

Title: The Influence of Social Media and Culture on Personality Traits and Beauty Standards
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Social media has had an immense influence on socio-cultural attitudes. Sonmez and Turanci revealed that there is a positive correlation between social media usage and low self-esteem (Sonmez and Turanci 2017). Another study disclosed that “dissatisfaction with physical appearance” is itself a major reason why people use social media frequently (Beatrix Koroncza et al. 2013). Social media often advertises unrealistic beauty standards that negatively impact social attitudes. In one study, Park concluded that risky health behaviors are more common amongst people who use social media more habitually because the lifestyle that social media advertises calls for many unhealthy behaviors (Mina Park et al. 2017). Not only social media, but culture and age also immensely impact an individual’s demeanor. One study found an upward trend between age and awareness of socio cultural attitudes surrounding body image (Clay et al. 2005). This study examines the relationship between culture, social media, beauty standards, and an individual’s desire for status symbols. Additionally, this study investigates what certain expressed personality characteristics reveal about an individual's self esteem when new beauty standards are introduced. The results of this study will be based on the frequency that individuals with different cultural backgrounds use status symbols, makeup, and cosmetic surgery to increase their self-esteem. Data will be collected from different background females and compared to those specifically with a Middle Eastern heritage. It is expected to conclude that Middle Easterners struggle with a lower self-esteem due to their high exposure to social media, makeup and status symbols.

Works Cited

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