standard deviation for age groups is 0.803, for education level is 0.754, and for economic status is 0.725 (see Table 1).

**Table 2**

**Overall scores of celebrity-persona identification scale:**

	Score mean	Score Standard deviation	Mean	Standard deviation	Direction
<b>Total</b>	40.66	17.484	2.03	0.874	Disagree

Overall direction of the participant's opinions about social media celebrities was disagree with mean of  $2.03 \pm 0.874$  which corresponding to disagree according to Likert scale above. With score mean of 40.66 (SD = 17.484) indicating weak identification with the celebrity (see Table 2).

**Table 3**

**Overall scores of body image scale:**

	Score mean	Score Standard deviation	Mean	Standard deviation	Direction
Total	32.07	16.752	3.13	0.728	Disagree

Overall direction of the participant's opinions about body image estimation was disagree with mean of  $3.13 \pm 0.728$ , which correspond to disagree according to Likert scale above. With score mean of 32.07 (SD = 16.752) indicating high body image estimation (see Table 3).

**Table 4**

**Pearson's correlations of social media celebrities and body image estimation. n=383**

	body image estimation		
	Pearson Correlation	Sig (P-value)	N
social media celebrities	-0.395	0.000	383

Correlation is significant at the 0.01 level (2-tailed).

P-value of 0.000 which is less than 0.05 and it is statistically significant indicate that there is statistically significant negative correlation between social media celebrities and body image estimation. Meaning that when there is decrease in social media celebrities there will be increase in body image estimation (see Table 4).

**Tables 5**

Table 5.1

**Linear regression** (regression model performed to estimate the impact of social media celebrities on body image estimation):

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.395 <sup>a</sup>	0.156	0.154	15.408

a = Predictors: (Constant), social media celebrities.  
b = Dependent Variable: body image estimation.

The R, which is 0.395, represent the moderate degree of correlation between the predictors (social media celebrities) and the Dependent Variable (body image estimation). R square of 0.156 indicate



that social media celebrities can explain about 15.6% of variation in the body image estimation (see Table 5.1).

**Table 5.2****ANOVA:**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16744.355	1	16744.355	70.527	0.000 <sup>b</sup>
	Residual	90456.449	381	237.419		
	Total	107200.804	382			

a = Predictors: (Constant), social media celebrities.

b = Dependent Variable: body image estimation.

With Sig. (P-value) of 0.000 which is less than 0.05 and it's statistically significant indicate that the regression model statistically significantly predicts the outcome variable (body image estimation) so indicating good fit for the data (see Table 5.2).

Table 5.3

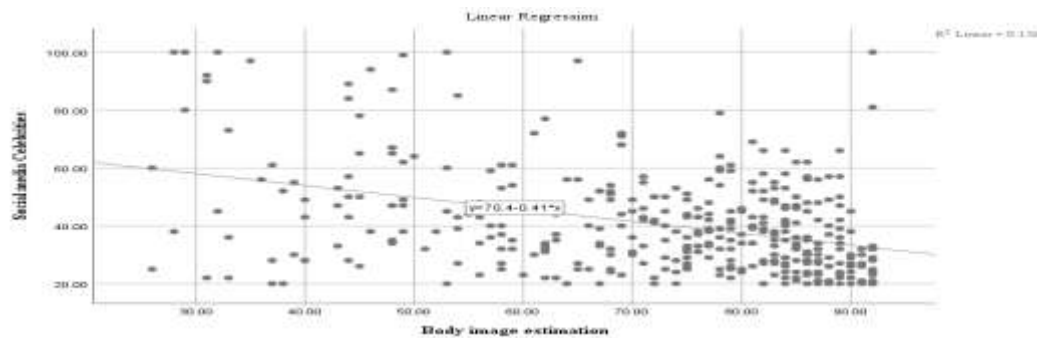
**Coefficients<sup>a</sup>:**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	87.475	1.996		43.835	0.000
social media celebrities	-0.379	0.045	-0.395	-8.398	0.000

a = Dependent Variable: body image estimation

Every increase in one unit in social media celebrities the level of body image estimation will decrease by 0.379, and with sig. (P-value) of 0.000, which is less than 0.05 indicating that this contribution of social media celebrities in model was statistically significant (see Table 5.3).

**Figure 1** describe the significant liner regression between social media celebrities and body image estimation on R square = 0.156



**Figure 1:** Scatter plot showing a linear relationship between social media celebrities and body image estimation among teenage girls in Riyadh

## Tables 6

Table 6.1

### Celebrity-Persona Identification Scale Reliability:

Cronbach's alpha for reliability	Number of items
0.942	20

A scale of 94.2 indicates excellent fitting between all questions in the celebrity-persona identification scale, which represent the good reality of the sample community and ability of axis in questionnaire to obtain the same results if the same questions applied multiple times (see table 6.1).

Table 6.2

### Body Image Scale Reliability:

Cronbach's alpha for reliability	Number of items
0.952	26

A scale of 95.2 indicates excellent fitting between all questions in the body image scale, which represent the good reality of the sample community and ability of axis in questionnaire to obtain the same results if the same questions applied multiple times (see Table 6.2).

## Tables 7

Table 7.1

### Celebrity-Persona Identification Scale Validity:

To verify the validity of the tool, the researcher relied on one method called internal consistency, which based on calculating the correlation coefficient between each unit of the tool and the tool as a whole.

Correlation between the statements of the axis of the celebrity-persona identification scale with the total axis to which it belongs:

Statements number	Correlation Coefficient	Statements number	Correlation Coefficient
1	0.583	2	0.538
3	0.581	4	0.573
5	0.632	6	0.660
7	0.662	8	0.662
9	0.674	10	0.654
11	0.712	12	0.687
13	0.659	14	0.555
15	0.611	16	0.735
17	0.677	18	0.636
19	0.656	20	0.672

Correlation is significant at the 0.01 level

The table shows that the value of the correlation coefficients for the expressions in the total degree of the celebrity-persona identification scale axis ranges between (0.538) and (0.735), which means that there is a high degree of internal consistency, which reflects a high degree of validity for the paragraphs of the celebrity-persona identification scale statements. It seen from the table that all correlation coefficients for all expressions are positively signified and statistically significant at the 0.01 level (see Table 7.1).

Table 7.2

### Body Image Scale Validity:

Correlation between the statements of the axis of the body image scale with the total axis to which it belongs:

Statements number	Correlation Coefficient	Statements number	Correlation Coefficient
1	0.738	2	0.738
3	0.721	4	0.582
5	0.714	6	0.671
7	0.540	8	0.775
9	0.756	10	0.705

11	0.692	12	0.516
13	0.680	14	0.684
15	0.761	16	0.815
17	0.658	18	0.551
19	0.787	20	0.680
21	0.225	22	0.463
23	0.787	24	0.702
25	0.684	26	0.631
Correlation is significant at the 0.01 level			

The table shows that the value of the correlation coefficients for the expressions in the total degree of the body image scale axis ranges between (0.225) and (0.815), which means that there is a high degree of internal consistency, which reflects a high degree of validity for the paragraphs of the body image scale statements. It seen from the table that all correlation coefficients for all expressions are positively signified and statistically significant at the 0.01 (see Table 7.2).

## 5. Discussion

This study examined the relationship between an influence of social media celebrities and body image estimation among teenage girls in Riyadh. In addition, investigating the correlation of social media celebrities and body image estimation, investigating the impact of social media celebrities on body image estimation. The findings revealed coefficient values indicating significant relationships between social media celebrities and body image estimation.

The current study showed that there is a negative correlation between social media celebrities and body image estimation. Meaning that when there is decrease in social media celebrities there will be increase in body image estimation. The previous study aimed to test the correlation between the level of celebrity worship and dimensions of body image among female adolescent fans of K-pop girl groups (Tresna, Sukamto, & Tondok, 2021). The finding of (Tresna, Sukamto, & Tondok, 2021) are quite in line with the result of (Noky, 2015) among a K-pop Community, UCEE, in Solo, which showed a significant

correlation between the entertainment-social aspect of celebrity worship and body image. The main difference between studies was that (Noky, 2015) study, examined body image as an overall concept consisting of appearance evaluation, body areas satisfaction, anxiety about being fat, and body categorization, while in (Tresna, Sukamto, & Tondok, 2021) study, body image was examined separately based on its five dimensions consisting of appearance orientation, appearance evaluation, body-areas satisfaction, self-classified weight, and overweight preoccupation. Therefore, (Noky, 2015) found a negative correlation between the entertainment-social aspect and body image. Whereas in (Tresna, Sukamto, & Tondok, 2021) study, when the entertainment-social aspect was only correlated with the appearance orientation dimension of body image, it turned out to show a positive correlation. According to other previous study conducted by (Utami, 2019) the findings indicate that celebrity worship and body image have a significant negative relationship. It means that at SMPN 45 Bandung during the 2018/2019 Academic Year, the lower the celebrity worship, the higher the body image of teenagers who idolize K-pop. In contrast, the lower the body image of teenagers who idolize K-pop, the higher the level of celebrity worship. The results of this study are in line with study conducted by (Noky, 2015).

The current study discussed if there is linear regression between social media celebrities and body image. The results of the study indicate that social media celebrities' impact on body image estimation. Which means that social media celebrities can explain about 15.6% of variation in the body image estimation. According to previous study (Brown, & Tiggemann, 2016), the finding that celebrity worship moderated the effect of exposure to celebrity images on body dissatisfaction is novel. Women with higher level of celebrity worship expressed more dissatisfaction after viewing celebrity images than women with lower levels of celebrity worship. As a result, celebrity worship could be viewed as a risk factor for body dissatisfaction and disordered eating. Women who have a high level of celebrity worship are more prone to

believe that celebrities are both important and self-relevant, and as a result, thus may feel more dissatisfied when they themselves are not as attractive. In contrast, women low on celebrity worship likely consider the lives and bodies of celebrities as not relevant to them (Brown, & Tiggemann, 2016).

## 6. Conclusion

The study focused on exploring the Relationship between an Influence of Social Media Celebrities and Body Image Estimation among Teenage Girls in Riyadh. People nowadays are concerned about their body image because they compare it to celebrities or influencers on social media. This is due to the increased usage of social media (Cash, 2004). Since the previous studies looking at estimating body image, it included studying it in other various aspects such as body image and sports or body image and social media without shedding light on social media celebrities and their influence on body image. The study assumption formed that there is a relationship between an influence of social media celebrities and body image estimation among teenage girls in Riyadh. The findings of study suggest that there is statistically significant negative correlation between social media celebrities and body image estimation. Meaning that when there is increase in social media celebrities there will be decrease in body image estimation. In addition to that, the current study showed that not only is there a relationship between them, but it is possible from social media celebrities that we can predict estimating body image. The results of this research could aid in meeting the demands of the psychology industry. Additionally, by increasing people's understanding of the influence of social media celebrities on their body image, this effect must be taken into account to avoid celebrities, or at least reduce their viewing and exposure to them.

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