



Role Of Social Media Filters As A Motivational Factor For Seeking Orthodontic Treatment: A Questionnaire Study.

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Abstract

Introduction: The increasing growth of Internet use has prompted researchers to investigate Internet sites, which have demonstrated that social media has an instant detrimental impact on body image, particularly among young women. The primary goal of this study was to see if the immediate effects of a social network sites rich in visual media on body dissatisfaction, facial and smile dissatisfaction, and face related difference (the desire to change specific aspects of one's facial features).

Material & Methods: A ten-item questionnaire and a sample size of 196 persons were incorporated to study the impact of SNS image type on negative body, facial and smile dissatisfaction. Male and female participants (n = 165) had sought orthodontic treatment for tooth misalignment but had yet to receive it.

Results: Around 73% participants were of the belief that social media has made them more conscious about their smile. More than half respondents (58%) were of the view that their smile bother them in your daily life. Around 45% respondents avoid showing their teeth while taking photograph. Around 65% subjects are of the positive view that taking orthodontic treatment will increase their confidence.

Conclusion: On the basis of this study, seeing social networking sites with high visual media suggestively lower their self-confidence and resulting in reduced satisfaction with facial appearance.

Keywords: Facial satisfaction, facial dissatisfaction, body satisfaction, body dissatisfaction, social media, Instagram, self-discrepancy, orthodontic treatment

Introduction

Several studies have looked into how popular media, such as television and fashion magazines, affect body image. Researchers have been looking into Internet platforms that have critiqued the harmful impact of social media on body image, particularly among adolescent women, due to the rapid growth of Internet use.¹ The photographic function was found to be connected to the highest post-Facebook-exposure body dissatisfaction, rather than overall time spent on Facebook. According to a recent thorough review of the impact of social networking

sites on body image, the current corpus of research largely links social media use with body image.¹

As there are 3.6 billion active social media users, adoption is unavoidable and expanding. Instagram is a photo-sharing social media platform with up to 48,611 photos published every minute and the maximum rate of social involvement per post of any social media platform. Users on this site can engage in social comparisons based on their appearance.¹

Because Instagram users can interact with both peers and celebrities, they may come across idealised

photographs on a daily basis. When compared to neutral photos,² young women have a negative mood and body image after seeing fitness inspiration shots on Instagram or celebrity and peer images on Instagram.³

Other research has discovered that young men are less satisfied with their physical appearance, particularly when it comes to muscular criteria. Despite these findings, little research on the consequences of social comparison on men has been done.¹

Three meta-analyses have looked into these links so far. After watching slim ideal media imagery, there was a rise in negative body image. Women are vulnerable to strong inversely proportional effects based on their age.

There is currently no conceptual experiment or research on the impact of Instagram, or any other SNS with a large visual media component, on smile and facial dissatisfaction in dentistry areas such as orthodontics.¹ The majority of orthodontic patients are adolescents and young adults, a demographic that is probably be strong consumers of social media sites with a lot of visual information.

This study has contributed to our knowledge of the effects of visual-rich SNSs on mental health, smiling satisfaction, treatment need perceptions, and treatment motivations. The study's main purpose was to examine if the immediate impact of an SNS rich in visual media on body dissatisfaction, facial and smile dissatisfaction differed from the usage of neutral images in reference to appearance. Another purpose was to examine if there was a link between self-reported social media use and body dissatisfaction, discomfort in the face and smile, and changes in facial features.

The null hypothesis is that using SNSs with a high visual media content does not lead to higher body, face, or smile dissatisfaction.

Material And Methods:

A ten-item questionnaire and a sample size of 196 persons were incorporated to study the impact of SNS image type on negative body, facial and smile dissatisfaction. The protocol was not changed after the experiment began. The sample size was calculated to have 80 percent power to detect a

noteworthy variance in face satisfaction between the experimental group and control groups using a two-tailed test with a medium effect size of 0.5. Despite some over-recruitment due to participants being approached at the same time, a sample size of 165 people was found to be sufficient to detect a significant difference.

Male and female participants (n = 165) had sought orthodontic treatment for tooth misalignment but had yet to receive it. The major effect was dissatisfaction on the face. Body dissatisfaction and general body and facial dislike were the secondary outcomes. There were no changes in outcome measures once the experiment began.

Statistical Analysis:

Statistical Product and Service Solutions (SPSS) version 21 for Windows (Armonk, NY: IBM Corp) software was used to analyse the data. Statistical analysis was done by using tools of descriptive statistics such as proportion/percentages to represent qualitative data. Probability of accepting alpha error was set at 5%, $p < 0.05$ considered as significant. Power of the study set at 80%. Confidence interval of 95% was estimated before calculation of sample size. Chi square test was used to find significant difference in knowledge, attitude and practice of population regarding role of social media filters as a motivational factor for seeking orthodontic treatment.

Results:

This study involved 200 participants. Social media filters usage was found to be frequent in 35.5% subjects, occasional use was seen in 32.5% subjects, 21.5% subjects rarely used filters while 10.5% subjects never used social media filters (Graph 1). Majority of the participants (93.5%) were significantly ($p < 0.001$) familiar with social media filters. Almost 75% subjects felt significantly satisfied with appearance. Majority (81.5%) subjects were significantly aware of the fact that braces can help them enhance their smile. Only half of the respondent (51.5%) felt the need of braces after using those filters for enhancements of your appearance. Very few (37.5%) respondents have earlier visited dentist for the need of braces (Graph 2).

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of the view that their smile bother them in your daily life. Around 45% respondents avoid showing their teeth while taking photograph. Around 65% subjects

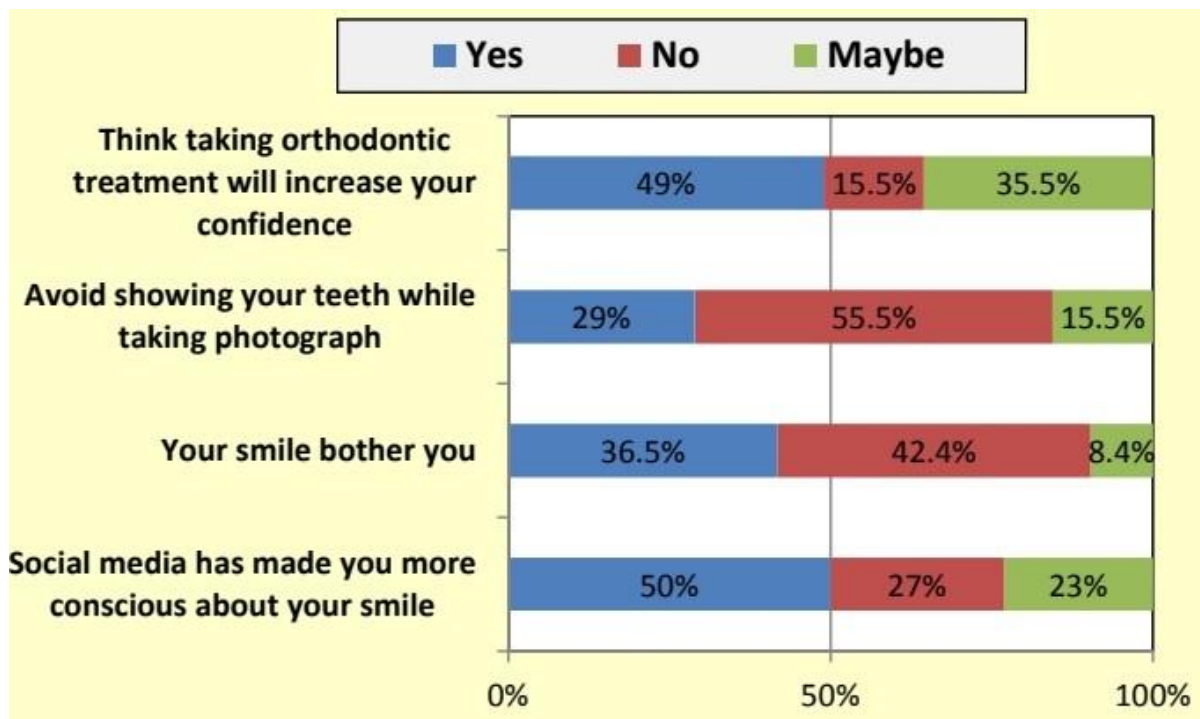
are of the positive view that taking orthodontic treatment will increase their confidence. (Graph 3).

	Frequency (n)	Percentage (%)
Frequently	71	35.5 %
Occasionally	65	32.5 %
Rarely	43	21.5%
Never	21	10.5%

	Yes n (%)	No N (%)	p value
Are you familiar with social media filters	187 (93.5%)	13 (6.5%)	p<0.001*
Do you feel satisfied with your appearance after using these filters	149 (74.9%)	50 (25.1%)	p<0.001*
Are you aware of the fact that braces can help you enhance your smile	163 (81.5%)	37 (18.5%)	p<0.001*
Do you feel the need of braces after using those filters for enhancement of your appearance	103 (51.5%)	97 (48.5%)	p = 0.671
Have you ever visited your dentist for the same	75 (37.5%)	125 (62.5%)	p<0.001*

	Yes n (%)	No N (%)	Maybe N(%)	p value
Do you think social media has made you more conscious about your smile	100 (50%)	54 (27%)	46 (23%)	p<0.001*
Does your smile bother you	73 (36.5%)	106 (42.4%)	21 (8.4%)	p<0.001*
Do you avoid showing your teeth while taking photograph	58 (29%)	111 (55.5%)	31 (15.5%)	p<0.001*
Do you think taking orthodontic treatment will increase your confidence	98 (49%)	31 (15.5%)	71 (35.5%)	p<0.001*

p>0.05 – no significant difference **p<0.001 – highly significant difference



Discussion

The goal of this study was to learn more about how SNSs with a lot of visual media affect smiling happiness, mental wellbeing, treatment need, and treatment motivations. Research has found a noteworthy link between experience to idea pictures on social media and body dissatisfaction.³ It's likely that appearance-focused SNS activity and body image outcomes in young women have a

bidirectional relationship.⁴ In an adult sample, higher body satisfaction was connected with more Instagram selfie-taking. This discovery can be interpreted in a variety of ways. To begin, studies demonstrate that appearance-focused photographs, such as selfies, receive more positive reinforcement in the form of 'likes' and comments than neutral images.⁵ As a result, those who share more selfies are more likely to receive positive feedback about their appearance,

increasing body satisfaction. Those who are more satisfied with their bodies to begin with are more inclined to upload more selfies.⁶

This examination showed that majority of the participants were familiar with social media filters. Most of the subjects felt significantly satisfied with appearance. Most of the subjects were aware of the fact that braces can help them enhance their smile but only few of the respondent felt the need of braces after using those filters for enhancements of your appearance and very few respondents have earlier visited dentist for the need of braces. According to studies, those who have had orthodontic treatment have stronger self-esteem and a sense of superiority in life.⁷

Conclusion

Involvement with social media is a basic part of the day-to-day life of children and adolescents. This observation increases to the growing sign showing the damaging results of social media on self-image. On the basis of this study, seeing social networking sites with high visual media suggestively lower their self-confidence and resulting in reduced satisfaction with facial appearance.

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