

The Influences of Use of Media and School Bullying on the Women's Appearance Anxiety

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Abstract. In China, with the development of techniques and the way of communication became more modern, such as phones or computers. What is more, with the development of era, people's appreciation of the beauty has changed a lot. In previous study, it indicated that women are more likely to have the appearance anxiety. On the Internet, it is clear that a unified aesthetics for women is appearing which are summarized into pale and thin. In such environment where the information cocoon and comparison made online, leading to a problem that women may have the appearance anxiety. Meanwhile, an increasing frequency of school bully caused by the appearance also related to some mental problems. Thus, the school bully may have the possibility to make women have the appearance anxiety. Based on some researches about the relationship between Internet and appearance anxiety as well as some surveys about the frequency of school bully. This study analyzed whether the Internet and school bully had an impact on the appearance anxiety. In conclusion, this study found that the Internet and school bully had an influence on the women's appearance anxiety through analyzing these references. The present study summarizes the evidence to further explore the mechanisms influencing appearance anxiety. In addition, this study provides a direction for related people to deal with the appearance anxiety based on the two factors, use of media and school bully.

Keywords: Information cocoon, comparison, appearance anxiety of women, school bully, unified aesthetics.

1. Introduction

In China, with the development of society and the change of culture, people's appreciation of the beauty has changed a lot. A new appreciation like the pale and thin aesthetics start to appear in the Internet age and so many people will post their selfie or judge others' appearance on the Internet. In such an environment. Everyone values look. Many people are worried about they are not good-looking enough and have appearance anxiety. Even if people who look pretty also have this kind of problems. In today's world, appearance anxiety has become a major concern for women, driven by social norms and reinforced by internet media. In a youth school media for 2063 college students across the country to carry out a questionnaire on the topic of appearance anxiety, around 59.03% of college students have a degree of appearance anxiety. Among this survey, the percentage of females' college students (59.67%) have appearance is higher than that of men (37.14%) [1]. Thus, women are more likely to have the appearance anxiety than men. Females are more anxious about their figure, appearance and so on. More and more females may go to plastic surgery and lose weight excessively in order to become more beautiful. Therefore, reducing the level of the appearance anxiety of women is vital.

However, most studies focus on the development of appearance anxiety. Few studies focus on the exact factors influence the appearance anxiety, especially school bullying. The appearance anxiety can have an impact on people's emotions as well as psychological. According to an analytical dualist viewpoint, appearance anxiety is essential to comprehending the psychological traits of contemporary social life, which are reflective of young people's behavior, cognition, or embodied phases and states [2]. Thus, knowing that the factors influence the appearance is very important. In this research, the two questions are showed below a): whether the use of media has an impact on the appearance anxiety? b): whether the school bullying have an impact on the appearance anxiety? This study will investigate the factors through reviewing the literature. This study will define the appearance anxiety, school

bullying and media use of women and discuss the two factors based on the unified aesthetics, information cocoon, comparison made online and two particular types of school bullying.

2. Key Concept

2.1. Appearance Anxiety, School Bullying and Media Use of Women

Appearance anxiety refers to women are afraid that their appearance cannot reach the standard of the outside world and have a negative feeling for their appearance, such as upset, worried and lack of confident. While in an age of the Internet, being a participant social media, particular actions involving appearance comparisons and judgements, may be more likely to cause appearance anxiety than regular social media use [2]. Since social media can foster a culture of social comparison and attention to appearance [2]. Therefore, the use of social media is more likely to be defined as the participating in comparison online rather than the frequency of use in media social. In a study from the University of Michigan Health Research pool website indicated that aged 18-35 women spent most time the most time looking at the face (31%), followed by the chest (20%), thighs (9%), waist (7%), hips (7%), arms (5%), hair (5%), lower legs (4%), shoes (3%), and body negative spaces (spaces between the arms and legs) (3%) in descending order [3]. Through this study, it can be found that women would focus on the appearance in detailed of other women on the Internet. After watching this kind of videos for a period. They may begin to be anxiety about their appearance.

Besides the use of social media, the school bullying may also have an impact on the appearance anxiety. School bullying refers to a person or a group of people suffer from the bullying and oppression come from the other person or a group of people, including verbal violence, cold violence, physical violence and exclusion in interpersonal interactions. School bullying occurs because of several factors, individuals, family, society and school. In terms of individuals, most students suffered bully because of a low self-esteem. Students may have a low self-esteem because of several reasons. For females, one of the reasons is the physiological shortcoming, such as incomplete facial features, ugly appearance and obesity.

2.2. Unified Aesthetics

With the development of society, the attitude of people towards to the beauty has changed a lot. From a book called Chinese beauty, the aesthetics constantly shift between being delicate, thin and plump body [4]. At present, in a society that the women are still being objecting, the aesthetics tend to be unified which are pale and thin. The internet influencers all have the similar makeup and appearance, big eyes, white complexion, a slap face, and a tall, slim form are the popular aesthetics of putting down [2]. In this era of valuing appearance, the size of the clothes offered by producers is smaller than the standard size and the makeup tutorial videos on the Internet will use the thick foundation to cover the freckles. Once the aesthetics are more singular and narrower, it will cause a problem that women may have a possibility to over lose weight and so on in order to satisfied the aesthetics of the public. The modern aesthetics are influenced by the both the Internet culture and economy.

2.2.1 Comparison Made Online

Aesthetic culture's turn reflects the microcosm of a time and is socially connected to gender culture. Women's aesthetic standards are constructed in the conventional patriarchal society on the basis of the strengthening of the male perspective. When women lose their subjective status. They become the focus of attention [5]. When women post their photos on the Internet. The comments sometimes will appear a series of rating and reasons. What is more, there is a phenomenon that a group of women will post selfies of them and then ask for a rating and review of them. And in the study mentioned above from the University of Michigan Health Research, it is clear that women pay more attention on the face and then is body rather than the clothes. This is also an invisible beauty comparison. As for some common social media applications, such as Instagram and Facebook. Women those who

used Instagram, but not Facebook, showed decreased body satisfaction, decreased positive affect and increased negative affect. Instagram may be a particularly harmful platform when it comes to body image because of its focus on photos over text [6].

2.3. The Information Cocoon

According to American scholar Keith Brown R. Sunstein, "we only listen to what we choose and what pleases us" and "The Daily Me", which is generated based on personal preferences, can be more harmful to people's cognition and perception. These observations are where the idea of an "information cocoon" originated [7]. It refers that the Internet will suggest the content to users depends on the personality and interests. As for people who are interested in appearance, the Internet may suggest them some videos related to it. Thus, for people who are lack of confident about their appearance, they may search for some information about others' appearances, like some make-up videos, selfies of the hot guys and beauties. Whether make-up videos or selfies of good-looking people, the Internet influencers all become good-looking in the end of the videos. Once the Internet detect their preferences. They will see more data about appearances. As a result, when they surf online. They are always concerned about their appearances virtually. Over time, their thinking will become more constrained. They will only perceive a single and narrow value cognition and their assessment of aesthetic appearance will become more subjective.

2.4. The Relationship between Internet and Appearance Anxiety

In the Internet where the aesthetic tends to be unified, women spent most of their time on the Internet. Women can obtain the information related to the appearance through watching videos or posting their photos. In this process, it will produce the comparison and the information cocoon. A recent study indicated that information that might readily give rise to concerns over the look of female college students is frequently pushed in an effort to reap more financial rewards. Due to the widespread use of social media, female college students are able to follow traffic on these platforms blindly, which puts their physical and mental health at risk. This may be readily manipulated by the platform's content providers [8]. Thus, the comparison made online and information cocoon play a role in causing women's appearance anxiety. Women can have the appearance anxiety when they are surfing online.

2.5. School Bullying

2.5.1 Two Particular Types of School Bullying

As mentioned above, school bullying refers to a person or a group of people suffer from the bullying and oppression come from the other person or a group of people, including verbal violence, cold violence, physical violence and exclusion in interpersonal interactions. There are two particular types of school bullying which are people sometimes will ignore. The secretly taking pictures or creating pornographic rumors. Some people they may bully someone else through taking others' ugly photos or unsightly photos secretly. In terms of ugly photos, the bullies may post the photos on some platforms to make people laugh at the people who are bullied. As a result, if they are not able to resist the bullies. They will choose to find problems from themselves. This can leave the victim in a constant state of fear, defended from the presence of the camera and always concerned about their appearance. As for another type of school bullying, creating pornographic, bullies are likely to make some good-looking people's pornographic rumors. The object of appearance anxiety includes everyone because anyone can have a lack of clarity about their physical appearance, leading to emotions such as anxiety. For example, using tools such as PS and PR to transplant photos or videos of victims to pornographic images or videos to achieve the goal of distorting or belittling the image of others or posting photos or videos of victim with fabricated facts or foul language such as malicious slander and humiliation. It will cause the person being bullied to have negative feelings about their appearance, such as disgust.

2.5.2 Frequency and Reason of School Bullying

A report from a website, it indicated that the incidence of school violence in China is relatively high. According to China's 2014 research data, more than 30% of primary and secondary school students had experienced school violence. According to incomplete statistics, in the first half of 2015, there were more than 20 vicious school violence incidents publicly reported by the media; According to a 2015 survey by the China Youth Research Center, 38.7 percent of primary and secondary school students surveyed were occasionally or often bullied by their classmates. At the same time, the study shows that school violence is mostly committed in groups. There are few individual perpetrators and it is generally carried out by more than two people in groups. Among them, the proportion of school violence carried out by groups of 2~5 people is the largest, accounting for 48% of the total. The proportion of groups of 6~10 people is about 22%. The proportion of cases of school violence committed alone is 20% and the number of school violence cases involving more than 10 people accounts for 9.7% of the total. Thus, the problem of school bullying is still serious and some of these school bullying may be caused appearance anxiety.

2.5.3 The Relationship between Bullies Caused by Appearance and Mental Problem

There was a research studying on the relationship between appearance and school bullying and body-esteem. In this study, it indicated that although there were some variations among the various types of body-esteem, lower levels of body-esteem were linked to higher levels of victimization about all aspects of physical appearance. Significant negative relationships between body-esteem appearance and all forms of victimization related to physical appearance were found for both girls and boys. Significant negative relationships between body-esteem, weight, and all forms of victimization linked to physical appearance were found in girls. In conclusion, there was a substantial negative correlation with victimization regarding physical appearance and attire for females and body-esteem attributions [9]. Therefore, sometimes the school bullying occurs because of the appearance. The more people are bullied because of appearance, the less body-esteem people have. As a result, in another study, it indicated that some mental problems can be caused by school bullying. The most prevalent symptoms among bully victims and equally common among bullies and victims were anxiety, sadness, and psychosomatic symptoms. Bullies were the ones who used drugs and alcohol excessively on a regular basis, followed by bully-victims [10]. Thus, the people who are bullied because of the appearance will have the appearance anxiety.

3. Conclusion

This study's purpose is to find out whether the Internet and school bully have an impact on the women's appearance anxiety. Through reviewing and analyzing the references, this study found that the Internet and school bully have an impact on the women's appearance anxiety. There were some studies about the relationship between the Internet and appearance anxiety and most of these researches studying on the appearance anxiety of all people, not only focus on women. Few studies focus on the women's appearance anxiety and the Internet, especially the information cocoon, unified aesthetics and comparison made online. This study focus on the women's appearance anxiety and the information cocoon, unified aesthetics, comparison made online which are defined as well as analyzed in this study. In previous studies, researchers pay more attention to the solutions to deal with school bully or reasons behind the school bully. By the contrast, few studies focus on the relationship between school bully and women's appearance anxiety. Thus, this study indicated and defined two particular types of school bully which are related to the appearance. Findings indicate that the school bully is associated with the women's appearance anxiety via analyzing the relationship between mental problems and school bully. As a result, both school bully and the media use will cause women to have the appearance anxiety. Therefore, some related people can deal with the appearance anxiety from the perspective of Internet and school bully. However, this study did not take other factors into studying the influence on appearance anxiety. There may be some other factors, such as autogenesis,

self-esteem level, emotional regulation ability are likely to have an impact on the women's appearance anxiety. What is more, this study only focus on the appearance anxiety of women based on the unified aesthetics that are different from men. For future studies, they can do some researches on the other factors influencing the appearance anxiety of all people.

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