Exploring the Relationship between Personal Photo Editing on Social Media and Female's Appearance Anxiety

Rawan Abdul Mahdi Neyef Al-Saliti[1], Abdelrahim Fathy Ismail[2*], Alaaeldin Ahmed Mohamed Hamid[3], Ghada Nasr Elmorsy[4], Takwa Sayed Hasanin Bekhit[5,6]

[1]Department of Psychological and Family Counseling, College of Educational Sciences, Ajloun National University, Ajloun, Jordan
[2]Curriculum and Instruction Department, Faculty of Education, King Faisal University, Al Ahsa, Saudi Arabia
[3]Department of Art Education, Faculty of Education, King Faisal University, Al Ahsa, Saudi Arabia
[4]Department of Kindergarten, College of Education, King Faisal University, Al Ahsa, Saudi Arabia
[5]Department of Social Sciences, Faculty of Arts, Hail University, Hail, Saudi Arabia
[6]Department of Sociology, Faculty of Arts, Assuit University, Assuit, Egypt
Email: afismail@kfu.edu.sa

Abstract

Social media platforms serve as prominent avenues for self-expression and personal photo editing among women, which may significantly affect their social appearance anxiety. This study aims to explore the relationship between personal photo editing and Female's Appearance Anxiety among women in Jordan, considering the influence of various demographic variables such as age, marital status, educational level, and employment status. The study employed a correlational descriptive approach. A total of 188 women from Irbid Governorate in Jordan participated in the study, selected using a convenience sampling method for non-probabilistic sampling. To achieve the study's objectives, a personal photo editing scale on social media and a social appearance anxiety scale were utilized. The study results indicated a statistically significant positive correlation between personal photo editing and Female's Appearance Anxiety among the participants in the study. Additionally, the results revealed no statistically significant differences at the (0.05) level in the scores of the personal photo editing scale among women attributed to age, marital status, educational level, and employment status. However, there were statistically significant differences at the (0.05) level in the scores of the social appearance anxiety scale attributed to employment status, with differences favoring unemployed women. The findings of the current study underscore the importance of examining the psychological effects of social media use on women's photo editing practices, particularly highlighting the impact on unemployed women.

Keywords: Personal photo editing, Female's Appearance Anxiety, social media platforms, social self-

Rawan Abdul Mahdi Neyef Al-Saliti, Abdelrahim Fathy Ismail, Alaaeldin Ahmed Mohamed Hamid, Ghada Nasr Elmorsy, Takwa Sayed Hasanin Bekhit

image.

Given the significant role that images occupy in the current era, they have transcended their function as mere aesthetic tools and have become powerful instruments that profoundly influence self-esteem and aesthetic perceptions among individuals. In contemporary society, an image is not just a visual representation; it is a central element in shaping personal identity. This shift in the concept of the image reflects how visual culture intertwines with individual self-perception, making people susceptible to the ideal beauty standards promoted through social media platforms. Self-evaluation increasingly relies on social comparisons made within these platforms, where carefully edited images highlight unrealistic beauty norms. This phenomenon has far-reaching implications for individuals' psychological well-being, as such comparisons can lead to feelings of inferiority or dissatisfaction with one's self-image.

Compared to past decades, people today are constantly exposed to heavily edited aesthetic images on social media, which can significantly alter their concept of beauty by raising beauty standards in their minds. Consequently, individuals with average attractiveness may perceive themselves as less appealing when evaluating themselves against the edited images of more attractive individuals (Vogel et al., 2015).

In our current image-saturated world, concerns related to body image have become critical factors affecting our social well-being. Studies have shown that the increasing use of image-centric social media platforms, such as Instagram, Facebook, and Snapchat, significantly contributes to the promotion and dissemination of the ideal body image advocated by mainstream culture. Lee and Lee (2017) indicated that these platforms play a pivotal role in shaping the concept of beauty and reinforcing unrealistic expectations associated with the ideal body.

Moreover, the visual content shared on platforms such as Instagram and Snapchat contributes to increasing social pressures to meet certain beauty standards. Edited images using filters and editing software create an idealized and unrealistic portrayal of the body, which in turn affects self-esteem. This ideal image can lead to body image disorders, such as appearance anxiety, eating disorders, and depression. Individuals who spend extensive time on these platforms exhibit higher levels of body dissatisfaction, which is also influenced by social comparisons made on these platforms, where individuals compare themselves to their peers or celebrities, intensifying feelings of inadequacy (Mcgovem et al., 2022). Consequently, frequent interaction with these idealized images can distort perceptions of a natural and healthy body. In some cases, such pressures may lead individuals to engage in dangerous actions, such as adopting strict diets or resorting to cosmetic procedures to emulate these unrealistic standards.

Individuals use social media as a means to connect with family and friends around the world, allowing them to share daily moments, lifestyles, routines, entertainment, and much more. However, social media has also become a platform for deception and fraud. Individuals with a background in understanding how social media operates and the intricacies of digital photo editing are less likely to be convinced by the realism of images and are generally more aware of the associated risks, making them less susceptible to falling into the trap of deception (Amurao et al., 2021). With technological advancements, the sophistication of image editing services has become widespread, leading to an increasing prevalence of photo editing (i.e., modifying images before posting) on social media. Although the intent behind this behavior is to enhance image quality, it has been linked to

heightened concerns related to body image (Beos et al., 2021).

When interacting virtually on social media platforms, users may encounter challenges related to their self-presence in an effort to enhance their physical presence. Users may choose to curate themselves to align with their ideal perceptions of themselves and others (Pham et al., 2022). Social media platforms allow users to engage with content in ways that are not available with traditional media.

Cohen et al. (2017) noted that appearance-related characteristics on these platforms, such as the images users share and interact with, play a significant role in body image disturbance. Furthermore, the images shared by users are crucial to their online identity, focusing on how they present themselves. The dynamic nature of social media content necessitates the evaluation of certain attributes when using these sites (Sidani et al., 2016). Given the image-related characteristics and communication features provided by social media platforms, Kapidzic (2013) indicated that these image-centric platforms could significantly affect women's body image and their dissatisfaction with their appearance.

The results of Lee & Lee (2017) indicated that the level of photographic engagement related to appearance on social media significantly affects body satisfaction and self-esteem among female users. Meanwhile, Long (2019) found that engagement with and manipulation of images provide unique and distinctive contributions to various appearance-related concerns among a sample of Black women. These findings support the notion that the engagement with types of published images, along with photo editing before posting, contributes to a cyclical process that helps maintain body dissatisfaction. Photo editing behavior refers to the use of filters as well as various image editing applications. While filtering options within applications alter the face using templates with features such as makeup, enlarged eyes, fuller lips, and narrower noses,

image editing applications offer more specific options. Consequently, users can select specific facial and body parts they wish to edit, with functionalities ranging from changing skin tone and removing blemishes to slimming faces, enlarging body parts, and altering the shapes of noses, lips, cheeks, chins, eyes, and makeup options (Ozimek et al., 2023). Felig (2020) revealed that women edited images of themselves for a significantly longer period after being exposed to media that objectifies compared to nature images. Wolfe & Yakabovits (2024) demonstrated that women's social media profiles contain modified images, where photo editing was associated with negative changes in perceived attractiveness and mood.

Moreover, the appearance-related activity on social media may lead to self-presentation strategies aimed at depicting the best physical appearance of the individual online (Lee & Lee, 2017). Appearance anxiety is considered a non-clinical indicator of anxiety disorders, typically manifested as excessive concern about specific physical flaws, which are often perceived as normal by others (Veale et al., 2003). It is a psychological condition characterized by anxiety regarding real or perceived deficiencies in appearance, evident through repetitive behaviors such as self-checking, grooming, and social comparisons as a means to cope with these concerns (Bond et al., 2017). Appearance anxiety encompasses a broad concept that includes aspects such as skin color, facial shape, blushing, and embarrassment, in addition to elements extending beyond general appearance, such as height, weight, and muscle structure (Ahmet, 2016). It involves a more detailed and comprehensive structure that goes beyond overall physical appearance (Hart et al., 2008). Social appearance anxiety arises when individuals' physical forms are evaluated by others. In other words, it is the emotional state that people feel about their bodily image as perceived by others (Kızılkaya & Özkaya, 2023). Appearance anxiety refers to individuals who are excessively concerned about their appearance

Rawan Abdul Mahdi Neyef Al-Saliti, Abdelrahim Fathy Ismail, Alaaeldin Ahmed Mohamed Hamid, Ghada Nasr Elmorsy, Takwa Sayed Hasanin Bekhit

due to perceived social standards and the awareness of others' evaluations, which consequently leads to insecurity, doubt, and anxiety about their looks (Dion et al., 1990).

A study by Al-Aboud (2023) showed a moderate level of appearance anxiety among Jordanian women. Duyan et al. (2022) indicated that social appearance anxiety among Turkish women negatively affects psychological well-being. Gobel et al. (2023) found that social appearance anxiety in women is inversely related to self-esteem. Appearance anxiety is a type of social anxiety related to appearance, characterized by the fear of being negatively evaluated based on one's looks (Hart et al., 2008). The increasing frequency of editing personal photos online is associated with several psychological and social effects; the intensive use of photo-editing applications and appearance-focused social media platforms enhances feelings of body shame and increases concerns about external appearance. When individuals see highly edited or idealized photos online, they often start comparing their appearance to unrealistic standards, leading to negative self-evaluations and fostering negative feelings toward their bodies, such as dissatisfaction with external appearance. This may result in poor mood or even mental health issues like eating disorders. The impact of these practices may intensify with social pressure and the perceived need to conform to the ubiquitous idealized images, deepening anxiety about how one is perceived by others and reinforcing feelings of inadequacy (Teran et al., 2020). Excessive concern or focus on body image issues can be attributed to low self-esteem, increased social appearance anxiety, and heightened fear, especially when an individual feels let down in this regard (Tiggemann et al., 2020). The findings of Zhong (2023) indicated that the use of social media platforms affects appearance anxiety among university students, and the level of awareness regarding ideal beauty standards can lead to body image disorders. Meanwhile, Lau & Idang (2022) demonstrated that an increased rate of photo editing before online sharing was significantly associated with higher levels of social appearance anxiety.

The study by Xu (2023) indicates that the number of women who feel anxious about their beauty is on the rise. Women may feel uncomfortable when they hear words that criticize their bodies. According to the study's findings, women's beauty anxiety is increasing in the modern world due to the rapid development of new media. The results of Othman et al. (2021) indicated that women are more likely to use editing applications compared to men.

Moreover, the behavior of editing personal photos has a negative impact on individuals' mental health, particularly among young women, as well as on the audience viewing the edited photos on social media platforms like Facebook, Twitter, and Instagram. After viewers compare their appearance with shared personal photos, they may experience a decrease in body confidence and a desire to change or hide perceived physical flaws, which encourages further use of photo editing (Kleemans et al., 2016).

Given the significance of this issue in our current time, especially in Arab countries following the widespread and excessive use of social media, there remains a knowledge gap in studying personal photo editing and social appearance anxiety among women in the Arab region. To bridge this gap, the current study aims to explore the relationship between personal photo editing and social appearance anxiety among women. More specifically, the study seeks to uncover the relationship between personal photo editing and social appearance anxiety among women in Jordan, and to identify whether there are statistically significant differences in personal photo editing and social appearance anxiety scores based on the variables of age, marital status, educational level, and employment status. To achieve the study's objectives, the following research questions were posed:

☐ Is there a statistically significant correlational relationship at (α = 0.05) level between personal photo editing and female's Appearance Anxiety?

☐ Are there statistically significant differences at (α = 0.05) level in the scores of the personal photo editing scale and the social appearance anxiety scale based on the variables of age, marital status, educational level, and employment status?

Methodology

Research Design

This study aims to explore the relationship between personal photo editing on social media platforms and social appearance anxiety among women in Jordan. The research employs a quantitative research design to investigate the extent to which personal photo editing practices correlate with levels of social appearance anxiety, considering various demographic factors such as age, marital status, educational level, and employment status. The study is structured around a correlational design, allowing for the assessment of relationships between the identified variables. A descriptive-analytical approach will be utilized to analyze the findings, drawing on quantitative results obtained from the participants. A checklist comprising relevant scales, including the Personal Photo Editing Scale and the Social Appearance Anxiety Scale, was developed and presented to experts for validation to ensure its accuracy and applicability for the study population. The study employed a comparative correlational approach, utilizing a correlational design to investigate the relationship between personal photo editing on social media platforms and social appearance anxiety, as well as to predict the nature of this relationship.

Participants

The study sample comprised 188 women from Irbid, Jordan, selected using a convenience sampling method. The participants were categorized based on demographic variables, including age, marital status, educational level, and employment status. Given the geographical dispersion of the sample, the data collection instruments (Personal Photo Editing Scale and Social Appearance Anxiety Scale) were distributed electronically to the participants via Google Forms. This method facilitated ease of access and ensured broader participation, reflecting the diverse experiences of women in the region. Detailed demographic data of the study participants is presented in Table 1.

Table 1: Demographic Data of Study Participants (N=188)

Variable	Categories	Frequency	Percentage
Age	Under 30 years	65	34.6
	30-40 years	96	51.1
	41 years and older	27	14.4
Marital Status	Single	57	30.3
	Married	118	62.8
	Other	13	6.9
Educational Level	High School or less	37	19.7
	Diploma	17	9.0
	Bachelor's	71	37.8
	Graduate Studies	63	33.5
Employment Status	Employed	82	43.6
	Unemployed	106	56.4
Total		188	100.0

Ethical Considerations

Participation in the study was entirely voluntary. All participants were required to: (1) provide informed consent for their participation in the current study and to fully understand its objectives and requirements; (2) confirm that they were active users of various social media applications. Confidentiality of the information

Rawan Abdul Mahdi Neyef Al-Saliti, Abdelrahim Fathy Ismail, Alaaeldin Ahmed Mohamed Hamid, Ghada Nasr Elmorsy, Takwa Sayed Hasanin Bekhit

provided by the participants was guaranteed, with assurances that it would not be used for purposes other than research. A comprehensive explanation of the requirements and potential risks associated with participation in the study was provided, emphasizing the participants' right to withdraw at any time without repercussions. Furthermore, ethical approval for the implementation of the study's instruments was obtained from the Research Ethics Committee at King Faisal University.

Study Tools

Personal Photo Editing Scale:

For the purposes of this study, the Personal Photo Editing Scale developed by Pham et al. (2022) was employed. The scale comprises eight items, all of which are positively worded.

Reliability of the Original Scale:

Pham et al. (2022) calculated the reliability coefficient, which yielded a Cronbach's alpha of 0.89, indicating high reliability.

Validity of the Scale in the Current Study:

To determine the construct validity of the scale, correlation coefficients between individual items and the total score were computed using a pilot sample consisting of 30 women who were not part of the main study. The correlation coefficients for the items ranged from 0.61 to 0.78, suggesting a strong relationship between the items and the overall scale.

Reliability of the Scale in the Current Study:

The internal consistency reliability was assessed using Cronbach's alpha, which resulted in a value of 0.82, reflecting adequate reliability for the current study.

Social Appearance Anxiety Scale:

For this study, the Social Appearance Anxiety Scale developed by Veale et al. (2022) was utilized. This scale consists of ten items, divided into two dimensions: avoidance (comprising six items) and threat monitoring (comprising four items), all presented in a positive manner.

Reliability of the Original Scale:

Veale et al. (2022) calculated the reliability coefficient, which yielded a Cronbach's alpha of 0.86, indicating a high level of reliability.

Validity of the Scale in the Current Study:

To ascertain the construct validity of the scale, correlation coefficients were calculated for each item in relation to the total score, as well as between each item and its respective dimension, and between dimensions and the total score. This analysis was conducted using a pilot sample of 30 women outside the main study sample. The correlation coefficients for the items with the overall scale ranged from 0.58 to 0.81, while those related to their respective dimensions ranged from 0.47 to 0.80.

Reliability of the Scale in the Current Study:

The internal consistency reliability was calculated using Cronbach's alpha. Table 2 presents the internal consistency coefficients and test-retest reliability for the dimensions and the total scale, indicating that these values are suitable for the objectives of this study.

Table 2: Cronbach's Alpha Internal Consistency Coefficients and Test-Retest Reliability for the Dimensions and Total Scale

Dimension	Test-Retest Reliability	Internal Consistency
Avoidance	0.82	0.80
Threat Monitoring	0.86	0.77
Social Appearance Anxiety Scale	0.90	0.84

Data Collection and Analysis

The data for this study were collected using an online survey distributed through Google Forms. This method was chosen to ensure accessibility and facilitate participation among the targeted sample of women in Irbid, Jordan. Participants were recruited using a convenient sampling method, ensuring that the sample included a diverse range of women across various demographic variables, including age, marital status, educational level, and employment status.

The online survey consisted of two main instruments: The Personal Photo Editing Scale

and the Social Appearance Anxiety Scale. Participants were required to complete both scales, which were designed to assess their personal photo editing behaviors and their levels of social appearance anxiety. Prior to participation, informed consent was obtained, ensuring that participants understood the study's purpose and their right to withdraw at any time.

Data analysis was conducted using appropriate statistical methods to evaluate the relationships between personal photo editing and social appearance anxiety, as well as to identify any significant differences based on demographic variables.

Descriptive statistics, including frequencies, means, and standard deviations, were calculated to summarize the demographic characteristics of the sample and the responses on the scales. Correlation analyses were performed to examine the strength and direction of the relationship between personal photo editing and social appearance anxiety scores.

Additionally, multivariate analysis of variance Four-way ANOVA was employed to evaluate whether statistically significant differences existed in photo editing and social appearance anxiety scores across demographic variables such as age, marital status, educational level, and employment status. A significance level of $p < 0.05$ was set to identify significant findings.

Results and Discussions

Results:

The relationship between personal photo editing and female's Appearance Anxiety:

To examine the correlation between personal photo editing and female's appearance anxiety, Pearson's correlation coefficient was calculated based on the scores of the study participants. Table 3 presents the quantitative results.

Table 3: Pearson's Correlation Coefficient for the Relationship between Personal Photo Editing and Social Appearance Anxiety

Dimension		
Avoidance	Correlation coefficient	**.432
	Statistical significance	.000
	N	188
Threat Monitoring	Correlation coefficient	**.325
	Statistical significance	.000
	N	188
Social Appearance Anxiety Scale	Correlation coefficient	**.421
	Statistical significance	.000
	N	188

*Statistically significant at the (0.05) level.
**Statistically significant at the (0.01) level.

The quantitative results in Table 3 indicate a statistically significant positive correlation between personal photo editing and female's Appearance Anxiety. Specifically, the correlation with the avoidance dimension was moderate ($r = .432$, $p < .01$), while the threat monitoring dimension showed a weaker but still significant correlation ($r = .325$, $p < .01$). Overall, the correlation between personal photo editing and scores on the Social Appearance Anxiety Scale was also significant ($r = .421$, $p < .01$), suggesting that increased photo editing is associated with heightened levels of appearance anxiety among women.

Differences in Personal Photo Editing and Female's Appearance Anxiety Scores Based on Age, Marital Status, Educational Level, and Employment Status:

• Personal Photo Editing:

Table 4: Means and Standard Deviations for Personal Photo Editing Based by Age, Marital Status, Educational Level, and Employment Status Variables

Variable	Categories	Mean	Standard deviation	N
Age	Under 30 years	2.24	.834	65
	30-40 years	2.33	.851	96
	41 years and older	2.13	.879	27
Marital Status	Single	2.30	.771	57
	Married	2.20	.876	118

Variable	Categories	Mean	Standard deviation	N
	Other	2.76	.801	13
Educational Level	High School or less	2.18	.933	37
	Diploma	2.32	1.025	17
	Bachelor's	2.15	.759	71
	Graduate Studies	2.45	.826	63
Employment Status	Employed	2.28	.873	82
	Unemployed	2.27	.832	106

Table 4 shows apparent differences in the means and standard deviations for personal photo editing across different categories of age, marital status, educational level, and employment status. To determine the statistical significance of these differences, a four-way ANOVA was used, as shown in Table 5.

Table 5: Four-way ANOVA for the Effect of Age, Marital Status, Educational Level, and Employment Status on Personal Photo Editing

Source of Variance	Sum of Squares	df	Mean Squares	F-Value	Statistical Significance
Age	.469	2	.235	.328	.721
Marital Status	1.931	2	.966	1.350	.262
Educational Level	2.205	3	.735	1.028	.382
Employment Status	.088	1	.088	.123	.726
Error	128.001	179	.715		
Total	134.383	187			

The quantitative results presented in Table 5 indicate the following:

There are no statistically significant differences ($\alpha = 0.05$) attributed to the effect of age, as the F-value was 0.328 with a p-value of 0.721.

There are no statistically significant differences ($\alpha = 0.05$) attributed to the effect of marital status, as the F-value was 1.350 with a p-value of 0.262.

There are no statistically significant differences ($\alpha = 0.05$) attributed to the effect of educational level, as the F-value was 1.028 with a p-value of 0.382.

There are no statistically significant differences ($\alpha = 0.05$) attributed to the effect of employment status, as the F-value was 0.123 with a p-value of 0.726.

• Social Appearance Anxiety

Table 6: Mean Scores and Standard Deviations of Social Appearance Anxiety by Age, Marital Status, Educational Level, and Employment Status

Variable	Categories	Mean	Standard deviation	N
Age	Under 30 years	2.27	.750	65
	30-40 years	2.28	.718	96
	41 years and older	2.19	.655	27
Marital Status	Single	2.28	.657	57
	Married	2.24	.741	118
	Other	2.38	.797	13
Educational Level	High School or less	2.28	.645	37
	Diploma	2.41	.959	17
	Bachelor's	2.24	.691	71
	Graduate Studies	2.24	.726	63
Employment Status	Employed	2.12	.702	82
	Unemployed	2.37	.713	106

The quantitative results in Table 6 demonstrate a noticeable variation in the mean scores and standard deviations of social appearance anxiety due to differences in the categories of age, marital status, educational level, and employment status. To assess the

statistical significance of the differences between the mean scores, a four-way analysis of variance was utilized, as shown in Table 7.

Table 7: Four-Way Analysis of Variance for the Effect of Age, Marital Status, Educational Level, and Employment Status on Social Appearance Anxiety

Source of Variance	Sum of Squares	df	Mean Squares	F-Value	Statistical Significance
Age	.163	2	.081	.158	.854
Marital Status	.459	2	.229	.446	.641
Educational Level	.424	3	.141	.275	.844
Employment Status	3.313	1	3.313	6.442	.012
Error	92.042	179	.514		
Total	96.304	187			

The quantitative results presented in Table 7 indicate the following:

There are no statistically significant differences ($\alpha = 0.05$) attributed to the effect of age, as the F value is 0.158 with a statistical significance of 0.854.

There are no statistically significant differences ($\alpha = 0.05$) attributed to the effect of marital status, as the F value is 0.446 with a statistical significance of 0.641.

There are no statistically significant differences ($\alpha = 0.05$) attributed to the effect of educational level, as the F value is 0.275 with a statistical significance of 0.844.

There are statistically significant differences ($\alpha = 0.05$) attributed to the effect of employment status, as the F value is 6.442 with a statistical significance of 0.012, with differences favoring the unemployed group.

Discussions:

The results indicate that there are no statistically significant differences ($\alpha = 0.05$) in the scores of personal photo editing among women attributed to the effects of age, marital status, educational level, and employment status. This finding can be interpreted by the observation that women are active users of social media regardless of their age, educational level, marital status, or employment. When women view images of other women on social media, they may be compelled to compare themselves to others, potentially leading to negative self-assessments. Such comparisons can encourage women to edit their photos before posting them online, aiming to present an idealized and flawless image. Teran et al. (2020) affirm that when individuals see heavily edited or idealized images online, they start comparing their appearance to unrealistic standards, resulting in negative self-evaluations and, consequently, negative feelings towards their bodies, such as dissatisfaction with their external appearance.

Furthermore, Kleemans et al. (2018) point out that after viewers compare their appearances to shared personal images, they may experience decreased body confidence and a desire to change or hide perceived physical flaws, which further promotes the use of personal photo editing.

These results contrast with those of Othman et al. (2021), which indicated statistical differences in photo editing related to age, favoring younger females. Such discrepancies may be attributed to cultural differences or social factors surrounding the different study populations.

Regarding social appearance anxiety, the results also revealed no statistically significant differences ($\alpha = 0.05$) in social appearance anxiety scores attributed to age, marital status, or educational level. Researchers explain this finding by noting that regardless of their age or educational background, women remain concerned about their external appearance. This is because external appearance plays a crucial

Rawan Abdul Mahdi Neyef Al-Saliti, Abdelrahim Fathy Ismail, Alaaeldin Ahmed Mohamed Hamid, Ghada Nasr Elmorsy, Takwa Sayed Hasanin Bekhit

role in various aspects of personal, social, educational, and professional life. Consequently, women often find themselves caught in a cycle of anxiety regarding their appearance, driving them to strive for an ideal and polished look at all times.

Moreover, modern technology and social media contribute to the evolution of social appearance anxiety among women through the dissemination of beauty, cosmetics, and fitness content, as well as global beauty standards. This exposure encourages women to imitate and compare themselves to these standards, leading them to create idealized images of themselves, which increases their anxiety about their appearance. This aligns with the findings of Zhong (2022), which suggest that increased exposure to idealized images online fosters dissatisfaction with one's own appearance. This is further supported by Bakri (2023), whose study indicated no statistically significant differences in appearance anxiety scores among adolescents based on age.

The results also showed statistically significant differences ($\alpha = 0.05$) attributed to employment status, with non-working women exhibiting higher levels of social appearance anxiety. This can be explained by the notion that non-working women have more free time, which may lead to excessive thinking about social appearance. Additionally, they tend to be more active on social media due to their availability, thus comparing themselves with others who post images on these platforms, resulting in negative self-assessments and a lower mood, as well as heightened social appearance anxiety.

Moreover, the results indicated a positive and statistically significant relationship between personal photo editing and social appearance anxiety among women. This finding is logical, as increased editing and modification of personal photos correlates with higher social appearance anxiety, and vice versa. Researchers attribute this result to the intrinsic tendency among women to appear beautiful and free from flaws in the eyes of others. Thus, when they perceive flaws in their

skin or body, it leads to frustration and anxiety about their appearance, especially when sharing their images on social media. Therefore, they engage in photo editing through various applications designed to enhance their external appearance.

As a result, a higher frequency of photo editing indicates increased social appearance anxiety among women, while a lack of photo editing signifies lower levels of social appearance anxiety and greater satisfaction with their appearance. This aligns with the idea that self-monitoring behaviors lead individuals to constantly think about their appearance and conceal aspects they deem unattractive by editing their personal photos before sharing them on social media.

These findings are consistent with Lau & Idang (2022), who reported that an increased rate of photo editing before sharing online was significantly associated with higher levels of social appearance anxiety. This highlights the urgent need for public health campaigns that address the impact of social media on body image and mental health. By fostering resilience and promoting realistic portrayals of beauty, we can mitigate the adverse effects of social comparison and appearance-related anxiety among women, encouraging healthier self-perceptions and well-being.

Conclusions

The prevalence of personal photo editing on social media among women is evident, regardless of age, educational level, marital status, or employment. This behavior can contribute to increased appearance anxiety and negative self-evaluation. Therefore, it is essential for counselors to focus on raising awareness among women about the importance of body image satisfaction. Implementing therapeutic guidance programs can help reduce social appearance anxiety and discourage comparisons with other women on social media platforms.

This study investigated the relationship between personal photo editing and female's

appearance anxiety, as well as the impact of various demographic factors, including age, marital status, educational level, and employment status. The findings revealed no statistically significant differences in personal photo editing scores or social appearance anxiety across these demographic variables. This suggests that women actively engage with social media and are influenced by idealized images, regardless of their background. A significant positive relationship was found between personal photo editing and social appearance anxiety, indicating that higher levels of photo editing are associated with increased anxiety about one's appearance. This underscores the pressure women feel to conform to societal beauty standards, often exacerbated by social media exposure. Furthermore, non-working women exhibited higher social appearance anxiety, likely due to increased time spent on social media and greater opportunity for self-comparison. In conclusion, the study highlights the pervasive influence of social media on women's body image and the need for interventions that promote realistic self-representation and reduce the pressures of social comparison. Addressing these issues is crucial for improving mental well-being and fostering a healthier relationship with one's appearance in the digital age.

Limitations:

This study acknowledges several limitations that may affect the generalizability of its findings. Firstly, the reliance on self-reported measures for personal photo editing and social appearance anxiety may introduce bias, as participants may underreport or over report their behaviors and feelings. Secondly, the sample was limited to women in a specific demographic, which may not represent the broader population; thus, the results may not be applicable to all women or different cultural contexts. Additionally, the study's design does not allow for causal inferences between the variables, limiting the ability to establish definitive relationships over time. Lastly, the rapid evolution of social media platforms and editing tools may also influence the relevance of the findings in future studies.

WORKS CITED

Al-Aboud, K. (2023). The Predictive Ability of Appearance Anxiety and Perfectionism in Compulsive Buying Among a Sample of Women in Ajloun Governorate. [Unpublished Doctoral dissertation]. Yarmouk University, Jordan.

Amurao, R. M. L., Khan, I. A., Zubair, A., & Aslam, Z. (2021). How easy it is to deceive people on social media through photo manipulation, and their attitude towards it. Journal of Advances in Humanities and Social Sciences JAHSS, 7(3), 92-98.

Bakri, J. (2023). Body dysmorphic disorder as a mediating variable in the relationship between social appearance anxiety and smartphone addiction in adolescent girls. Journal of Advanced Sciences for Mental Health and Special Education, 2(6), 1-53.

Beos, N., Kemps, E., & Prichard, I. (2021). Photo manipulation as a predictor of facial dissatisfaction and cosmetic procedure attitudes. Body Image, 39, 194-201.

Bond Jr, R. W., Guastello, S. J., & Guastello, A. D. (2017). Temporal Dynamics of Rituals in Obsessive Compulsive Disorder. Nonlinear Dynamics, Psychology & Life Sciences, 21(2), 159–188.

Cohen R., Newton-John T., Slater A. (2017). The relationship between Facebook and Instagram appearance-focused activities and body image concerns in young women. Body Image, 23, 183–187.

Rawan Abdul Mahdi Neyef Al-Saliti, Abdelrahim Fathy Ismail, Alaaeldin Ahmed Mohamed Hamid, Ghada Nasr Elmorsy, Takwa Sayed Hasanin Bekhit

Dion, K. L., Dion, K. K., & Keelan, J. P. (1990). Appearance anxiety as a dimension of social-evaluative anxiety: exploring the ugly duckling syndrome. Contemporary Social Psychology, 14(4), 220–224.

Dogan, U., & Çolak, T. S. (2016). Self-concealment, social network sites usage, social appearance anxiety, loneliness of high school students: a model testing. Journal of Education and Training Studies, 4(6), 176-183.

Duyan, M., Ilkim, M., & Çelik, T. (2022). The effect of social appearance anxiety on psychological well-being: a study on women doing regular pilates activities. Pakistan Journal of Medical & Health Sciences, 16(02), 797-797.

Felig, R. N. (2020). Editing The Self Away: The Effects of Photo Manipulation on Perceptions of the Self. [Unpublished Master thesis]. University of South Florida, USA.

Göbel, P., Şanlıer, N., Yılmaz, S., & Kocabaş, Ş. (2023). Social appearance anxiety and self-esteem in women: could body mass index have a mediating role? Behavioral Psychology/ Psicología Conductual, 31(1), 25-37.

Hart, T. A., Flora, D. B., Palyo, S. A., Fresco, D. M., Holle, C., & Heimberg, R. G. (2008). Development and examination of the social appearance anxiety scale. Assessment, 15(1), 48-59.

Kapidzic, S. (2013). Narcissism as a predictor of motivations behind Facebook profile picture selection. Cyberpsychology, Behavior, and Social Networking, 16(1), 14-19.

Kızılkaya, M., & Özkaya, A. S. (2023). Examination of social appearance anxiety through psychological theories. Psikiyatride Güncel Yaklaşımlar, 15(3), 398-406.

Kleemans, M., Daalmans, S., Carbaat, I., & Anschütz, D. (2018). Picture perfect: The direct effect of manipulated Instagram photos on body image in adolescent girls. Media Psychology, 21(1), 93-110.

Kleemans, M., Daalmans, S., Carbaat, I., & Anschütz, D. (2018). Picture perfect: The direct effect of manipulated Instagram photos on body image in adolescent girls. Media Psychology, 21(1), 93-110.

Lau, G. S. J., & Idang, J. (2022). The Relationship between Selfie-Editing, Self-Esteem, and social appearance anxiety among University students. International Journal of Advanced Research in Future Ready Learning and Education, 26(1), 1-8.

Lee, M., & Lee, H. H. (2017). The effects of SNS appearance-related photo activity on women's body image and self-esteem. Journal of the Korean Society of Clothing and Textiles, 41(5), 858-871.

Long, A. (2019). Nonfilter: Examining the Relationship Among Online Photo Manipulation and Mental Health Variables of African American Women. [Unpublished Doctoral dissertation], University of Houston, USA.

McGovern, O., Collins, R., & Dunne, S. (2022). The associations between photo-editing and body concerns among females: A systematic review. Body Image, 43, 504-517.

Othman, S., Lyons, T., Cohn, J. E., Shokri, T., & Bloom, J. D. (2021). The influence of photo editing applications on patients seeking facial plastic surgery services. Aesthetic surgery journal, 41(3), 101-110.

Ozimek, P., Lainas, S., Bierhoff, H. W., & Rohmann, E. (2023). How photo editing in social media shapes self-perceived attractiveness and self-esteem via self-objectification and physical appearance comparisons. BMC psychology, 11(1), 99 -108.

Pham, H. C., Nguyen, L., Vu, T. A., & Tran, P. (2022). Body image esteem and photo manipulation among social media users. Acta Informatica Pragensia, 11(1), 62 – 79.

Sidani J. E., Shensa A., Hoffman B., Hanmer J., Primack B. A. (2016). The association between social media use and eating concerns among US young adults. Journal of the Academy of Nutrition and Dietetics, 116, 1465–1472.

Terán, L., Yan, K., & Aubrey, J. S. (2020). But first let me take a selfie: US adolescent girls' selfie activities, self-objectification, imaginary audience beliefs, and appearance concerns. Journal of Children and Media, 14(3), 343-360.

Tiggemann, M., Anderberg, I., & Brown, Z. (2020). Uploading your best self: Selfie editing and body dissatisfaction. Body image, 33, 175-182.

Veale, D., Eshkevari, E., Kanakam, N., Ellison, N., Costa, A., & Werner, T. (2014). The Appearance Anxiety Inventory: Validation of a process measure in the treatment of body dysmorphic disorder. Behavioural and Cognitive Psychotherapy, 42(5), 605-616.

Vogel, E. A., Rose, J. P., Okdie, B. M., Eckles, K., & Franz, B. (2015). Who compares and despairs? The effect of social comparison orientation on social media use and its outcomes. Personality and individual differences, 86, 249-256.

Wolfe, W. L., & Yakabovits, L. (2024). I'll see your beautified photo and raise you one: An experimental investigation of the effect of edited social media photo exposure. Psychology of Popular Media, 13(2), 249.

Xu, J. (2023). The effect of the new media on increasing female appearance anxiety. Journal of Education, Humanities and Social Sciences, 8, 1373-1377.

Zhong, Y. (2022). The influence of social media on body image disturbance induced by appearance anxiety in female college students. Psychiatria Danubina, 34(Suppl 2), 638-644.