Influence of Digital Images of Women on Body Dissatisfaction: Analyzing Challenges & Pressures of Working Women

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ABSTRACT

The study deals with women's images on digital media and the influence of these digitated images on body dissatisfaction regarding age, body shaming, weight loss, and white color. It is identified that these visuals/images contextualize oppression and construct feministic discourses. The study sheds light on the challenges and pressures of working women due to these feministic discourses. The issue has been rectified by conducting an analytical survey and interviews of working women. Research rectifies appropriateness between constructed digitated images of women regarding feministic discourses and their impact on working women's lives. Sampling is a non-probability" convenient sampling by selecting 500 respondents' women from "Lahore." Thus, statistical tests give the study a vivid report of the issue. The frequent logical computed answers verify the hypothesis. Accumulated data shows that images on digital media carry particular feministic discourses that directly impact the daily life of working women regarding the construction of social sub-divisions regarding physical appearances on digital media.

Introduction

In today's digitalization and social interaction, the digital image of women has become more pervasive across social media platforms (Grogan, 2021). Social media have given people a space to share their pictures, videos, and content online for the world to see (Grogan, 2021). Since there has been an increase in the usage of social media, women have been more exposed to criticism of their looks and body. To maintain an upbeat comment section, women are obliged to look at the beauty standards set by the community. The constant barrage has dissatisfied women with their natural beauty and body (Mota et al., 2020). It has been identified that body dissatisfaction is associated with digital image, but this association is negative, meaning that it hurts self-perception (Tang, 2023). This has resulted in increased cases of depression, anxiety, and disorders amongst women, as they are becoming more conscious of their looks, appearance, body, and weight. The

depression itself results in eating disorders as this is their guilty pleasure and helps them soothe their depression and anxiety (Tang, 2023).

Understanding self-insight dynamics and workplace culture is fundamental for developing interventions, policies, and media literacy initiatives promoting healthier conditions. Self-insight, frequently formed by cultural standards and media depictions, straightforwardly influences how people view themselves and interface with others. When people assimilate unrealistic standards of excellence, achievement, or conduct, they might foster distorted self-ideas that affect their emotional well-being and collaboration inside proficient settings. Interventions toward cultivating specific self-perceptions should address these impacts, empowering people to challenge destructive generalizations and embrace a more inclusive and realistic perspective on themselves.

Policies promoting variety, value, and consideration (DEI) are essential in forming workplace culture. A workplace that values variety establishes a climate where people have a good sense of reassurance, are regarded, and are engaged in putting themselves out there legitimately. To make genuinely inclusive workplaces, policies should go past symbolic signals to effectively dismantle predispositions, empower open exchange, and give equivalent open doors to all representatives. This dynamic includes resolving fundamental issues and guaranteeing that workers are outfitted with the apparatuses to perceive and challenge negligible hostilities and other unobtrusive forms of discrimination. Such policies are crucial to creating a supportive and inclusive environment for all employees.

Media literacy initiatives are likewise urgent in cultivating healthier self-perceptions and more inclusive workplace cultures. The media is critical in forming people's perceptions of excellence, achievement, and standard practices. With the rise of computerized media, people are continually presented with organized and often unrealistic depictions of life. Media literacy schooling plays a crucial role in empowering individuals to critically examine these depictions, recognize manipulative strategies utilized in advertising and virtual entertainment, and develop an identity worth that is free of outer approval. By building media literacy abilities, individuals can more readily navigate the tensions they face in their personal and professional lives, fostering healthier self-perceptions and more inclusive workplace cultures.

Lastly, coordinating these dynamics into hierarchical advancement procedures can improve the workplace climate. By tending to the interaction between self-insight, media impacts, and authoritative culture, organizations can make policies that work on individual prosperity and encourage cooperation, inventiveness, and development. An inclusive workplace culture focusing on psychological well-being and positive self-perceptions will add to grounded group dynamics, increase worker satisfaction, and improve efficiency. In this manner, understanding these dynamic questions advances individual well-being and drives hierarchical achievement (Mota et al., 2020).

Therefore, this study aims to identify the association between the digital image and its factor on dissatisfaction, especially in the context of working-class women. The study, therefore, further addresses the issues and challenges regarding body shaming, body dissatisfaction, and inferiority complex amongst women who are struggling to maintain their beauty as well as their careers in professional settings.

Problem Statement

(Livingston et al., 2020) The ascent of digital media and social stages has altered how professional women explore their vocations, often convincing them to reconcile their professional identities with progressively strict esthetic standards. Digital images, through web-based entertainment,

publicizing, and, surprisingly, professional stages like LinkedIn, often advance unreasonable excellence standards and present a tight meaning of progress. These images influence how women are seen in their professional surroundings and how they see themselves. The strain to adjust to these magnificence goals can prompt insecurities, stress, and a lessened identity worth, particularly when these standards struggle with the requests and fundamental factors of their vocations.

For working women, the strain between professional assumptions and cultural strain to keep a specific picture is a steady battle. Women are often passed judgment on their abilities, capabilities, and appearance, with digital images intensifying this assumption. Web-based entertainment stages establish a climate where individual marking is fundamental, and a cleaned, often out of reach, picture is viewed as an essential part of progress. This continuous tension can occupy the current genuine work and sabotage women's trust in their capacities, as they might feel their professional worth is attached more to their actual appearance than their mastery or commitment.

This unique feature is critical: the digital climate often builds up conventional orientation jobs and sustains a twofold weight for working women. They must not only succeed in their professional jobs but also explore and deal with the public view of their appearance in the digital domain. The need to offset professional requests with individual self-show can create a divided feeling of personality, where women might feel that their actual self's conflict with how they must be depicted to succeed. The test focuses on how digital images shape these lived experiences and create mediations that permit women to embrace a more authentic and different portrayal of their professional personalities, which does not depend on unreasonable magnificence standards.

In addition, the pressure and challenges being faced by working women are compelled to form societal expectations that often hinge on the unrealistic ideals propagated by digital media (Grogan, 2021). As women struggle to balance their careers with societal beauty standards, they tend to face extreme stress, anxiety, and a sense of failure. This has caused them to have a complicated personal and professional life (Grogan, 2021). Therefore, this study aims to identify the complex relationship between digital image and body dissatisfaction in women while also addressing the challenges and unique pressures they face in their workplaces. Hence, learning and understanding these dynamics will help women remember to have a healthier perception of themselves. This will foster an inclusive workplace environment that will ensure the value of the diverse representation of women.

Research Objectives

The objectives of the study are;

1. To explore the influence of digital images on working women.
2. To investigate body dissatisfaction due to digital images among working women.
3. To gauge the pressures and challenges of working women influenced by digital images.

Research Questions

The research questions are;

1. What is the impact of digital images on working women?
2. What is the impact of digital images on body dissatisfaction?
3. What are the challenges and pressures working women face due to digital image?

Research Scope

The research variable scope is limited to two variables: Digital Image and Body Dissatisfaction. The research population will be limited to women only as the research aims to identify the impact of digital images on the body dissatisfaction of women pursuing their careers. The study scope is further limited to digitally active women who have a presence on social media platforms and, therefore, know the concept of digital image.

Significance of the Study

Social Significance

The study addresses the impact of digital images on working women, a demographic that often grapples with unrealistic beauty standards. By addressing the correlation between digital images and body dissatisfaction, this study contributes to raising awareness and encouraging the discussion regarding women's healthy mental health, workplace diversity, and self-image.

Theoretical Significance

The study also theoretically contributes to the existing body image and media influence by highlighting working-class women's challenges. Ultimately, it helps design and promote workplace policies encouraging body positivity and resilience.

Keyword Definitions

Digital Image

These digitally stored images, prevalent across social media, are often characterized by aesthetics and manipulative editing, enhancing individual facial features, skin tones, body shape, size, etc. (Livingston et al., 2020).

Body Dis-satisfaction

Body dissatisfaction, a negative perception of one's body and physical appearance is a serious issue. It often leads to feelings of insecurity, inadequacy, and unhappiness and can result in mental health issues such as stress, anxiety, depression, and eating disorders (National Eating Disorders Collaboration, 2022).

Literature Review

This section not only presents the findings of previous studies but also underscores the need for further research on this pressing issue.

Idealized Digital Feminine and Body Dissatisfaction among Working Women

The connection between the idealized DI and BD is not just a challenge, but a complex and significant one that women face due to societal pressure and digital media presentations for working women (Co, 2022). As digital mediums increase, women are the typical target for idealized representation that emphasizes unattainable beauty standards; this has been characterized by slim bodies, flawless skin, and meticulously styled hairstyles (Tiggemann & Slater, 2022).

DI prevails across all social media platforms through advertisement and promotion. Working women are more exposed to high-stakes professional risks and, therefore, can feel vulnerable to

this pressure (Grabe et al., 2022). The constant comparison of women with the DI can lead to women feeling inadequate and in self-doubt, further resulting in body dissatisfaction (Grabe et al., 2022). The studies also prove that BD hurts the mental health of an individual, resulting in increased anxiety, lowered self-esteem, and more profound depression (Co, 2022).

Furthermore, the term "Ideal Woman" in digital platforms coincides with the exceptional quality of professional settings. This includes confidence and competencies (Höck, 2023). The feeling of being pressured and inadequacy is common amongst working ladies as they feel they must excel in their careers and beauty(Co, 2022). Consequently, in professional settings, the influence of social media creates challenges, leading to chronic dissatisfaction among women towards their bodies (Co, 2022). Moreover, the author suggests that women are perceived through their lenses, prioritizing appearance over capabilities (Co, 2022). Thus, the reinforcement of the phenomena exacerbates body dissatisfaction and can negate the professional identities against the idealized femininity.

Theoretical Framework

For working women, the intersection of professional identity and digital media can have significant psychological impacts, contributing to lowered self-esteem and heightened self-surveillance. Digital platforms often obscure the lines between personal and professional lives, where women feel the strain to introduce a curated, idealized variant of themselves. This constant monitoring of their appearance, behavior, and achievements can create insecurity, as digital spaces generally reinforce narrow standards of progress and beauty. The continuous comparison to others' seemingly extraordinary lives and careers leads many women to internalize these standards, causing them to be uncertain about their self-worth and abilities, particularly when their real lives do not align with the clean images they see online.

This ongoing self-surveillance cultivates a pervasive fear of judgment as women become increasingly aware of how they are seen both in the digital space and in their professional settings. The fear of being reprimanded or dismissed based on their appearance or online presence can cause anxiety and a reluctance to engage in digital platforms completely. The strain to maintain a particular image, whether through carefully crafted social media posts or professional profiles, often redirects attention from genuine professional achievements, making women more vulnerable to feelings of self-uncertainty and insecurity. In this climate, the stakes of being decided on one's appearance and digital persona become so high that it can overshadow one's actual professional capabilities, creating a damaging cycle that disintegrates certainty and self-esteem.

Conceptual Framework
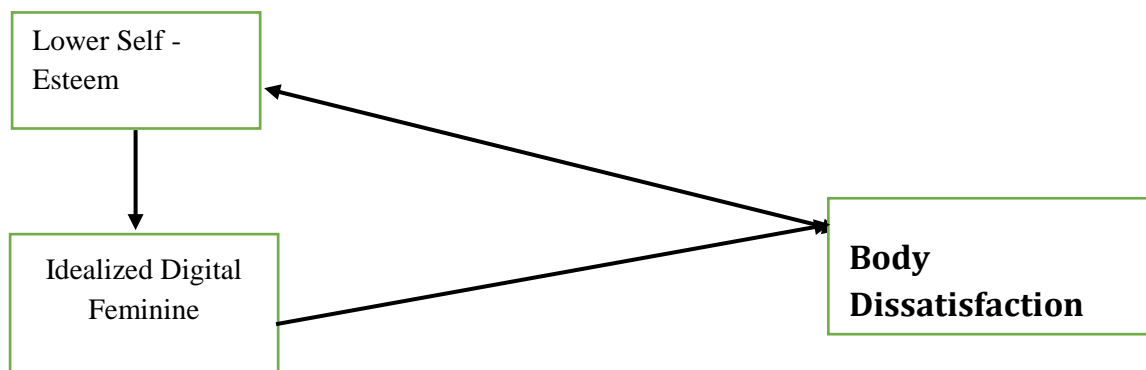
Methodology

The research follows a deductive methodology, beginning with a hypothetical system and testing speculations obtained from existing writing or hypotheses. The deductive logic includes creating explicit, testable expectations about connections between factors given laid-out ideas or hypotheses and afterward testing these forecasts using experimental information. Regarding this review, we intend to research the impact of advanced media on working ladies' expert character and confidence. The speculation could state, for instance, that "More elevated levels of advanced media commitment connect with lower confidence and increased self-reconnaissance among working ladies." This theory originates from existing hypotheses on media impact and self-insight and will be tried quantitatively using information gathered through studies or other organized instruments.

The essential information assortment device utilized for this study will be an organized survey, where respondents are approached to rate their degrees of computerized media commitment, confidence, and self-reconnaissance. The survey will incorporate laid-out scales, such as the Rosenberg Confidence Scale (RSES) for estimating confidence and the Self-Observation Scale for estimating levels of self-checking. Also, questions regarding recurrence and the kind of advanced media use (e.g., online entertainment, proficient systems administration platforms) will be incorporated to catch media commitment. The example will comprise working ladies across different ventures, guaranteeing an assorted portrayal. Information will be gathered through internet-based reviews to work with wide availability and namelessness.

When the information is gathered, SPSS (Factual Bundle for the Sociologies) will be utilized to break down the information. To start with, clear insights (like mean, standard deviation, and recurrence appropriations) will be determined to outline the example's segment attributes and convey key factors. After checking for ordinariness and guaranteeing that suspicions of measurable tests are met, inferential measurements will be applied to test the speculations. In particular, connection examination will be utilized to analyze the strength and course of the connection between advanced media commitment and the factors of confidence and self-observation. If the relationship is critical, further examination might include a relapse investigation to comprehend the prescient force of computerized media use on these results, controlling for potential confounders like age, pay, and instructive foundation.

Lastly, the aftereffects of the factual tests will be deciphered within the hypothetical system's setting. A critical negative relationship between computerized media commitment and confidence would uphold the speculation, affirming that more noteworthy media commitment is related to lower confidence and expanded self-observation. The discoveries would be contrasted with past investigations on media impact, self-discernment, and orientation, adding to the more extensive assortment of information on what computerized media means for working ladies. The deductive methodology guarantees that the outcomes are grounded in principle, and the utilization of SPSS considers thorough measurable testing, giving powerful proof to either affirm or dismiss the proposed speculations.

RESULTS AND FINDINGS

Reliability Analysis

Reliability Analysis is the statistical analysis conducted to measure the consistency and accuracy of the results generated from a data set each time the test runs over the data. This is an essential part of the data analysis as it ensures that the data collected is reproducible and consistent over

time. This ensures data validity and credibility. The reliability analysis is also performed to identify the source of errors presented in the data set that can help adjust the data per the study's requirements. Validity is measured through Cronbach's Alpha to identify internal consistency, which measures how closely each related item is part of the tool and constructs. It is essential because it helps researchers understand the reliability and validity of their tests and surveys. It can be used to determine if a particular set of items measures the same thing or different aspects of a construct. It is also helpful in determining if a test or survey is measuring what it is intended to measure.

The table below shows that there were 14 questions in total, and the coefficient of Cronbach's Alpha is 0.759, indicating a high internal consistency level for our scale.

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.727	.724	14

Correlation Analysis

The correlation analysis technique measures the association between two or more variables, usually dependent and independent. It helps to determine the changes in variables associated with the changes in other variables. This technique can also be used to identify the relationship between the factors. It has been suggested that a positive and significant correlation exists amongst the variables when the p-value is less than 0.05 or 0.01, indicating 95% and 99% confidence levels in generated results. The correlation values between 0.02-0.04 indicate a weaker relationship, the correlation value of 0.05-0.6 indicates an average association, and 0.070-0.09 indicates a stronger bond amongst the variables.

Model Specification

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{[n(\sum X^2) - (\sum X)^2][n(\sum Y^2) - (Y)^2]}}$$

Where

n = number of points (1 to 5)

X = points allotted to the options

Y = indicates the no. of responses from the respondents.

The decision is taken by the significance test given below

$$r\sqrt{\frac{n-2}{1-r^2}}$$

Table 2: Correlation Analysis

Variables	Correlation coefficient (r)	Test statistics	p-value
1	0.8195	4.322	0.023

2	0.6378	15.126	0.001
3	0.6378	15.126	0.001
4	0.7927	30.014	0.000
5	0.3589	5.797	0.010
6	0.3536	5.686	0.011
7	0.1161	1.657	0.196
8	0.1241	1.774	0.174
9	0.1344	1.926	0.150
10	0.4686	8.448	0.003
11	0.8727	20.057	0.000
12	0.5848	12.506	0.001
13	0.7187	20.915	0.000
14	0.7403	23.053	0.000

The table above shows a positive significant correlation between variable one and the independent variable with a statistic value of 4.322, a p-value of 0.023 < 0.05, and a correlation value of 0.81, indicating a stronger relationship. As for variable two, the result shows a positive significant correlation of variable two with the independent variable with a statistic value of 15.126 and p-value of 0.001, <0.05, and a correlation value of 0.63, indicating an average relationship.

As for variable three, the result shows a positive significant correlation of variable three with the independent variable with a statistic value of 15.126 and p-value of 0.001, is <0.05, and the correlation value of 0.63, indicating an average relationship. As for variable four, the result shows a positive significant correlation with the independent variable with a statistic value of 15.126, a p-value of 0.001 < 0.05, and a correlation value of 0.63, indicating an average relationship.

As for variable five, the result shows that positive significance exists with the independent variable with a statistic value of 5.79 p-v, a value of 0.01 is <0.05, and a correlation value of 0.358, indicating a weaker relationship. As for variable six, the result shows a positive significant correlation with the independent variable with a statistic value of 5.686, a p-value of 0.001 < 0.05, and a correlation value of 0.35, indicating a weaker relationship.

Meanwhile, variables seven, eight, nine, and ten are insignificant as the p-value is more than 0.05. Variables eleven to fourteen indicate stronger bonds with correlational values of 0.87, 0.58, 0.71, and 0.7.

It can, therefore, be seen that digital images for women are created through either photography or editing techniques using AI tools, hurting BD. It has been revealed that DI can put additional pressure on working women in society to achieve both worldly and professional goals. This is because digital images portray unrealistic expectations of beauty and body type, resulting in increased insecurities among women. Further, these images objectify the women, leading to discourage them from achieving their goals.

It has also been revealed that the increase in cases of mental and physical harassment is due to the DI and its unrealistic standards, as it objectifies women. Additionally, through digital images, negative messages have also been spreading where women are the victims of mental harassment as well as are targeted for discrimination.

DI is not only a factor contributing to BD; media, cultural norms, and personal experiences can also cause it. DI of working women sets unrealistic expectations about one's physical beauty. Brands and media have been featuring models with ideal bodies and skin, creating the feeling of dissatisfaction among many. The results further show that people also agree that the DI of working women reflects the reality of workplaces. At the same time, many disagree and believe that they are idealized and do not reflect the challenges a working woman might face.

People also believe that working women mostly feel pressured to look a certain way because of their family and friends and pressure from them. They think women are expected to look a certain way and be accepted by society.

DI, therefore, has a profound impact on women's body image and self-esteem. Women often feel competed and are victims of an inferiority complex when they look at other women with perfect body shapes, flawless skin, and healthier hair. They start believing that they must look a sure way to be beautiful and accepted by society. Companies and banks often hire good-looking women to attract as many customers as possible. This showcases the perfect example of objectifying women; huge brands and designers hire girls and models with perfect features to make more customers, setting an example of objectifying women. Seeing this, women feel that they, too, need to look like that model to get accepted at the job and earn as well as the model in the promotional advertisement. The rate of cosmetic surgery is getting higher day by day because women want to look a certain way, and they are changing their bodies, which can lead to complications in the future. Some people also believe DI is inspiring and empowering for women as it motivates them to stay fit, encourages them to work daily to maintain a healthy figure, and promotes them to eat healthy to have flawless skin, and vice versa.

Conclusions

It has been concluded that there were a total of 14 questions, and the coefficient of Cronbach's Alpha is 0.759, indicating a high internal consistency level for our scale. The Pearson Chi-Square test resulted in a value of 282.954 with a significance level of .000, indicating a statistically significant association between the BD and DI variables. The Likelihood Ratio test also yielded a value of 208.069 with a significance level of .000, indicating a statistically significant relationship. Additionally, it can be concluded that there is a statistically significant relationship between digital images creating additional pressure on working women to achieve their goals and feeling body dissatisfaction as a result of viewing digital images of working women. It is also proven that digital images of working women hurt people's self-esteem and that many people believe that these images perpetuate unrealistic expectations about physical beauty as well as the perception that they perpetuate unrealistic expectations about physical beauty. However, most respondents do not think the current regulations on digital images of working women are adequate. This is because out of 200 respondents, 74 said they sometimes feel pressured to look a certain way at work. The correlation table above shows a statistically significant relationship between the variables and the corresponding test statistics. This can include images of women in various poses and settings and images of women in various stages of their lives. The digital images of women can pressure working women to achieve their goals. This is because digital images of women often portray unrealistic expectations of beauty and body image, which can lead to feelings of insecurity and inadequacy. Furthermore, digital images of women can be used to objectify women, which can discourage them from pursuing their goals.

Recommendations

The detrimental effects of idealized imagery on working ladies' confidence and professional character, it is essential to examine and carry out designated interventions, for example, digital literacy programs, workplace policies, and media guidelines. Digital literacy programs ought to equip people with the ability to draw in with media, empowering them to fundamentally perceive and challenge unreasonable standards and the control of digital pictures. These programs could be incorporated into instructive educational plans and workplace preparation, cultivating a more educated labor force that is less inclined to incorporate destructive goals. Furthermore, media literacy missions could engage ladies to understand the mental effects of idealized imagery and support better web-based works on advancing self-acknowledgment and authenticity over organized flawlessness.

Notwithstanding digital literacy, workplaces can assume an urgent part by taking on policies that energize variety, inclusivity, and mental prosperity. This might incorporate laying out clear guidelines on professional appearance standards that recognize and regard individual variety while dismissing the tensions to adjust to limit excellence goals. Workplace emotional wellness drives ought to address the mental strain of digital media and offer help assets, such as directing or peer-encouraging groups of people, to assist ladies with exploring these difficulties. Media guidelines, particularly for publicizing and promoting, should be more stringently upheld, empowering reasonable depictions of ladies in professional settings. These interventions can cultivate a stronger climate for working ladies, decrease the tension of idealized imagery, and advance a better, more comprehensive workplace culture.

Limitations

1. The study has financial constraints, so paid articles were not mentioned.
2. The study was limited to a few variables only.
3. The study cannot target the entire population frame.
4. The study is limited to one or two countries only.

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