Exploring The Influence Of Tiktok Videos On Body Image: An Insight Into Body Shaming And Body Dissatisfaction Phenomenon

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Abstract:

Social media has now become the powerful tool for showcasing beauty norms specifically focusing on gendered body ideals. Among the major platforms, TikTok seems to draw heat for its role in altering how users perceive body image and experience body shaming. The study examines the intricate relationship between TikTok usage, body-based biases, and the subsequent dissatisfaction faced by individuals. Utilizing a sample of 311 active TikTok users drawn from Pakistan, empirical data was obtained through survey-based approach employing Partial Least Square Structural Equation Modeling (PLS-SEM). Key findings indicate a troubling pattern whereby the TikTok users who present themselves through pictures and videos, are the targets of body shaming to a high degree and thus develop dissatisfaction with their appearance. Such outcomes reveal the distressing effects arising from beauty standards that are set by TikTok. The implications of this study call for both theoretical contributions to the understanding of social media's impact on body image and practical insights for individuals and content creators to foster healthy body acceptance within online communities. This research contributes to a deeper awareness of the social and psychological implications of TikTok as a powerful cultural force in shaping body perceptions and offers potential interventions to mitigate the detrimental effects of body shaming in digital spaces.

Keywords: TikTok videos, body shaming, body dissatisfaction.

Introduction

Young people's beliefs and attitudes are shaped by the media's portrayal of values. One particularly pervasive value is body image, which has become deeply entrenched in the popular consciousness. The mainstream media, encompassing outlets such a[1]s television and fashion publications, has long been recognized as a powerful platform for the promotion of idealized body forms. Gallivan, (2014) asserts that television advertising, programs, and movies feature individuals who conform to thin and fit body standards. Consequently, the media perpetuates unrealistic body ideals through the portrayal of flawlessly beautiful, often photo-shopped, females who conform to a narrow set of physical attributes: youthfulness, tall stature, and extreme thinness. It is widely accepted that the media exerts the most influential and ubiquitous influence on body dissatisfaction within society (Tiggemann, 2011). This unveiling paves the way for an in-depth exploration of the media's impact on body image stereotypes, ultimately

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highlighting the urgent need for comprehensive understanding and potential interventions to alleviate the detrimental effects of media-induced body dissatisfaction.

Most recently, the surge in popularity of social media platforms that prioritize visual content has led to a notable increase in the prevalence of photos and short videos featuring similar physical imagery. This shift can be attributed to the rising demand for concise and visually engaging content among teenagers, prompting them to transition from text-based social media applications to platforms that emphasize images. Notably, TikTok has rapidly emerged as the dominant player among short-form video apps, gaining immense popularity as a social networking platform for sharing short movies and pictures. In 2019, TikTok secured its position as one of the top downloaded applications worldwide, boasting a staggering user base of 600 million active users outside of China. Its exponential growth extended to Pakistan, where over 25.5 million users downloaded the app within the same year, making it the country's fastest-growing social media platforms.

Interestingly, users of TikTok predominantly post short videos encompassing lip-syncing performances, engaging in viral dancing challenges, and various other entertaining content. Tiktok has become prime place for body image which can create dissatisfaction and contribute to the negative impact on users' psychological well-being. Despite TikTok's prominence in terms of user numbers, there isn't much psychological study seeking to understand how it operates (Montag et al., 2021). Given the lack of research specifically on the detrimental effects of TikTok short spanned videos, it is important to draw on previous studies that have examined the influence of social media platforms in general. Emerging research suggests that the content consumed on TikTok, particularly related to body image, can have a significant impact on users' psychological well-being and contribute to the development of body-based prejudices (Minadeo & Pope, 2022). As a result, it is crucial to raise awareness about the potential negative effects of social media on body image and advocate for responsible and inclusive content that promotes diverse body types and encourages individuals to embrace their unique beauty.

Thus, the current study aims to determine how young people's dissatisfaction with their bodies is influenced by the gender and beauty depiction in TikTok videos. Observations of how swiftly social media is gaining the ability to imitate and shape sexualized attitudes about gender and beauty served as the study's impetus. The potential of the investigation increases deeper rather than larger as social media platforms themselves expand through new apps and behaviors. The current research is important since it can help highlight how adaptable new social apps are, in addition to its growing effect on visuality and self-depiction. TikTok and other short-form video platforms on new social media may have a huge impact on the younger generation and their values. Put simply, the goal of the ongoing research is to calculate how TikTok, a relatively new type of digital media, illustrates how gender- and beauty-related stereotyped body views have become more common and how much their normalization contributes to young people's worries about body shaming and body dissatisfaction.

Literature Review

Previous research has shown that the mainstream media plays a significant role in promoting unrealistic body ideals, leading to widespread body dissatisfaction among individuals. With TikTok's exploded popularity, growing numbers of new users are representing themselves especially, the portrayals of the male and female bodies that are overly gorgeous or idealized, according to the daily TikTok video views (Liu, 2021). Meaning thereby, the growing acceptance of social media has brought with it some negative aspects. This is particularly true for a short spanned video app like TikToK where negative comments about the appearance of

uploaded photos and videos, aside from "likes" and complimentary remarks, are frequently posted when an image does not meet the stereotyped standards. Such comments both online and offline led to the coining of the term "body shaming", a catch-all for more specific phenomena including weight, skinny, or fat-shaming. Body shaming resulting from critical comments on an idealized image is also difficult to separate from other related concepts from clinical and social psychology and is considered parallel to "appearance teasing" which emerges as unfavorable social commentary on a person's physical traits such as weight, height, hair or facial traits (Cash, 1995). According to Yahoo health research 94% of female adolescents while 64% of male teenagers reported being embarrassed by online discussions about their bodies (Miller, 2016). Similarly, among school-age teenagers, body shaming occurs 44.9% of the time (Gam et al., 2020). Studies showed how body shaming affects people's behavior and health. For instance, body shaming been seen to diminish one's sense of self (Fauzia & Rahmiaji, 2019), and potentially affect food habits (Flak, 2021), absence from school, and rising levels of anxiety and insecurity (Sugiati, 2019).

The Impact of Body Shaming on Mental Health

Body shaming can have detrimental impacts on individuals' mental health and self-esteem, especially when it is amplified through social media platforms like TikTok. Literature has shown that exposure to flawless and unrealistic body images and photos on social media can contribute to higher levels of self-objectification, lower self-esteem, and ultimately greater body dissatisfaction (Borgen & Domoff, 2022). This cycle gets even worse when people receive negative comments and are bashed about their appearance which can lead to lower self-confidence. Therefore, it is crucial to advocate for a more inclusive and body-positive online environment to protect the mental health of individuals. In addition, the constant pressure and comparison to idealized body images on social media can also lead to unhealthy weight control practices, avoidance of social events, health care seeking, and self-harm (Pop, 2022). Policy advocacy is necessary to address the harmful impact of body shaming on individuals' mental health and self-esteem. In order to promote a sustainable environment and policy advocacy, it is essential to raise awareness about the detrimental effects of body shaming on mental health and to actively work towards creating a more supportive and inclusive online culture.

Theoretical Underpinnings

Two of the most well-known theoretical frameworks that have been used to explain how the media impacts body image are the socio-cultural and objectification theories. According to the sociocultural paradigm, media outlets foster the idea that women should be thin and beautiful (Tiggemann, 2011). Despite the fact that they are unattainable, many women endeavor to achieve these objectives, but they almost always fall short, which causes body dissatisfaction. (Ata et al., 2007, Tiggemann, 2002). This theoretical framework further asserts that women absorb unreachable beauty standards promoted by the media and compare their appearance to them as a result. A frequent appearance comparison and Internalization of these standards are thus identified as potential contributors in the formation and maintenance of body dissatisfaction. (Stice et al., 1994). This is supported by the findings of several researchers which have shown that the influence of traditional media on body image concerns is mediated through the use of appearance comparisons (Groesz et al., 2002).

Thompson et al's sociocultural model from 1999, placed a strong emphasis on interpersonal interactions and conventional media (such as television and periodicals), but messages about aesthetic aspirations are now spread via social media. youngsters post, share and see images on social media of other people and themselves (Espinoza & Juvonen 2011). In these interests, appearance is really important (Siibak, 2009). Young people claim that they are under pressure

to look immaculate on social media and to satisfy this requirement, they thoughtfully choose and update their postings (Chua & Chang 2016). de Vries et al. (2016) asserts that youngsters who use social media more often receive more critical comments regarding their appearance. Similarly, exposure to body shaming content on TikTok significantly predicted higher levels of body dissatisfaction among users (Silva & Steins, 2023).

The objectification theory, coined by Fredrickson and Roberts (1997), asserts that women have predominantly perceived as sexual objects throughout history. The value of a woman's physique based on how other people use or abuse it. Men's physically objectifying look toward ladies is found in a scope of visual media, including films, promotions, network shows, and music recordings, which is an evidence that ladies' bodies are more regularly the focal point of sexual generalization than men's (Fredrickson & Roberts, 1997). Although body talk was previously believed to be a phenomenon that exclusively affected women (Nichter & Vuckovic, 1994), more recent research shows that males engage in these interactions just as frequently (Chow & Tan, 2016). The same goes for objectification theory, which was developed to explain how sexual objectification influences girls' and women's sensory and psychological life (Fredrickson & Roberts, 1997). Nevertheless, this paradigm has been effectively applied in various research with both girls and boys (Moradi & Huang, 2008). In consequence, the current study's investigation has included both men and women in order to determine the impacts of online body shaming and anticipated body dissatisfaction on both the genders.

Body conversation has been associated with body observation and body disgrace in a huge collection of studies. A few explorations, for instance, have observed that body conversation is connected to body observation and body disgrace among young ladies (Royal et al., 2013). Female teens have shown significant connection between body conversation and both body surveillance and body shame (Tiggemann & Slater, 2015). In a similar vein, a meta-examination research found positive association between body conversation and body reconnaissance and body disgrace, with unassuming effect magnitudes (Mills & Fuller-Tyszkiewicz, 2017). The aforementioned results are consistent with the externalization theory, which states that generalization experiences resulting from relational and social contacts might trigger a consciousness of the body as an object (Fredrickson & Roberts, 1997).

Body shaming and Body dissatisfaction

Google searches for the phrase "body shame" consistently increase growth over the previous five years (Google Trends, 2019). Along with lacking a definition, body shaming is also difficult to separate from other related concepts in clinical and social psychology. In certain ways it resembles appearance teasing, which emerges as unfavorable social commentary on a person's physical traits such as weight, height, hair or facial traits (Cash, 1995). The features that shame the body appearance teasing, which depicts unfavorable social feedback, has parallels to this. Appearance teasing can range from mild remarks made by a close friend to obscene gestures made by bullies or strangers, which then begin to resemble physical harassment (Furman & Thompson, 2002). In a nutshell, appearance teasing and body shaming exhibit numerous commonalities, suggesting that body shaming may be a particular aspect of appearance teasing.

Besides, it is anticipated that others' unfavorable remarks or body shaming contributes to body dissatisfaction. The term "body image" refers to a person's perceptions, feelings, and thoughts about their physical appearance (Grogan, 2008). Whereas, body dissatisfaction is the sense of a discrepancy between one's ideal and actual bodies as a result of negative body judgments

(Grogan, 2008). Women and teenage girls are more prone than men to develop disordered eating behaviors and feelings of body dissatisfaction, according to studies conducted in Australia and the US (Ata et al., 2007). Similarly, Bearman and colleagues (2006), assess that 50% of young females claim to be unhappy and dissatisfied with their bodies. Further investigations indicate that this dissatisfaction can start as early as age six and affects people of various body shapes and ethnic backgrounds (Dohnt and Tiggemann, 2006). Regrettably, this discontent may result in unfavorable effects on one's physical and mental health, such as poor self-esteem, despair, anxiety, and disordered eating problems (Grabe et al., 2008, Groesz et al., 2002). In sum, body dissatisfaction is a phenomenon that results from stereotypical conceptions of the body, such as criticism of the body or body shaming. Hence, experimental investigations have substantiated the association between media exposure and unbalanced eating patterns and body dissatisfaction in both girls and adult females (Grabe et al., 2008, Groesz et al., 2002).

TikTok use and Body apprehensions

Social media apps have now become the principal means of interpersonal communication and might be a new platform for civic discourse on operational body issues, especially in photo comments (Walker et al., 2015). Hence, body talk on social media may therefore become more common and influential than face-to-face conversations (Tiggemann & Zaccardo, 2015). More recently the demand of quick and short personalized content has led to the evolution of video-sharing applications like TikTok and Instagram. These applications provide a range of activities, including lip sync videos, crazy dances, attempts to demonstrate one's abilities and follow through on brief catches. TikTok is especially popular among teenagers for such photos and video presentation since it provides a little amusement and specialized content (Lu & Lu, 2019). Unlike other widely used social media platforms like WeChat and Social Central, where users must fervently follow certain accounts in order to be steered to eye catching information, TikTok uses an innovative screening process that analyses users' behavior to establish their interests before presenting customized content in a "for you" stream (Omar & Wang, 2020). This technique maintains the app's highly addictive character by offering an endless supply of new material for its users (Romero, 2020). Many individuals stay already watching live streaming and undersized films. Jiang (2019), stated in his essay about the applications that are built on consumer involvements, selections, and that these soft wares meet the needs of viewers and help them achieve their objectives. Neil (2020), researches these applications that have advanced into ruthless stages, in which everybody attempts their hardest to acquire 300 to 500 million supporters. Irfan et al., (2020) brought up that these applications are presently turning into an origin of complexes among teenagers and youthful, like predominance and feelings of inadequacy, magnificence buildings, etc. In their article Bessinger et al. (2004), endeavored to examine how the media utilizes different channels to spread their conveyed messages through communicating to change the way of behaving of individuals or youth, and that this is the best method for changing conviction designs, mentality, information, and ways of behaving. Tik Tok consumers modernizes on their bodily presence, their peers frequently provide statements, resulting in online comment-reply body chat. Thus, these latest applications are utilized to contact a major crowd and help spread their thoughts, which can have both useful and unsafe outcomes. The current study looks at the severity of the negative impacts of TikTok trend video phenomena, in which people of both sexes experience body shaming and, as a result, experience mental distress and body dissatisfaction.

The goal of the current work is to comprehensively analyze the modest but expanding body of research on effects of social media on body image and its harmful influence on mental health. The bulk of studies are generally quite consistent in showing that pressure on women to reach the ideal figure is greater than on men. (Biolcalti et al., 2017). As a result, in the social

imaginary, body image has often been associated with women (Hargreaves & Tiggemann, 2006). However, scientific study has revealed that practically all populations, including both sexes (male and female), youth and adults are often impacted by body pressure (Grabe et al., 2008). Thus the current research specifically intends to assess the widespread use of Tik Tok short-spanned videos and photos and their relationship with body shaming and unsatisfactory body views in both the genders by formulating following hypotheses;
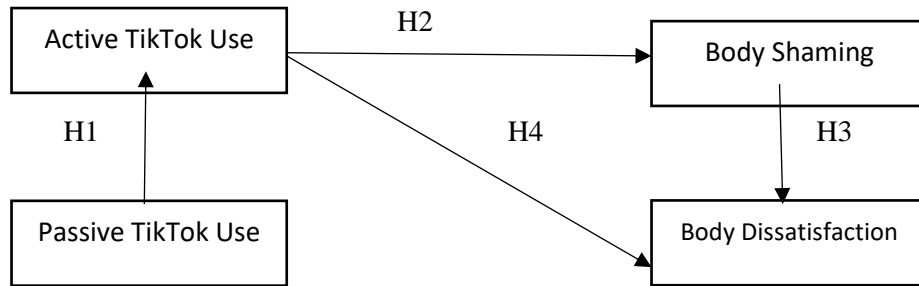

Fig1: Proposed model for TikTok use and body dissatisfaction

H1: Passive Tiktok use has significant relationship with active TikTok use.

H2: Active TikTok use has significant relationship with body shaming.
H3: There is a significant relationship between body shaming and body dissatisfaction.
H4: There is a significant relationship between active TikTok use and body dissatisfaction.

Methods

A quantitative survey method was utilized to research the association in the middle of TikTok use and body stereotype as well as the effects it generates. A self-administrated survey using a 5-point Likert scale was used to gather the respondents' information for the survey. Users of TikTok between the ages of 14 and 30 made up the study's sample. To choose the study's sample, the non-probability snowball sampling technique was used. Non-probability examining might be a testing system where tests are picked by the researcher in light of their own evaluation rather than by random selection. Information from the respondents was gathered via google form. Collected data was kept confidential. The final sample size of TikTok users was 311. The sample's distribution interestingly reveals that there were more men (n = 170) than females (n = 141). Most of the TikTok users in our sample were under 25 years old (91%).

Measures

We examined TikTok use, body shaming and body dissatisfaction as our study variables.

TikTok use: TikTok use was conceptualized as platform for networked communication where firstly, users can create profiles that are individually recognizable and contain user generated material, or others 'content or data at the system level; secondly, can openly express connections that other people can observe and navigate; thirdly, can connect with user-generated content streams provided by their links on the website by consuming, producing, and/or using it (Ellison & boyd, 2013). In general, teens frequently mimic their celebrities in "LipSync-Videos," which raises the possibility that the TikTok platform will have a significant psychological influence on them (Kumar & Prabha, 2019).
Participants who acknowledged having a TikTok account rated their usage frequency of the app on a scale of 1 to 5 from never to three times each day. The current study assesses passive

and active use of TikTok in order to be consistent with the research (Gerson et al., 2017). This indicates that TikTok users may use this social media app in both active and passive ways; the majority of their time may be spent browsing through their news feed but can also exchange messages at various times during the day, consequently, we questioned them how actively they use this app. The response was recorded at 5-point scale where 1 denotes not actively at all and 5 means very actively, similarly, for passive use 1 means not passively at all and 5 stands for very passively (Verduyn, et al., 2015). The questions for active use were defined as "posting and commenting on TikTok, for instance: post content on your profile, react to posts and comment from other users, etc.", while passive use was measured as "browsing TikTok, for example: scrolling through your news feed, looking at other users' profiles, etc." (Masciantonio et al., 2021).

Body shaming: On non-scientific websites, many definitions of body shaming have grown prevalent. For instance, body shaming is defined by Informational Sites Collective (2012) as "an action or practice of embarrassing someone by making humorous or critical comments about their body shape or size". Overall, body shame includes unfavorable thoughts about the entire self. It reveals the extent to which a person has absorbed the socially acceptable standards of beauty and has grown ashamed of their own bodies when they are not met. The 5 point Likert scale was implied to quantify body shaming variable and pertinent questions were asked of the respondents, for example, "have you ever been body-shamed on TikTok", "do you feel real exterior beauty heaviness from media and near interactive systems", etc.

Body dissatisfaction: An individual's perspective, beliefs, and approaches concerning their physique are denoted as their body image (Grogan, 2008). The sense that one's ideal and actual bodies are different as a result of negative body views is known as body dissatisfaction (Grogan, 2008). A five-point scale was used to record the responses, ranging from strongly disagree to strongly agree and by asking question "Do Tik Tokers make you feel dissatisfied with your appearance", "Do you dis-like the shape/size of your body", "do you dislike the shape/size of your eyes, nose or lips" etc.

Results

Measurement model assessment

We conducted our research in two steps, first examining the measurement model and then putting the structural model to the test that showed how the connections between the latent variables interacted. Prior to evaluating the structural correlations suggested by the model, the validity and reliability of the measures were established using the two-step technique. The variables are fully represented by the indicators in this study, therefore removing any variable has no impact on how the variables are described. We employed a reflecting measurement model as a consequence, and its applicability was assessed in terms of discriminant validity, composite reliability, and convergent validity. Average variance extracted (AVE) and composite reliability (CR) values vary from 0 to 1, with a greater number indicating a better level of reliability. The convergent validity is confirmed when AVE $\geq$ 0.5 (Shrestha, 2021). Acceptable composite reliability levels range from 0.6 to 0.7, while the value must be more than 0.7 when in a more advanced phase. Fornell and Larcker (1981) assert that the construct's convergent validity is still satisfactory if composite reliability is more than 0.6 while AVE is less than 0.5 (Shrestha, 2021). Table 1 demonstrates that all of the principal component factor loadings are 0.6 and the AVE values meet the criterion of above 0.5. Meanwhile, the composite reliability values were all more than 0.7. Therefore, the findings met the requirements for composite reliability and convergent validity.

Table 1. Factor loadings, Average variance extracted (AVE) and composite reliability

Variables	Items	Outer loadings/Indicatior reliabilty	AVE	Composite Reliability
Passive TikTok use	PTT1	.756		
	PTT2	.824	.538	.739
	PTT3	.610		
	PTT4	.736		
Active TikTok use	ATTI	.756		
	ATT2	.824	.539	.735
	ATT3	.610		
	ATT4	.736		
Body Shaming	BS1	.757		
	BS2	.749	.567	.751
	BS3	.739		
	BS4	.766		
Body Dissatisfaction	BD1	.809		
	BD2	.778		
	BD3	.705	.564	.851
	BD4	.728		
	BD5	.681		
	BD6	.801		
	BD7	.871		

Likewise, when the diagonal components in parallel rows and columns are bigger than the off-diagonal components, acceptable discriminant validity is reached (Teo & van Schalk, 2009). The discriminant validity for the present research was measured while loading factors between items and variables. Each loading that was higher than the other parallel loadings indicated that the connected variable and its indicators shared more variation than all other variables combined. According to Table 2, each indicator loaded higher on its own variable than on any other variables. It revealed sufficient discriminant validity for all the indicators included in this study.

Table 2. Discriminant Validity and Cross Loadings

	Active TikTok use	Body dissatisfaction	Body shaming	Passive TikTok use
Active TikTok use	0.732			
Body dissatisfaction	0.128	0.733		
Body shaming	0.216	0.462	0.753	
Passive TikTok use	0.349	0.175	0.257	0.719

We evaluated the structural model's explanatory power after ensuring that all requirements for the validity and reliability evaluation of the measurement model had been satisfied. For hypotheses testing structural equation modelling (PLS SEM) software Smart PLS version 4.0.8.3, were employed. First, the path coefficients (β), indicated by numbers on the arrows linking two variables in the inner model, were calculated using the smart PLS technique. Each path coefficient (β), represented the direction (positive or negative) and strength of the correlation between two variables. Because the stronger the path coefficient, the greater the influence it has on the related variable, weights of path coefficients were calculated to rank their relative statistical relevance. Following that, bootstrapping was used to evaluate each path coefficient's statistical significance. The results of bootstrapping were then utilised to calculate t values and Confidence Intervals for testning the hypothesis (Hair et al., 2012), this statistics determine the importance and strength of the structural path between various pairs of variables. Table 3 shows the results of path coefficients (beta values), t values and Confidence Intervals:

Table 3: Structural Model Assessments

Hypotheses	Variable Relationship	Std. Beta (β)	t-value	p-value	Bootstrapped CI		Results
					LL 5.0%	UL 95.0%	
H1	PTT→ATT	.475	5.000	0.000	.406	.575	Accepted
H2	ATT→BS	.426	4.873	0.000	.328	.531	Accepted
H3	BS→BD	.457	8.914	0.000	.381	.549	Accepted
H4	ATT→BD	.113	0.460	0.232	-.286	.522	Rejected

Note: p value is significant at $p < 0.05$

In light of the findings, three hypotheses are supported and one is not supported. The most robust relationship was depicted by body shaming and body dissatisfaction (β = 0.457, p= 0.000, t = 8.914), it amply proves that body dissatisfaction is caused by any kind of body criticism expressed on TikTok. Similarly, path coefficients between passive TikTok use and active TikTok use (β = 0.475, p=0.000, t = 5.000) and active TiKTok use and body shaming (β = 0.426, p= 0.000, t = 4.873), revealed positive and substantial effects. Hence, H1, H2, H3 were accepted. Active TikTok use, however, was not discovered to be a substantial predictor of body dissatisfaction (β = 0.113, p = 0.232, t = 0.460). Additionally, we examined the percentage variance in the exogenous variable and the coefficient of determination (R^2), which both determine how accurate the model is. The R^2 value was found to be moderate ($R^{2=}0.461$) which showed the study's exogenous variables explain 46% variance in the outcome variable which satisfied the required threshold criterion. Consistent with Chin (1998), R^2 values between 0.19 and 0.33 are measured as poor, 0.33 and 0.67 are considered moderate, while 0.67 and above are considered substantial.

Discussion, Implications and Future Recommendations
This study investigates the psychological effects of well-known TikTok body stereotype videos and photos to ascertain if gender and beauty stereotyped body concepts may result in body shaming when a virtual representation of the body is present in a short clip video app. Therefore, the aim of the current research was to ascertain how someone's social appearance on TikTok affects his degree of body satisfaction, particularly when one is subjected to body shaming. Our findings provide many conclusions. First, our results support the notion that young adults rely heavily on social media platforms for daily activities and TikTok has become

one of the social media apps that young people use the most frequently (Kaur, 2020). TikTok is mostly used to stay in contact with friends, family and favorite influencers, share personal thoughts and experiences, and keep up with current events and fashion trends. Second, we observe a strong correlation between passive and active TikTok use and examine active TikTok users are overly concerned with their social media profile through trending posts, updates, creative flicks, and eye-catching photos. Third, the study confirms that when active TikTok users show up, they have to deal with body shaming. Body shaming is when someone receives disparaging comments about his appearance and body shape when he didn't satisfy the stereotypical standard of bodily attractiveness. Fourth, active TikTok users who encounter the common phenomenon of body shaming feel body anxieties as a result, and since they are dissatisfied with their present bodies, they constantly attempt to improve them. This result is consistent with the past studies which back up the idea that constantly working to improve one's physique is an indication of body dissatisfaction (Clark & Tiggemann, 2006). Put simply, there is a higher likelihood that posting videos and photographs on TikTok will eventually result in body dissatisfaction and the constant drive to make one's body more ideal and slimmer. It implies that TikTok i.e. the most contemporary form of new media, functions similarly to traditional media which was largely employed to spread the notion that women needed to maintain an unrealistically "perfect" image in order to be accepted by society. As a result, women want to resemble the many models they see in the media (Morry & Staska, 2001). This perception of "ideal thinness" is held by other women and they have a lifelong goal of getting to a specific weight or size, yet they are never content with their efforts (Davis et al., 2007). Previous research tended to focus on the topic of physical beauty in females, however, our observations open up new avenues for research by revealing that physical attractiveness is a phenomenon that affects both sexes since the male participants outnumbered female participants in the study. Obviously, TikTok has removed this barrier, making males just as concerned with having the perfect bodies as women, and when they don't, they face body shaming. The majority of survey participants strongly agreed when asked if they would ever wish to modify any particular body part if given the chance. It demonstrates that males experience body dissatisfaction at a similar degree as women. The results also assert that as technology develops, the media will continue to have a huge influence on society and how people view their bodies. Overall, our findings strengthen the social media and wellbeing literature showing that social media might have detrimental impacts (Kross et al. 2021). In sum, the use of new media must be utilized with prudence and certain regulatory mechanisms must be put in place to prevent negative effects on youth, given the possibility that negative effects on young people's mental health might extend beyond the internet into their real life.

One measure to prevent body dissatisfaction and promote self-assurance suggested by the Royal Society for Public Health (2017) in the UK, is a voluntary code of conduct to designate photos of persons that have been digitally changed and posted on social media. By pointing out to viewers that the subject's look is unrealistic and not a useful yardstick for comparison, Disclaimers are meant to prevent or discourage viewers from comparing their look to the subject's idealized appearance in the picture, as doing so is a frequent risk factor for body dissatisfaction (Myers & Crowther, 2009). Additionally, the Prevention of Electronic Crimes Act (PECA), which was introduced in Pakistan in 2016, has to be publicized in the media to clarify the consequences of body shaming and other emotional harms.

Future studies can determine whether psychological findings from TikTok can be accurately extended to other modern social media sites like Instagram Reels and Facebook Reels. For instance, according to Bhandari and Bimo's (2020) research on TikTok, Interaction between users and their social networks is not what matters most but between what is called an

algorithmized version of self and the user as opposed to other platforms like Facebook, WeChat and YouTube. Finally, the causes of body shaming may be investigated in future studies as well as other circumstances that generate body dissatisfaction.

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