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## Body Image Satisfaction and Eating Habits of the Students: A Case Study of the Facebook Users

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### Abstract

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**Keywords:** Perception of Students, Active Users, Eating Habits, Physical Fitness Goals, Facebook

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### Title

## Body Image Satisfaction and Eating Habits of the Students: A Case Study of the Facebook Users

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### Abstract

*This study is conducted to investigate Facebook usage and its relation to the perception of male and female university students about their body image satisfaction and goals. The major findings were to explore the differences, relationships, and predictability of Facebook usage, eating habits, exercising habits, and physical fitness goals of students. Using the uses and gratification theory, the researcher examined the student's perception of ideal body image satisfaction level and eating behaviors. The findings of this study show that there is a significant relationship between Facebook usage and student's perception of their body image satisfaction-related goals. A significant difference is noted in male and female students about their eating habits while using Facebook dietary pages. The study also reveals that Facebook usage can be predicted in a significant way through exercise habits and physical fitness goals.*

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### Introduction

The inclusive health and fitness of youngsters all over Pakistan have been questionable for the past few years due to weak health institutions. Physical fitness and dietary issues are increasing in our country, and students and children are faced with prolonged anxieties, tensions, and other health

problems connected with this issue. The government and private sectors both are trying to combat this issue, but the growing numbers are increasing day by day. There are programs in effect to provide information among students at all educational levels to spread awareness level. As said by Grogan (2016), a health department is a



concept that incorporates mental, social, and physical measurements compared with one's disposition toward one's own satisfaction of body image. In this digital age Facebook as a prominent communicating tool is being used to address different subjects including diet plans and physical fitness programs to achieve a certain health goal among students. Narrowing the concept of health problems, Thomson and Stice (2001) defined it looks the external representation of a person's internal satisfaction, or what he or she perceives about own body shape. This concept can also be used towards his physical appearance. It is also quite problematic that only a few sources and data files are available to understand the health and dietary patterns concerning the behaviors of university students. The influence and potential usage of social networking sites such as Facebook shows that it can be used as a supportive tool to find a balance between university students and their behaviors towards health issues and they discuss it with their fellow beings. There is also a possibility that Facebook can also be used by these students as a way to get information and communicate with each other about the latest updates about health issues.

In most of the reports, it is assumed that students in undergraduate and postgraduate are enjoying and good fitness level and have proper diet plans, but NHS data report indicates that almost 50% of Pakistani students especially university students are considered overweight or fighting with physical fitness problems. A very similar situation can be seen in America, where one out of four students from age 18 to 30 years are struggling with being overweight or having fitness issues (Mod et al., 2006; Carter, Stewart, & Fairburn, 2011). Although these two contexts: students' health issues and their involvement with social media are highlighted and come into research questions their relation is not measured accordingly. Student's health and physical fitness is not a new issue but it has been neglected for decades in Pakistan. Concerning students' perceptions of physical health and body image shown that most of the students feel less confident when their physical fitness level is compared to other students of this age (Grabe et al., 2008). It is a very alarming situation that students are in a state of confusion. Although students suggest that their

health is good but less satisfied than other fellow students (Triggerman & McGill, 2004). This issue is not restricted only to low self-confidence towards health matters but can be extended to the life of students' other perceptions like using social media to get information about such stuff. Leading to compounded health issues, both males and females are struggling but females are more particular towards the physical fitness factor. It is quite evident now that university students get distracted while considering dietary plans and maintaining fitness levels which as a result leads them towards further health problems. Look at the common health problems such as weight gain, inability to develop a habit of regular exercise, and unhealthy eating patterns due to lack of proper understanding; these are common issues among students during their university time, and this trend often goes long-lasting due to permanent habits for the whole life (Grosz et al., 2002).

Most university students have to experience dramatic changes and a complete transition from the period of adolescence to adulthood. It means as you grow older you acquire more health issues that need to be settled with more focus but things are hardly taken on serious note. While entering into higher education, students achieve modern perks that are interlinked to prior and maturity (Thompson et al., 2016). We cannot say that all of the students but some get successful during this time of transition, but the majority of their fellows get weak image satisfaction (Smith & Reiger, 2011). A Report which was published on the evaluation of health issues about people in Pakistan suggested and demanded a more specific environment for youngsters and also to promote good health and excellent fitness level for all. Further, the Report shows that students who are struggling with health issues are increasing in comparison to last year. The official members of the Pakistan Demographic and Health Survey (PDHS) focused on two major things which are: a healthy diet and proper exercise. These two recommendations are suggested to local students in Pakistan to help them reach their ultimate fitness goals. Besides this, students are encouraged to cover up health issues (Khan, 2002; Nirasib, 2010).

According to Asia IUS FB (2020), FBU in Asia is 52%, and in the rest of the world, it is 45%. Non-

communicable diseases (NCDs), such as unhealthy eating habits and fitness inactivity are the main focus of the WHO plan to reduce the death rate due to NCDs. FB is a powerful tool in both fitness health and eating habits care, in this context, physical health-related studies achieved good and effective results for upcoming research works. Some research used FB for female fitness health (Kurz & Petersen, 2016). A research study in the US demonstrated that up to 97 % of health sciences students use FB regularly, it can be useful for their social life. FBU among the health of students showed both negative and positive effects (Basnet et al., 2016). The research showed the effects of FB on students to increase motivation and better their lifestyle (Paculan, 2013). Media messages pictures of Barbie dolls (Dittmar et al., 2006). Facebook sharing of pictures messages and tweets of ideal things for young girls for perfect bodies (Chrisler et al., 2013). Females showed a higher response than males to the shape of the body (Church et al., 2009). In a study about Differences among genders, women concluded on, balancing eating habits and fitness, and showed body appearance and higher education (Heiman, 2019). A study reported that self-fitness reports on FB are very up-to-date nowadays Fitness goals diaries and Eating habits diaries on FB are the potential instruments for accumulating health-related statistics in health (Pagkalos et al., 2017).

Data for the research paper has been taken from the author's thesis for Master of Philosophy in Media & Communication Studies, which has been submitted to the School of Media and Communication Studies Faculty of Media and Communication Studies (FMCS) University of Central Punjab, Lahore.

### **Significance of the Research**

Since 2007, the power of social networking sites has increased with the emergence of Facebook through which millions of people are connecting every year. According to Constine (2017), Facebook has become a very strong SMP with a rise of 1.5 billion to 2 billion users during the years 2012 to 2017. The SMS not only alters the patterns from where different students can connect but these platforms have too captured the knowledge available to their users. As with a bombardment of knowledge, this

does not mean that all of the content is useful to everyone. Facebook as a prominent marketing tool allows its users to share their stuff such as pictures, videos, and messages to their friends, colleagues, and family members. In addition to all this, Facebook's official pages related to ideal body shapes and physical appearances result in creating the ideal body perception among university students including both males and females (Derenne, 2003).

There are few reservations about the power of social media especially Facebook and the type of impressions it could put or cultivate in the minds of the users through people interactions. If the message is creatively effectively delivered and produced, then the strength of the message and its effectiveness could be enlarged. The usage of Facebook and its relation to the perception of university students about their health issues have been analyzed, whether this medium has a significant influence on the interaction between students to discuss their health plans. There are different pages on Facebook belonging to the different nutritionists and the research focused on the users visiting these pages, liking them, and measuring whether they are further getting perceived effectiveness from the available content.

The substantive aim of this research was to find out the connection between two FBUs and its relation to the perception of university students about their physical fitness goals and eating habits. Further, this study investigates the difference in the perception of female and male postgraduate students. The underlying objectives of the research were to analyze FBU and its relation to the perception of students towards eating habits and body image satisfaction; to analyze FBU and its relation to the perception of students towards their physical fitness and exercising habits; to find out the difference in the opinions of female and male students considering physical fitness and exercising habits using the Facebook platform; and to find out the difference in the opinions of female and male students considering eating habits using the Facebook platform.

### **Review of the Relevant Literature**

Facebook is significantly influencing its users to follow the diet plan pages and groups. They have great concerns regarding body image and their moods. This study focused on the impact of Facebook on the user's satisfaction with their physical appearance. Facebook is the most prominent tool for communication in modern times. Now it has become famous and popular due to its' easy accessibility as a tool of communication and raising power which appeared in (2005). With the advent of mobile technology, Facebook reached its peak of fame due to its allowance of two-way communication and added a new feature of feedback (Perloff, 2014). With the passage of time and the addition of different features, Facebook transformed the whole world into a global village. Everyone is busy with their social hand-outs, discussion, commenting, posting, and sharing. This Internet-based social media has allowed people to interact with people in their social circle, help spread awareness, and raise their voices for their rights (Amanda, 2013). It is now possible to communicate with the Facebook community at a single click. It has made communication far easier and more flexible with the advancement of technology. Social media has been playing a significant role in the field of communication due to the allowance of feedback that it has given to its users. Through social networking sites, like YouTube, Twitter, Facebook, etc., every individual has access world and vice versa due to the global village concept (Guarda & Heinberg, 2003).

With fast, prompt, and easy accessibility, it has reduced the importance of traditional media and nowadays, it is used for news dissemination due to its' quick updates. Alas, not much research has been done in our universities related to weight loss. The internet trend of using social media just started after the launch of Myspace in 2003, the world's first social networking site, which the majority of the users accepted as an innovative tool to interact with their friends and relatives. Social networking platforms have been extended to the development of Facebook, YouTube, Instagram, Twitter, Snapchat, etc. Amongst all these social networking sites, Facebook is the most popular social networking site and social media platform which has a maximum number of users and every year a huge number of new account holders join this platform. It has been noted that between 2012 and

2017; almost 1 to 2 billion users joined Facebook (Constine, 2017). Besides this other social networking sites such as YouTube, Instagram, Twitter, and Snapchat have also garbed the attention of billions of users. These social media sites have completely shifted the paradigm of internet usage at a 180 angle and provide a new way in which many people can communicate interactively. Not only has this but it also changed the way of getting information and its use by opening access to unlimited sources.

Andreassen conducted research with the underlying objective to examine the link between addictive use of social media, narcissism, and self-esteem. (Andreassen et al, 2017). In the past, very limited information was available and accessible to selective users, but now there is an overflow of information. However, a strong flow of information without any filter does not mean that all of the received information is necessary and useful for all kinds of users. What's app, Snapchat, Facebook, and Twitter give information to their users to use these platforms for their self-projection in front of their friends and strangers, and the desire to get famous is accepted by all intentionally or intentionally (Abdullah et al., 2014). The users can show snippets of their lives and interact with their friends and followers which as a result become a strong reason for users to compare them with others. This subsequently can have harmful effects because nobody is perfect (Liu & Lopez, 2012).

Krahé & Krause (2010) examined the influence of thin versus normal media models by showcasing beauty products followed by a choice of snacks, with normal and diet variants. The findings of the study showed that the impact of body image pressures was pervasive. Kalnes (2013) researched to examine the influence of social media use on adolescent females' perceptions of their body image. The research concluded that improving the perceived body image of female students will increase their self-esteem and body satisfaction, which will ultimately help reduce symptoms of depression and eating disorder behavior. Another significant research was contributed that aimed to compare gender similarities and differences in body dissatisfaction and disordered eating in midlife men and women, which resulted in the

latter having greater body dissatisfaction and disordered eating than men (McGuinness & Taylor, 2016). Likewise, another research aimed to examine the differences, relationships, and predictability of body image satisfaction, exercise, eating habits, and social media, which showed that males have higher body satisfaction than females and established a positive correlation between body image satisfaction and exercise, which was linked with the social media usage (O'Reilly, 2018).

Hunot et al. (2016) researched to establish whether the link between appetitive traits and BMI observed in children is present in adults, which resulted in adults with a higher BMI having higher scores for food approach traits and lower scores for food avoidance traits. Another research on Facebook activity showed that students who share certain tastes in movies and music are likely to befriend one another (Lewis et al., 2011). Another significant research supported the idea that the ultimate explanation for eating disorders is related to intersexual competition (Smith et al., 2010). Further research investigated how adolescent peer influence occurs on social media (Sherman et al., 2016). A very significant book contributed by Pope et al. (2000) provides literature on how to address the health crisis of men. Another study was conducted on US college students that aims to identify predictors of health information sources and how it can help colleges design more effective health information campaigns (Vader et al., 2011). Another research examined the association between personality traits (Wang et al., 2015).

### **Facebook and its Impact**

From college to university, students have to adopt new lifestyles including positive and negative behaviors. During this transition, they have much time to interact with new people and can make new friends which may or may not have some impact on their future lives. According to Winder and Li (2014), this transition period affects students often in different ways because of social media usage. On one side they interact with their friends physically getting new information about diet and exercise plans, while on the other hand virtual platforms greatly impact students to follow fixed health routines. By adopting choices concerning satisfaction of body image, research reflects that

satisfaction from friends and peers is a remarkable indicator of eating and fitness activity in students. A study was conducted whereby 65 research papers were examined on social media and its influence on Facebook and eating behavior was tested among different students (Tobey et al., 2014). Findings from this research exposed that the highest effects were shown by the use of social networking sites because students exactly follow the information regarding exercises and physical fitness goals (Kelly & Hyde, 2014).

The dietary plan can be affected by social situations, particularly in the case of university students. The same forces that come from inside the society can influence the exercise behavior and physical fitness routines of youngsters. This environment would be utilized for boosting divergent dieting habits in the bunch of buddies to maintain a healthy lifestyle. In a qualitative study by Lavis (2017), the discourse of journal content kept by first-year university students track their activities daily. This study also concluded to predict the actual issue related to their health. Society and social interaction could be a healthy activity considering the food consumption subject, while on the other side, healthy eating among university students can lead to unhealthy eating behavior (Petit et al., 2016). Most of the students were counted while they were involved on and off campus using food items. The study showed that social interaction at the university level is a strong reason for unhealthy eating (Spence et al., 2016).

It has been shown that society majorly affects an individual's health and fitness level. Companions, relatives, and others in an individual's life influence their routine-based decisions concerning their way of life practices. Since individuals are cooperating through social media platforms and this trend has increased, this is entirely feasible for individuals to be exposed to or affected by persons who are connected with them by an online relationship. The same in the case of university students, as the primary route behind long-range informal communication is through social networking sites using correspondence in a virtual domain (Cox & Cox, 1998).

The purpose of using Facebook is quite diverse relative to the users. The main purpose of designing and developing Facebook was to interact for socialization, and secondly for informally organized learning with peers. The developers and designers of this app rarely or never thought of using it for formal activities but only to communicate with each other to share updates and important information (Madge, Meek, Wellens & Hooley, 2009).

The most important and functional areas of using the app are resources and material sharing, useful communication between users including friends and relatives; maintaining individual standing; interacting with likeminded people and subjects by creating unique groups; constant monitoring of the latest information and sharing it with close friends at private and with the public. Karakayali and Kilic (2013) describe three major qualities of using Facebook: firstly, maintaining and developing ties with present and past networks. Secondly, a user can have access to what others are doing. Thirdly, it provides the chance to engage yourself in a similar network in one place with a group of people from different cultures. Similarly, Facebook research is categorized into four main parts, SNC, self-recognition, use for gratifying needs, and the powerful use of Facebook for educational purposes (Bosch, 2009).

According to a study, 90% of university students were reported to have a Facebook account and this extensive level of usage shows the overall impact on their health behaviors (Koslowsky et al., 1992). Another study by Carpentier (2002) reveals that the individuals who used Facebook utilized this app for at least 35 minutes a day. Very repeated Facebook use shows that the majority of the students use this app for contact with companions and to assist with shaping an individual personality on the net.

Findings of reputed research papers, magazines, websites, and different methods of correspondence evidence that online life destinations can be utilized to influence one's fitness goals (Christakis, Haley & Jahns, 2011). Even though these accounts are not founded on any deductively led examination, to show trust more examination of the connection will show critical connection in SMU and BIS-related matters.

Martina (2013) proposes that sharing PFG (physical fitness goals) posts objectives and other fitness goals on social media platforms like FBU and requesting assistance from SMN strangers or fellows may be very helpful in achieving fitness goals. The research shows keen knowledge of the capacity of online media communication as gives way to strong associations between individuals who are keen on taking care of their health and EH.

Andreassen in his literary work on the development of the Facebook addiction scale through the Bergen Facebook Addiction Scale (BFAS) established positive effects on neuroticism, extraversion, and negatively related to conscientiousness. The tendency towards delayed bedtimes and rising times has been reported (Andreassen et al, 2012).

Besides the health experts' suggestions, a few scientists have examined the connection between web-based life and way-of-life practices related to one's BIS matters. A recent report showed that 75% of grown-ups in the age of the times of 18 to 30 age group utilize SMC, for health practices or clinical data, or a comparable range of SMU clients utilize SNC (Pempek, Yermolayeva & Calvert, 2009), and the results from this study explored the potential of Facebook which can be used to help encourage the students about their health-related data. Respondents from the examination accepted the presence of more gatherings, for example, the one made in the investigation would be valuable for students who were keen on upgrading their health information. Given the consequences of the examination, it was recommended that university students' education be improved through online platforms and that mediation projects might have the option to exploit the boundless utilization of long-ranged informal communication tools, for example, Facebook and Twitter to assist them with meeting individuals who can impact their fitness practices (Frimming, Polsgrove & Bower, 2011).

Unfortunately, very few numbers of scholars have researched to explore the true FBU relationship in university students' health behaviors. Several studies have suggested that universities utilize online platforms to spread diet and health-related data to help students to inform them about their health, as there is proof showing

that strong connections can assist with conquering the challenges related with grounds life that may prompt certain well-being behaviors (Childers, Hausenblaus & MackD, 2011). Because of the chance to interface with individuals who are like them, however, who may likewise impact dietary and physical action propensities, these web-based life destinations have a significant capacity to majorly affect ways of life and practices.

There is no escape from digital networks because our lives are surrounded by a wide range of platforms of social media such as Facebook, WhatsApp, and Instagram. These mediums may have a strong influence on the personal choices of an individual and thus motivate them to shape their bodies through proper diet plans and amount of weight loss (Christakis & Fowler, 2007). It is very important to note that Facebook pages related to health tips can play a vital role in the eating habits of individuals to achieve a satisfactory body shape with a balanced weight. Images with ideal body shapes are displayed on these diet pages as a source of motivation among male and female students and meta-analyses have shown a strong connection between SMU and BIS (Grabe et al., 2008). The research further evident that during communication a medium is designed to influence the target audience whose effect has to be made or planned through motivations, and where thoughts of each communicator have given importance by making him the opinion leader. The communicator has to be strong in all ways including intergroup conversations, interpersonal, or any other advancements in technology. When the communicator is strong, good results can be achieved.

### **Body Image Satisfaction**

In this study, Facebook is used as a communicator to convey the message through diet-related pages. Although Facebook and other social networking sites have engaged users of all ages and effectively made their way into formal and non-formal activities (Skeels & Grudin, 2009). However, the question is whether Facebook influences body image satisfaction in university students. Wheeler, Yeomans, and Wheeier (2008) elaborated that the dawn of ICT technology and its accessibility which increased in the 21<sup>st</sup> century has changed the

decorum of communication. The new advanced software and hardware that are being used for social interaction have given importance and popularity to social networking sites. These websites allowed interaction among users allowing them to give and get feedback. These websites have allowed individuals to make profiles, add friends to their community's social media, and finally transform into an online feedback community. Facebook got its expansion in two big phases: 2013 and 2015 when its growth was seen in Europe, Asia-Pacific, USA, and Canada.

Social networking websites were used for social interactions and were operated from internet-mediated services for communication through profile-making and interacting with old and new people for passing pleasant time (Salehan & Negahban, 2013). With the advent of mobile technology, things have changed because everyone has that machine. Hence, the popularity of these sites reached its' remarkable peak. This thing changed when it gave awareness related to health and allowed people to think about their health on a prior basis. This health communication saw its' boom during the 21<sup>st</sup> century because people were in a position to give feedback and ask questions related to their health. Ritterband et al. (2009) said that advancement in health interventions caused social media to work for feedback, by this it was possible to target desired populations, due to direct access to online social networking sites. This research took low Socioeconomic Status (SES), adolescents as the population of the study, questionnaire was distributed among them to access a systematic review of health information provided to the users of social sites. Furthermore, this research helped to find out how motivation was provided to users by changing the style of traditional health promotion messages into online health messages for the proper target population.

Ethan et al. (2016) conducted research, which was based on the articles and advertisements featuring weight loss content and products in mainstream US-based health and fitness magazines wherein the former disseminated useful information about exercise and dieting while the latter focused on potentially harmful health beliefs and behaviors. Another research (Flegal, 2002) was

conducted to examine trends in obesity from 1999 to 2008 in the USA.

In an experimental study, Kramer et al. (2014) examined the moods of social media users. It helped to find out that content plays a vital role in changing moods among users because they use social media in large strength. The experimental review showed that people are negatively influenced by social media platforms, which affects their personal lives and is a big cause of depression. Heaney & Israel (2008) stated that social media which is common in today's world due to mobile technology has become a source of social support in different scenarios. Grieve et al. (2013) performed a longitudinal study whose results show that social media is affecting individuals in different ways. Social media connectedness, especially Facebook has helped to lower anxiety and depression because you spend good time with your friends whom you added. Hajli (2014) elaborated in this study that Facebook provides support to individuals through social interactions. Moreover, social interactions can also influence social norms among users, and finally, Facebook health promotion intervention can be achieved (Glasgow, Vogt & Boles, 1999).

Similarly, a systematic review identified the following study which reports that BIS texts sent by SMC give social assistance to students with suitable examples. The ambition to link to fellows was a vital innovator for connecting to the net support class (Moorhead et al., 2013). In another study, a sample of 299 Facebook users was taken. It was statistically found that individuals who are more socially anxious than such users can get a better understanding of content in both online and offline scenarios. These anxious users could also motivate other users to join online support groups and these socially anxious users have been given the name as primary motivation group. In addition, these people will help each other to give mutual benefit to Facebook users because both are dependent on Facebook for information (Steinfeld, Ellison & Lampe, 2008).

According to Nutbeam (2000), online health promotion campaigns if it is interactive and well-researched related to specific health issues, will provide social support which will result in behavior change. Not only this but when online

health campaigns are targeted to the desired population to reach a large number of users, this study is done keeping in view above mentioned scenario. This study included 55,234 likes to the app by 47,654 users visited in a four-month time span, whose results showed that Facebook was effective in the promotion of health issues among users. By Facebook, the users were in a position to show their reservations through feedback, somehow it shows both likes and dislikes were seen (Jane et al., 2018). Fardouly et al. (2015) organized a research study on FBU's impact on a study on young females having concerns regarding body image and mood. The study reported that females using Facebook are more exposed to following such diet plans, to maintain their physical appearance. The current research depicted a positive correlation between FBU and BIS. Furthermore, the study raised a point that young females analyze compare, and evaluate their appearance with others regularly.

Chua and Chang (2016) examined in this study which shows the effects of the social world in promoting and following the dietary habits among women. The study demonstrated the consequences and insecurities regarding physical appearance among females. The research explained that the drive for thinness is used as a competitive weapon among women to maintain their social status. The research concluded that their over-evaluation regarding physical appearance and guiding the diet plans was used as a strategy to avoid the inferiority complex and receive social acceptance.

James (2009) elaborated that the benefits of losing weight can help adolescents in developing dieting attitudes for obsessed people. When these benefits influence users, young people change their lifestyles and behaviors. This research was conducted by surveying participants with closed-ended questions. There is limited impact on FBU and BIS in youth, as they should be more aware of it and there should be made policies (Bayer, 2005). On the other side, there is an association between SNC and BIS (Holland & Tiggermann, 2016). There should be critical thought between female university students using Instagram for BIS (Sharifi et al., 2016). Facebook effects on BIS AND people showed a FB connection with BIS than conventional media (Cohen, 2015). In female and

male exercising effects, females show a high response to the shape of the body (Williamson & Tiggemann, 2000; Cloud, 2009).

This research makes an emphasis on social networking sites specifically Facebook, because of its maximum usage and easy availability in Pakistan. Unlike other studies conducted on weight loss, this study will analyze the role of Facebook in providing awareness and measure the attitude of people through surveys to utter the society's norms and values. If people still think that Facebook cannot work for creating awareness regarding weight loss then they must check the influencing power of social media. Social media has gained its importance all because of its' revolutionary features in the form of feedback and interaction among users. This study has shown results that weight loss awareness message was received by users through which their lifestyle was changed and they became diet conscious, diet plans were followed by users to help themselves look healthy. Hence, it is really important in the age of social media to tell how powerful the message through its effectiveness is, reach, and vice versa.

### **Conclusion and Recommendations**

The research showed the effects of FB on students to increase motivation and better their lifestyle. Universities' students are conscious about their diet and fitness goals and the involvement of social media sites like Facebook has changed the entire mindset. This phenomenon is not new as the research shows that there have been many reasons which affect the level of users' satisfaction with these sites while considering their fitness goals. It can be concluded that eating habits, exercising habits, and physical fitness goals are three

dependent variables that are the major predictors of levels of social media usage, especially the use of Facebook. The relationships between health and well-being satisfaction and Facebook usage can have positive or negative effects on both male and female university students. Moreover, this study shows that females are more conscious about their eating habits but at the same time they have issues maintaining a healthy physique, showing that females scored high levels of body image satisfaction. The situation is completely consistent with past studies where the females would have been considered to more conscious and particular about their body image satisfaction. Facebook as a potential platform is helping a lot to connect with the latest information about their satisfaction with body image.

This study showed that FBU and body image satisfaction of students have a positive connection, even then students are active participants in this medium. Both males and females are very particular while taking health-related information through Facebook as Females are interested in different subjects while males are in other orientations. This research paper could help affected students in preventing Non-Communicable Diseases (NCDs), as unhealthy eating habits and fitness inactivity are the main focus of the WHO plan to reduce the death rate due to NCDs. It is noted that Facebook as a potential medium can help its users to actively participate and use according to their interests. The conceptual framework of uses and gratification fits within the boundaries of this study, and we can conclude that new media is a powerful tool that is being used by students with their own free will and interests.

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