



Applicant Information

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Abstract Details

Title:

Exploring the Influence of Social Media on Dietary Choices and Body Image Perception Among Female Tertiary Students in Hohoe Municipality

Category:

Non-communicable diseases including mental health

Authors:

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Objectives:

The increasing use of social media has raised concerns about its influence on dietary choices and body image perceptions, particularly among young people. Female tertiary students are particularly vulnerable, altering their diets and body perceptions in response to unrealistic beauty standards. The study explored how social media influences dietary choices and body image perceptions among female tertiary students in Hohoe Municipality.

Method:

A qualitative phenomenological study design was employed. Participants were selected using a convenient sampling, and in-depth face-to-face interviews were conducted. Data were transcribed in MS Word and analysed using ATLAS.ti, software. Codes and themes were generated.

Results:

Sixteen themes emerged from participants' experiences. Social media was viewed as a tool for communication and entertainment but also significantly shaped ideals of the "perfect body". Influencers and celebrities drove many participants to change their diets or consider cosmetic surgeries like Brazilian Butt Lifts (BBL) or liposuction. Dietary choices were often motivated by the desire for physical outcomes such as weight loss or a slimmer figure. Some participants felt more confident after weight gain, while others focused on fruit and vegetable consumption for a leaner body.

Conclusion:

Social media affects female tertiary students' body image and dietary choices in the Hohoe Municipality by promoting unattainable beauty standards that negatively impact self-esteem. Therefore, educational programs should be implemented to promote healthy, affordable eating habits and a positive self-image to counteract these pressures among female students.

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