

# **SOCIETAL BEAUTY STANDARDS AND MEDIA INFLUENCE ON THE PERCEPTION OF AESTHETIC COSMETIC PROCEDURES IN INDIA**



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BEAUTY STANDARDS, HEAVILY INFLUENCED BY MEDIA, OFTEN FUEL A DESIRE FOR COSMETIC PROCEDURES. HOWEVER, A SOCIAL STIGMA SURROUNDS THESE PROCEDURES. THIS STUDY EXPLORES HOW MEDIA SHAPES PERCEPTIONS AND CONTRIBUTES TO THIS STIGMA.

### **Background**

- Societal beauty standards are heavily influenced by media (magazines, social media, TV).
- These standards are often unrealistic and unattainable.
- The rise of cosmetic procedures reflects a desire to achieve these beauty ideals.



# RATIONALE

- This study explores the link between media, beauty standards, and the perception of cosmetic procedures.
- It examines how social stigma is attached to those who undergo these procedures.
- Understanding this complex relationship can help us promote self-acceptance and informed decision-making about cosmetic procedures.

# OBJECTIVES

To analyse popular media representations of beauty ideals and examine their impact on individual perceptions of attractiveness and self-worth.

To examine societal beauty standards, media influence on body image, and social stigma surrounding aesthetic cosmetic procedures.

Explore public attitudes and social stigma towards aesthetic cosmetic procedures of individuals who have undergone such treatments.

# **METHODOLOGY**

## **Research Design**

This study employs a qualitative research design to explore the complex relationships between societal beauty standards, media influence, aesthetic cosmetic procedures, and social stigma. Qualitative research allows for a deep understanding of individuals' perceptions and experiences related to these topics.

## **Data Collection Methods**

Data is collected from 30 respondent through semi-structured interviews with individuals who have undergone aesthetic cosmetic procedures in last 1 year.. Additionally, content analysis of relevant media sources such as magazines, television shows, and social media platforms will be conducted.

## **Analysis Techniques**

Interview data will be analyzed using thematic analysis to identify recurring themes related to societal beauty standards, media influence, aesthetic cosmetic procedures, and social stigma. Content analysis of media sources will involve identifying key messages and representations related to these topics. Taguette Software will be used to analysis the collected data.

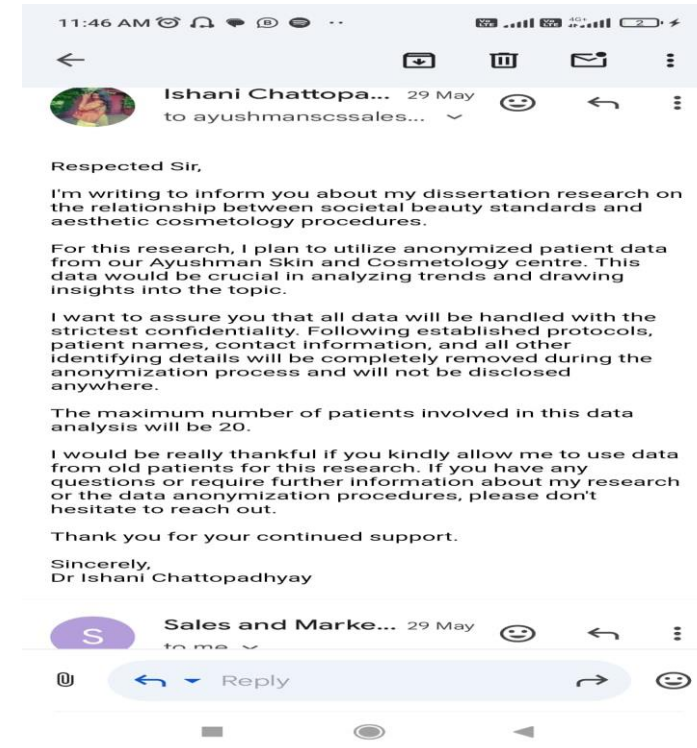
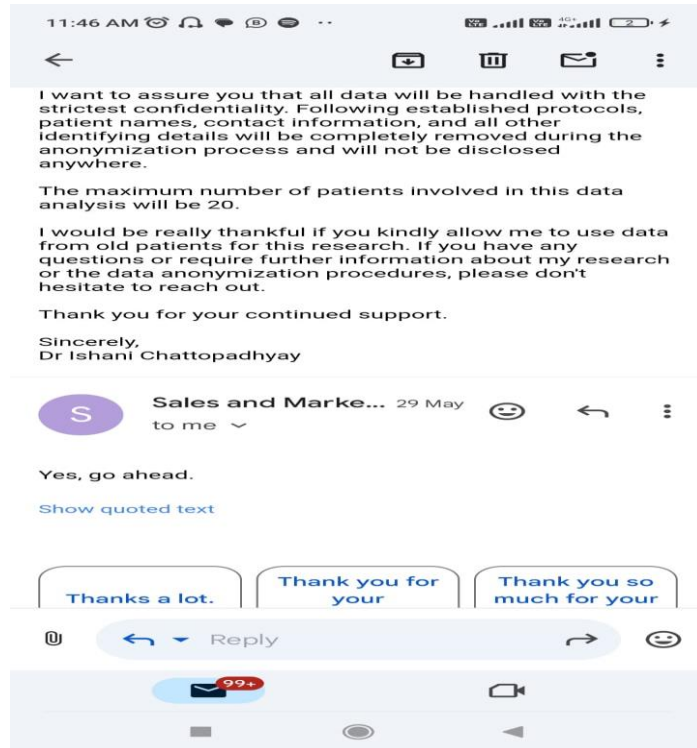
# STUDY AREA

In today's social media-driven world, unrealistic beauty standards bombard us. This fuels the rise of cosmetic procedures, yet a social stigma lingers for those who choose them. This study is based out of Dwarka, Delhi examining the perceptions of adults and seniors (aged 18-60 years) towards cosmetic procedures and the influence of media on their views. Study population is adults and seniors who have undergone any cosmetic procedures in past one year and also healthcare professionals involved in cosmetic procedures and aesthetic plastic surgeries.

No. of respondents would be around 20-30.



# ETHICAL CONSIDERATION



# **CONSENT FORM**

## **Informed Consent Form for Research Study on Societal Beauty Standards and Cosmetic Procedures**

### **Introduction**

This study explores the influence of societal beauty standards and media on the perception of aesthetic cosmetic procedures. You are invited to participate in this research because you have undergone a cosmetic procedure within the last year.

### **Confidentiality**

Your participation in this study is completely confidential. We will not collect any personal information that could identify you. This includes your name, address, phone number, or any details about the specific procedure you underwent. All data will be coded and anonymized before analysis.

### **Procedures**

This study involves a single semi-structured interview that will last approximately [duration] minutes. The interview will focus on your experiences with societal beauty standards, media influence, and your decision to undergo a cosmetic procedure.

### **Data Analysis**

Your interview will be audio-recorded to ensure accuracy of information. Recordings will be transcribed and anonymized before analysis. Thematic analysis will be used to identify key themes across all interviews.

### **Risks and Benefits**

There are no anticipated risks associated with participating in this study. You may benefit from reflecting on your experiences and contributing to a better understanding of social pressures surrounding cosmetic procedures.

### **Voluntary Participation**

Your participation in this study is voluntary. You have the right to withdraw from the study at any time without penalty.

### **Contact Information**

If you have any questions about this study, please contact the researcher at [researcher contact information].

### **Agreement**

By signing below, you indicate that you have read and understood this consent form and agree to participate in this study.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

### **Additional Notes Regarding Confidentiality**

Since the study involves a relatively small sample size (30 participants), we will take extra precautions to ensure anonymity. This may include omitting specific details from interview transcripts during analysis.

Content analysis of media sources will focus on broader themes and messages rather than identifying specific individuals or brands.



# QUESTIONNAIRE

## **STUDY TOOL**

### **Background**

Briefly tell me about yourself.

a) Age    b) Gender    c) Occupation    d) Hobbies    f) Marital status

Have you undergone any cosmetic procedures? If yes, which ones?

### **Beauty Ideals & Media**

Where do you see messages about beauty most often?

Describe the typical beauty ideals you see in these sources.

How much do you feel pressure to conform to these standards? Why?

### **Self-Perception & Procedures**

How did you feel about your appearance before considering a procedure?

What made you consider getting a cosmetic procedure?

How much important of a role does the societal beauty standards play any role in your decision?

### **Media Influence & Procedures**

Did you see portrayals of cosmetic procedures in media (celebrities, before & afters) that influenced your decision?

How do you think media typically portrays people who get cosmetic procedures (positive, negative, neutral)?

How realistic do you think media representations are?



## **Social Stigma & Procedures**

Have you faced any judgment or stigma related to your procedure(s)?

Where do you think this stigma comes from (friends, family, society at large)?

How do you handle negative views about cosmetic procedures?

What is the most common judgement/comment/opinion about your physical appearance you have faced from society?

What was the strongest social stigma regarding aesthetic procedures you faced before opting for the procedure?

What was the most common opinion of your physical appearance you faced after the procedure?

Did the aesthetic cosmetic procedures actually improve your perception of your own physical appearance?

If so, why?

How do you feel when your family and friends have a positive response about your physical appearance after you underwent a cosmetic procedure?

## **Closing**

Is there anything else you'd like to share about your experience?

How could societal beauty standards and media portrayals be improved?

# ANALYSIS

# Most Common Platform for Beauty Related Messages

This analysis examined the influence of media on beauty ideals in the digital age. Social media platforms (Instagram, TikTok, Snapchat) emerged as the most prevalent source of beauty messages for participants, a finding that underscores the significant shift in how beauty standards are communicated and perceived. This dominance of social media highlights its potential impact on individual perceptions of attractiveness, self-worth, and body image.

The discussion further explored the complex interplay between media representations and societal beauty standards, potentially influencing decisions regarding cosmetic procedures. Public attitudes towards individuals who have undergone such procedures also warrant further exploration, as they may reveal underlying biases and societal pressures related to beauty ideals. These findings highlight the need for a deeper understanding of how social media shapes our perception of beauty in the digital age.

# Most Common Beauty Ideals Typically Portrayed

Social media paints a specific picture of beauty: smooth, hairless skin, slim figures, Eurocentric features, and flawless complexions. This focus on **curated perfection** stands in stark contrast to reality.

These findings connect directly to the study's objectives. Constant exposure to these **narrow beauty ideals** can warp self-worth and body image. The pressure to maintain a **youthful appearance** with full lips, high cheekbones, and a toned physique adds to the unrealistic standards.

Furthermore, social media portrays beauty as intertwined with **confidence, wealth, and expensive clothing**. This superficial association can be damaging, creating feelings of inadequacy.

This highlights the need for a more **diverse and inclusive** portrayal of beauty online. Understanding the impact of these unrealistic standards, especially on young people, is crucial for promoting positive self-esteem and body image.

# Most Common Platform for Beauty Related Messages

**Constant Comparison:** Participants described feeling a "constant bombardment of unrealistic beauty standards" on social media ("There's a constant bombardment of unrealistic beauty standards, and it's hard to escape the pressure to look perfect"). This relentless pressure to look "perfect" can lead to a desire for cosmetic procedures.

**Beyond Aesthetics:** The pressure goes beyond just looks, with some mentioning a "subtle pressure to look fit and healthy" ("There's a subtle pressure to look fit and attractive in a work environment"). Social media's portrayal of a specific "healthy" ideal can fuel this desire to alter one's appearance.

**Understanding the Link:** These findings highlight the link between social media and cosmetic procedures. Further research is needed to understand the long-term impact on individuals considering such procedures.

# Celebrity Portrayal of Aesthetic Procedures

This analysis explores the link between celebrity portrayals and the rise of cosmetic procedures. Participants' comments reveal a clear influence: "'seeing celebrities maintain a youthful appearance inspired me'" suggests a desire to emulate these seemingly ageless stars. Social media constantly presents celebrities who appear to defy aging, potentially creating a pressure to achieve similar results, possibly through cosmetic procedures.

This aligns with the broader societal pressure to conform to unrealistic beauty standards. Quotes like "'seeing celebrities with desired body shapes made me believe it was achievable through surgery'" expose how celebrity portrayals can distort reality. The belief that cosmetic procedures are the only way to achieve these "perfect" bodies becomes a significant factor influencing decisions.

Understanding this celebrity influence is crucial. Social media, combined with the pressure to mimic seemingly flawless celebrities, creates an environment where cosmetic procedures become normalized and even desirable.

# The Pressure To Conform: Beauty Standards drive Cosmetic Procedures

This analysis aligned with the objective to examine societal beauty standards. Participants prioritized these standards highly (9/10) in their decision for cosmetic procedures. Quotes like "fit in and be seen as attractive" reveal a desire to conform to beauty ideals. Feeling pressure for a certain body type or meeting societal expectations significantly influenced their choices.

These findings highlight the power of societal beauty standards. The pressure to conform, as seen in the desire for acceptance and attractiveness, can be immense and lead individuals to consider cosmetic procedures. This aligns with our earlier discussions on social media's role – it reinforces these societal pressures by constantly bombarding us with unrealistic portrayals.

Understanding this pressure to conform is crucial. It sheds light on why individuals might prioritize societal expectations over personal well-being when considering cosmetic procedures.



This discussion delves into the social stigma surrounding cosmetic procedures, aligning with our research objective to examine public attitudes. Participant responses reveal several key sources of this stigma.

- Outdated Stereotypes:** The perception of cosmetic procedures as solely for vanity or a desire to look "fake" persists. This aligns with our earlier discussions on unrealistic beauty standards, where social media often portrays heavily altered appearances.

- Knowledge Gap:** A lack of understanding about the various procedures, their purposes, and potential benefits contributes to the stigma. This highlights the need for more accessible and accurate information to combat misinformation.

# Beyond the Scalpel: Unveiling Stigma Around Cosmetic Procedures

•**Fear of Change:** The apprehension surrounding altering one's appearance, even for perceived improvements, is a significant factor.

•**Complications and Side Effects:** Concerns about potential risks and negative outcomes associated with cosmetic procedures are a major source of stigma.

Understanding these sources of stigma is crucial. They reveal a disconnect between the reality of cosmetic procedures and public perception. This disconnect can be addressed by promoting open discussions, accurate information, and a focus on individual motivations for seeking such procedures, going beyond societal pressures explored earlier.

# The Invisibility Act: Media's Portrayal of Cosmetic Procedures on "Normal" People

The objective to examine media representations of cosmetic procedures finds interesting results. Participants noted procedures often go unnoticed ("it goes unnoticed"), suggesting media rarely focuses on average individuals who've undergone them. This subtlety can create the illusion of someone naturally "growing beautiful," potentially reinforcing unrealistic beauty standards. However, positive portrayals exist. Success stories of celebrities with cosmetic procedures ("confident and successful") were mentioned. This links to our earlier discussion on societal beauty standards, where confidence and success are often associated with attractiveness. These findings highlight the inconsistency in media portrayals. While some procedures are invisible, others are used to positively portray celebrities. This inconsistency warrants further exploration to understand its impact on public perception and the normalization of cosmetic procedures.

# Filtered Reality: Media's Portrayal of Cosmetic Procedures

This discussion examines the accuracy of media representations of cosmetic procedures, aligning with our research objective to analyze media influence. Participant responses reveal a significant disconnect between media portrayals and reality.

Ratings like "3 out of 10 realistic" highlight the lack of accuracy in showcasing potential risks and complications. Comments like "don't show... potential risks" and "might not accurately represent... complications" support this finding. This distorted portrayal can have negative consequences, creating unrealistic expectations for individuals considering such procedures.

This connects to our earlier discussions on societal beauty standards. Media often focuses on the positive outcomes of cosmetic procedures, portraying celebrities and influencers who have likely undergone them ("at least 7 because most... are getting procedures done"). This focus on the "perfect" end result, without acknowledging the process or potential downsides, can further fuel unrealistic beauty ideals.

Understanding this gap between media portrayal and reality is crucial. It highlights the need for more balanced and transparent representations of cosmetic procedures. This includes showcasing potential risks and complications alongside positive outcomes, empowering individuals to make informed decisions based on a complete picture.

# The Price of Beauty: Social Stigma and Cosmetic Procedures

This discussion explores the social stigma surrounding aesthetic cosmetic procedures, aligning with our objective to examine public attitudes. Participant responses reveal a spectrum of experiences, highlighting the complex nature of social judgment.

## Pre-Procedure Stigma:

- Fear of Judgment:** Comments like "the perception... not required" reflect a concern about being seen as vain or unnatural for seeking cosmetic procedures. This connects to our earlier discussions on societal beauty standards, where pressure to conform to natural beauty ideals exists.
- Internalized Stigma:** Responses like "insecure and embarrassed" and "the idea I was abnormal" suggest that societal pressures can lead to feelings of inadequacy and a desire to correct perceived flaws. This highlights the impact of media portrayals that often focus on unrealistic beauty standards.

## Post-Procedure Stigma:

- Judgement of Insecurity:** Comments like "trying too hard to be perfect" and "insecure and have low self-esteem" reveal a common stereotype associated with cosmetic procedures.

- Questioning Authenticity:** Phrases like "trying too hard to be someone I am not" suggest a social perception that cosmetic procedures create a disconnect between one's true self and outward appearance.

Understanding these various forms of stigma is crucial. They reveal a gap between individual motivations for cosmetic procedures and societal interpretations. This gap can be addressed by promoting open discussions about the diverse reasons for seeking such procedures, going beyond societal pressures explored earlier. Normalizing cosmetic procedures as a personal choice for self-improvement, rather than a response to societal expectations, can help combat negative stigmas.

# Beauty Redefined: Dismantling Narrow Standards on Social Media

Analysis of participant responses reveals a collective desire to redefine beauty standards and media portrayals. Here's a breakdown of key points:

- Representation Gap:** A call for wider representation on social media is evident. Participants want to see a broader range of body types, ethnicities, abilities, and ages ("more body types... ethnicities..."). This highlights the need to move beyond a limited and unrealistic beauty ideal.
- Body Positivity Movement:** The emphasis on "body positivity" underscores the importance of self-acceptance and celebrating unique physical attributes. This directly combats the pressure to conform to unrealistic beauty standards explored earlier.



•**Inner Beauty Matters:** Shifting the focus to inner qualities alongside physical appearance is a recurring theme. Participants suggest social media should showcase "personality, individual struggles, and achievements." This promotes a more holistic view of attractiveness, valuing individuals beyond just their looks.

•**Authenticity Over Facades:** The desire for "real experiences" on social media suggests a rejection of heavily edited, unrealistic portrayals. This aligns with the earlier discussion on the invisibility of "normal" cosmetic procedures.

In conclusion, these findings highlight a collective yearning for a more inclusive and authentic representation of beauty online. Moving away from narrow standards and promoting body positivity, inner beauty, and genuine experiences can empower individuals to embrace their unique qualities and challenge the societal pressures that perpetuate unrealistic beauty ideals.

# Conclusion

My study examined beauty standards in the digital age. Social media emerged as a key force, bombarding users with unrealistic ideals that can pressure individuals towards cosmetic procedures.

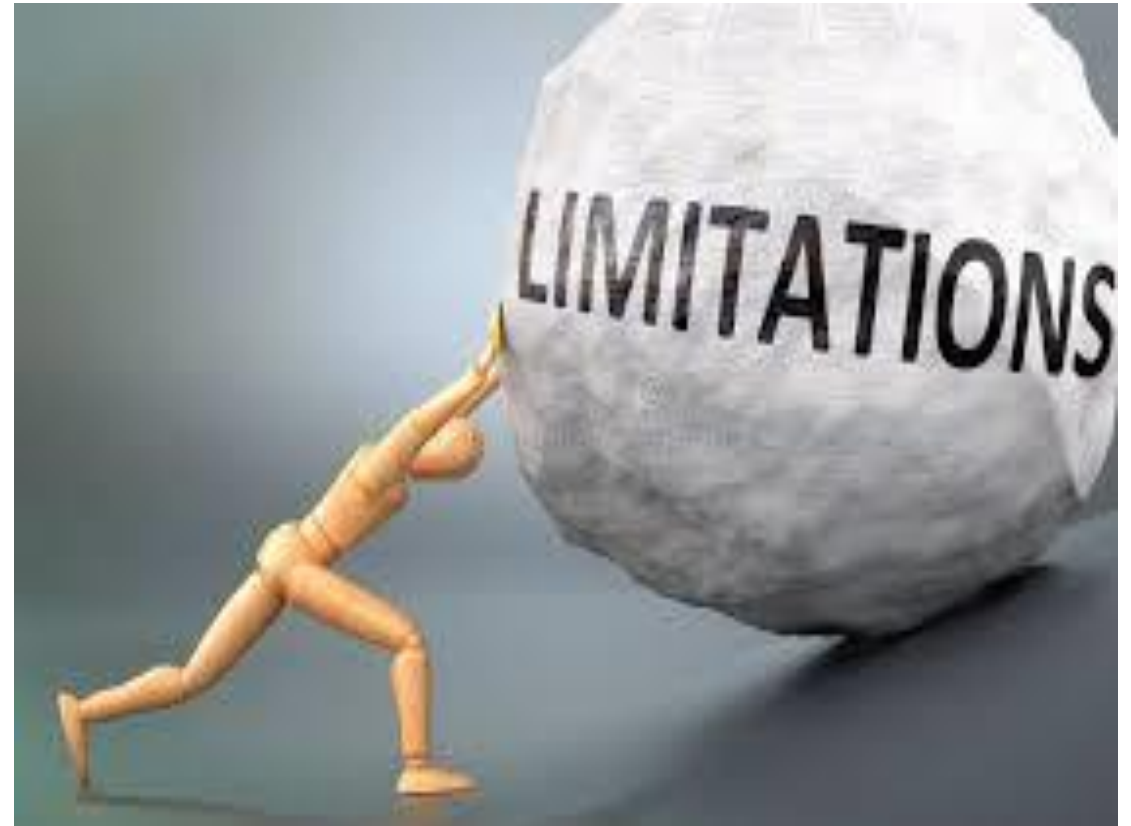
Participants prioritized fitting societal beauty standards, often portrayed inconsistently on social media. While some procedures go unnoticed, others enhance celebrity images, blurring reality.

A social stigma surrounds these procedures, fueled by misconceptions and fear. To combat this, social media needs a makeover. Promoting diversity, body positivity, and inner beauty can empower individuals. Open discussions about beauty standards and media's influence and inculcating more knowledge about both good and bad sides of aesthetic cosmetic procedures are crucial.

By working together, we can redefine beauty in the digital age – a world where everyone feels beautiful in their own skin, not just the filtered kind.

# LIMITATIONS

- ❖ Fear of privacy breach
- ❖ Communication difficulty
- ❖ Lack of motivation
- ❖ Lack of awareness regarding mental status of common people around cosmetic and aesthetic procedures



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