

The Influence of Social Media Use on Appearance Anxiety of Male College Students In a Media Society

Yongqi Zhang¹, Leilei Ding², Rong Lan²

¹School of Literature and Journalism and Communication, Ocean University of China, Qingdao 266100, China.

²College of Humanities, Jinggangshan University, Ji'an, Jiangxi 343000, China.

Abstract

With the widespread popularity of the Internet and the prosperity of online social media, there is a shadow of social media everywhere in people's life, and the media society has been concerned by communication scholars. In addition, in recent years, women's appearance anxiety has become a topic of concern to the society. The survey shows that male college students also have obvious appearance anxiety, but there are few related studies. This paper attempts to take the media society as the theoretical background, take the appearance anxiety of male college students as the focus, adopt the method of questionnaire survey, revise the appearance anxiety scale, explore the psychological and behavioral performance of male college students' appearance anxiety, and study the influence of the use of social media on male college students' appearance anxiety. The results show that the higher the degree of male college students' participation in social media, the more obvious the appearance anxiety reflected in psychology and behavior, and the degree of social media participation can positively affect the appearance anxiety and behavior of male college students. This paper helps to improve the research on appearance anxiety of male college students, and plays an enlightening role in improving appearance anxiety and promoting the benign development of social media.

Keywords

Media society; Social media; Appearance anxiety; Male college students.

1. Introduction

According to the 49th Statistical report on the Development of the Internet in China in 2022, by December 2021, the number of Internet users in China had reached 1.032 billion, the Internet penetration rate reached 73.0%, and the average Internet user spent 28.5 hours on the Internet per week. The Internet is deeply integrated into people's daily life [1]. According to the China Statistical Yearbook, as early as 2016, the Internet penetration rate of people aged 10-19 and 20-29 has exceeded 90% [2]. The above two age groups can cover the group of male college students that this study focuses on. In this context, social media with its large number and spontaneous spread of the two major elements in the group of college students has created an extensive and profound impact.

In 2021, Zhongqing school media conducted a special survey on appearance anxiety among 2063 college students[3].The survey shows that 59.03% of college students have a certain degree of appearance anxiety about appearance and stature. Among them, the proportion of boys with serious appearance anxiety is higher than that of girls, and the proportion of girls with moderate appearance anxiety is higher than that of boys. It can be seen that college students' appearance anxiety is a common phenomenon, and it is not unique to girls. However, the previous academic studies have mostly focused on the appearance anxiety of women, and

the appearance anxiety of men, especially male college students, is a rarely seen topic, which is the starting point of our research.

How does appearance anxiety rise and contain users in the use of social media? The mechanism pushed by big data has accelerated the generation of information cocoon rooms, the pursuit of flow and its dividends under the appearance economy has intensified the herding effect in the aesthetic field, and the generation of opinion leaders is easier and faster than ever before. and try to shape each individual with a single aesthetic discipline."Interaction" is an illusion. According to Horton's "quasi-social communication" theory, the information flow of media public figures to the audience is one-way^[4]. In addition, the convenience of online social media communication also lurks the danger of spreading out of order or even out of control, which also makes aesthetic discipline lack of timeliness of refutation and overthrow. Where there is beauty, there is a trial, and aesthetic culture embodies the interactive relationship between the observer and the observed.

The turn of aesthetic culture is related to gender culture in social sense, which embodies the epitome of life in an era ^[5]. With the promotion of the popularity of the Internet, the Internet world has gradually changed from being dominated by male netizens to close to male to female ratio, and the gender attribute of the Internet has been diluted ^[2]. Male college students are not only the traditional viewers of social media, but also the watched, unable to escape from this torrent of facial anxiety. How does the use of social media affect the appearance anxiety of male college students? This is a problem worthy of attention and needs to be solved.

Taking the influence of social media use on male college students' appearance anxiety as the core of this study, this paper will investigate and analyze the overall situation of male college students' social media use and appearance anxiety, and explore the relationship between social media use and male college students' appearance anxiety.

2. Literature Review

2.1. Media Society

In the 1930s, with the emergence of mass newspapers, mankind entered the era of mass communication. since then, the mass media has become an important part of modern life, especially the invention and popularization of television have strengthened people's dependence on the media. In the 21st century, the development of the Internet and mobile phones has greatly promoted this trend. New media and traditional media continue to infiltrate into the society, and people living in them will inevitably rely on the ubiquitous media environment, which makes all kinds of social groups change their behavior and cognition to adapt to the living environment of media, so they are gradually mediated.

As a conceptual term, "medialization" first appeared in academic research in two regions, namely, Germany and Scandinavia. In the 1930s, Ernst Manheim proposed that there is a media tendency in human relations^[6]. In the follow-up research, many scholars, such as Friedrich Krotz and Stig Hjarvard, have made an in-depth discussion on the concept of "medialization" and expanded and applied it, and put forward the academic research on the mediated society. Some scholars believe that the concept of "media socialization" existed as early as Parker, the pioneer of the Chicago School^[7]. However, some people question this point of view. In the process of the development of "media socialization", Goffman, Bourdieu and Debo express this phenomenon differently. but they are all equally aware that human behavior and cognition are influenced and restricted by some structure. So far, there are different opinions on the definition of media society, among which Zhang Xiaofeng believes that media society is based on the technical support of media integration and the audience's dependence on information. it reflects a form of information society in which the media can influence the construction of social environment ^[8].

In the field of mass communication, Li Puman put forward an important point of view that there is an influence between "real environment" and "information environment". He believes that the information environment formed by mass communication (that is, mimicry environment) not only restricts people's cognition and behavior, and by restricting people's cognition and behavior to have an impact on the objective real environment^[9]. In fact, many subsequent discussions about the media society continue to support his prediction. Xie Liting believes that the media has a virtual media field, and the "media society" is a society in which other fields and media fields depend on each other, and they are bound to influence and restrict each other, because they are "interdependent" ^[10]. In the follow-up research on television media, it is found that the emergence, use and popularization of a certain media, including the media tool environment formed by it, will have a great impact on people's personality or personality. At the same time, some scholars further pointed out that under the comprehensive and profound influence of the media, everyone will become a "mediator", and people's individual consciousness and way of thinking will be branded as media ^[11].

The above theories all point out that in a media society, people are bound to be influenced by the media, including people's way of thinking, behavior patterns, cognitive attitudes and so on. This provides a very necessary theoretical premise and basis for our study of the impact of social media use on appearance anxiety of male college students.

2.2. Social Media Use

At present, there is still no authority on the concept of social media, but different expressions still have something in common, mainly referring to the virtual interactive community based on Internet technology. In the field of communication, the research of social media begins with the observation and thinking of blog as a "self-media" phenomenon. Its appearance intuitively presents the process of users' independent creation and information dissemination based on the network platform ^[12]. Since then, different forms of social media have also begun to develop. At present, the popular social media in China mainly include Wechat, QQ, Weibo, Douyin, bilibili and so on. Most of the domestic research on social media is also focused on the above platforms. Based on Wang Rui's research on the mobile media use of college students in ten universities in Shanxi ^[13]. As a result, we know that college students use the above social media frequently. Social media in this article mainly refers to Wechat, QQ, Weibo, Douyin and other platforms. In this kind of platform, the group of college students is active and has a high degree of participation, In the past, there are a large number of studies to explore the impact of different social media on all aspects of college students, including behavior patterns, values, cognitive attitudes and so on. This paper also focuses on the impact of the use of social media on college students' cognitive attitude. When studying media contact, Li Ming and others embodied it into two dimensions of media contact and media participation ^[14]. Based on this, the use of social media in this paper is studied from two dimensions: social media contact and social media participation, which refers to the frequency and duration of audience use. Social media participation refers to the behavior of the audience to participate in the production of media information, such as the audience's spontaneous like, collection, release, comment, forwarding and other behaviors ^[14], which is more conducive to the research on the social media use of male college students.

2.3. Appearance anxiety

As early as 1935, Paul Schilder, an Austrian psychoanalyst, conducted an analysis and research on body image. He proposed that if people have a negative evaluation of their body image and think it does not meet social expectations, there will be "social body anxiety" ^[15]. This is an analysis of "appearance anxiety" from the body as a whole. Later studies pay more attention to the self-cognition of female body image and explore how the level of female self-image identity

reflects [17]. Now known as "appearance anxiety", it is the escalation of "social physical anxiety" under the background of the rapid development of new media.

As an online vocabulary born under the economic background of online celebrities, there is not a unified and accurate definition of appearance anxiety at present. This study quotes the definition of "youth phenomenon". "appearance anxiety" mainly refers to the influence of social aesthetic standards and social media context. Individuals have negative emotions of self-confidence, dissatisfaction and disapproval about their appearance, body shape and other body images, thus falling into a state of anxiety [18].

In a survey of 2063 college students about appearance anxiety conducted by Zhongqing school media in 2021^[3], the proportion of severe appearance anxiety among boys (9.09%) was higher than that of girls (3.94%). The proportion of moderate anxiety of girls (59.67%) was higher than that of boys (37.14%). In addition, appearance anxiety is reflected not only in emotion, evaluation, cognition and other psychological aspects, but also in behavior [19]. For example, check and adjust their appearance frequently. 48.65% of the college students surveyed said they would actively take care of their skin and exercise because of their appearance anxiety, and at the same time improve their makeup skills. Of these, 55.25% of girls will take action, compared with 30.17% of boys, 17.02% of boys will not take action, this figure accounts for only 5.52% of girls; 5.39% of respondents will consider plastic surgery or cosmetic surgery because of facial anxiety. Based on this, the discussion of appearance anxiety in this paper is divided into two aspects: appearance anxiety psychology and appearance anxiety behavior.

In a word, nearly 60% of college students have appearance anxiety, and the severe appearance anxiety of boys is higher than that of girls, but most of the current researches at home and abroad focus on the appearance anxiety of female college students. there are still some gaps in the discussion of male appearance anxiety. Therefore, this paper believes that the study of male college students' appearance anxiety is also an important proposition. Based on this, the following research questions are put forward:

Question 1: What are the manifestations of appearance anxiety and appearance anxiety behavior of male college students?

2.4. Social Media Use and Appearance Anxiety

There are many factors that affect appearance anxiety in social media. The study points out that there are a large number of marketing accounts on social media platforms that use selling "appearance anxiety" as a traffic password to gain immoral benefits. establish a quasi-social relationship between the audience and the "perfect online celebrities" who promote "appearance anxiety"^[20], in order to make the audience themselves become the active promoters of contemporary abnormal aesthetic culture [17]. In addition, Marengo and others believe that as a place for individuals to build "virtual self-image", individuals who frequently use highly visual social media will have a significantly higher degree of appearance anxiety than their peers who do not use social media, especially for people who usually pay more attention to their appearance [21].

At the same time, some scholars have pointed out that sensitive people rely more on the media to pay attention to content related to appearance, so as to seek comfort and recognition to improve their sense of self-satisfaction, and then spend more time on social media after a moment of satisfaction, thus forming a cycle, which eventually leads to anxiety [22].

Based on the above literature review, this paper puts forward the following assumptions:

Main hypothesis 1: The degree of social media exposure is positively correlated with male college students' appearance anxiety.

Hypothesis a: the higher the degree of social media exposure, the more obvious the appearance anxiety of male college students.

Hypothesis b: the higher the degree of social media exposure, the more obvious the appearance anxiety behavior of male college students.

Main Hypothesis 2: the degree of social media participation is positively correlated with male college students' appearance anxiety.

Hypothesis a: the higher the degree of social media participation, the more obvious the appearance anxiety of male college students.

Hypothesis b: the higher the degree of social media participation, the more obvious the appearance anxiety behavior of male college students.

In view of the fact that appearance anxiety has become an important topic in today's society and has been widely concerned by communication psychologists, the research on male appearance anxiety is still inadequate. From the theoretical perspective of media society, this paper synthesizes the factors that may affect appearance anxiety.

In addition to including demographic variables, social media exposure and participation, love experience (number of times, whether or not they are in love) is also included in this study. Based on this, this paper puts forward the following questions:

Question 2: how do male college students' exposure to and participation in social media, demographic variables and love experiences affect their appearance anxiety?

3. Research Methods

3.1. Research Object

In this study, a questionnaire was used to conduct an online survey of male college students. A total of 249 questionnaires were collected, and 197 valid questionnaires were obtained after screening, with an effective recovery rate of 79.1%. Among them, the age distribution is 17 to 30 years old (the average is 20.68, the standard deviation is 1.823); academically, college and other equivalent qualifications 8.6%, undergraduate 88.8%, postgraduate and above 2.5%; professionally, literature and history 29.4%, science and technology 66%, art 4.6%.

3.2. Measure

3.2.1. Media Contact Degree

In the part of measuring social media exposure, it is mainly measured from two dimensions: frequency and duration of social media use, with a total of two items. The frequency and duration of social media use are scored by 4 points (1 = "hardly used", 4 = "more than 6 times a day", 1 = "within 2 hours", 4 = "every 6 hours and more"). The higher the score, the longer the use of social media.

3.2.2. Media Participation Degree

When measuring the degree of social media participation, learn from and modify Li Ming's measurement of media participation, including the frequency and behavior of liking, retweeting, collecting, actively posting or talking about, and commenting on relevant content, with a total of five items. Including "I will like the content on social media", "I will forward the content on social media", etc., with 5 points (1 = "never", 5 = "always"). After adding the average value, the comprehensive index of the degree of media participation is obtained. The higher the score, the higher the level of participation in social media. In this study, the Cronbach's alpha of this part is 0.89.

3.2.3. Appearance Anxiety

With regard to the psychological appearance anxiety of male college students, the questionnaire draws lessons from and modifies the simplified version of negative physical

intention scale revised by Liu Daqing [23], a total of 20 items were investigated on four factors: fat or thin, appearance, height and overall, including "my appearance depresses me", "I am quite concerned about my weight" and so on. Four of the items are reverse scoring. The option is 5 points (forward scoring is 1 = "very disagree", 5 = "very agree", reverse scoring is 1 = "very agree", 5 = "very disagree"). After accumulating the average value, the comprehensive index of appearance anxiety was obtained. The higher the score, the more worried the male college students are about their appearance. After factor analysis, 2 items were excluded. In this study, the Cronbach's alpha of this part is 0.90.

3.2.4. Appearance Anxiety Behavior

When measuring the appearance anxiety of male college students in behavior, the study integrates Liu Daqing's revised short version of negative body intention scale and body image peer influence questionnaire [22], and modifies seven items. It is divided into three factors: fat and thin, appearance and height, including "I insist on trying to make myself look taller", "I often talk about same-sex appearance with my peers" and so on. One of them is reverse scoring. The option is 5 points (forward scoring is 1 = "very disagree", 5 = "very agree", reverse scoring is 1 = "very agree", 5 = "very disagree"). After accumulating the average value, the comprehensive index of appearance anxiety behavior was obtained. The higher the score, the more obvious the appearance anxiety of male college students in behavior. After factor analysis, one item was excluded. In this study, the Cronbach's alpha of this part is 0.82.

3.3. Analytical Method

This study uses SPSS 24.0 software for descriptive statistical analysis, exploratory factor analysis, correlation analysis and hierarchical regression analysis.

4. Research Results and Findings

4.1. Descriptive Statistical Analysis

Table 1 shows the descriptive statistical results of social media exposure, participation, demographic variables and love experiences in this study. The data show that in the demographic variables, the average age is 20.68, mainly young people; in terms of academic qualifications, undergraduates account for 88.8%, mainly undergraduates; majors, literature and history accounted for 29.4%, science and technology accounted for 66%, and art accounted for 4.6%. In terms of the number of relationships, 38.1% of the valid samples had never been in love, and more than 60% had experienced love. At the same time, 26.4% of the valid samples were in love. In terms of social media exposure, the average frequency of use was 3.44 and the average duration of use was 2.25. The average level of social media participation was 2.62. The average values of appearance anxiety psychology and behavior were 2.62 and 2.60 respectively, and there was a certain degree of appearance anxiety.

Table 1 Descriptive statistical results of variables

Variable	Frequency	Mean (Std)
Age		20.68 (1.82)
Education		
College degree or other equivalent	8.6%	
Undergraduate	88.8%	
Graduate or above	2.5%	
Major		
Literature and history	29.4%	

Science and technology	66.0%	
Arts	4.6%	
Number of love affairs		
0	38.1%	
1	29.9%	
2	14.7%	
3	9.1%	
4 and above	8.1%	
Whether in love or not		
Yes	26.4%	
No	73.6%	
Use frequency		3.44 (0.85)
Duration of use		2.25 (1.04)
Participation degree		2.62 (0.93)
Appearance anxiety		2.62 (0.69)
Appearance anxiety behavior		2.60 (0.85)

4.2. Exploratory factor Analysis

In order to answer question 1, this paper makes an exploratory factor analysis on the appearance anxiety of male college students to ensure that the corresponding factor load is at least greater than 0.4 [24], and each project can only be used to explain one independent dimension [25], while interpreting the same dimension as the set dimension, thus eliminating three items. As shown in Table 2, the psychological performance of appearance anxiety of male college students can be divided into four dimensions: fat and thin, appearance, height and weight, and the behavior can be divided into three dimensions: fat and thin, height and appearance, with 18 and 6 items retained respectively (Cronbach's alpha of appearance anxiety is 0.90, Cronbach's alpha of appearance anxiety behavior is 0.82).

Table 2 Appearance anxiety of male college students (exploratory factor analysis)

The psychological expression of appearance anxiety of male college students	Mea n	Std	Factor			
			1	2	3	4
1 Fat or thin						
The people I like think I'm fat.	2.25	1.17	0.92			
My weight is the pain in my heart	2.49	1.18	0.73			
I am quite concerned about my weight.	2.70	1.12	0.62			
My peers think I'm fat.	2.33	1.12	0.95			
Weighing makes me very depressed.	2.30	1.11	0.69			
2 Appearance						

I'm worried about my appearance.	2.8	1.1	0.5		
	3	5	1		
I don't think my favorite person likes the way I look.	2.6	1.1	0.4		
	1	9	4		
My appearance depresses me.	2.4	1.0	0.9		
	7	3	3		
I'm embarrassed about my appearance.	2.4	1.1	1.0		
	6	0	2		
I can feel that other people are not satisfied with my appearance.	2.4	1.0	0.8		
	3	1	0		
3 Height					
Everyone else thinks I'm tall enough.	2.6	1.0	0.6		
	6	6	3		
Being short is one of my great regrets.	2.5	1.3	0.8		
	4	4	9		
I think I'm too short.	2.5	1.2	0.9		
	6	5	3		
I am very concerned about my height.	2.6	1.1	0.6		
	5	7	2		
All my peers think I'm short.	2.3	1.0	0.6		
	2	8	6		
4 Whole					
I am proud of my body.	2.7	1.0	0.5		
	2	6	8		
I don't think there's anything I need to change in my body.	3.4	1.0	0.7		
	3	6	9		
There is nothing I regret about my body.	3.4	1.1	0.8		
	6	2	4		
Cronbach's alpha			0.90		
The behavior of appearance anxiety of male college students	Mea n	Std	Factor		
			1	2	3
1 Fat or thin					
I have tried many ways to lose weight.	2.6	1.2	0.9		
	0	2	7		
I exercise to lose weight	2.9	1.2	0.6		
	5	4	6		
I lose weight by dieting	2.3	1.1	0.7		
	1	2	1		
2 Height					
I insist on trying to make myself look taller.	2.6	1.1	0.7		
	3	2	2		
I sometimes try to grow taller.	2.7	1.1	1.0		
	1	9	2		

3 Appearance			
I often talk about the appearance of the same sex with my companions.	2.3 7	1.0 9	0.9 2
Cronbach's alpha			0.82

4.3. Correlation Analysis Among Variables

The results of correlation analysis among the variables in Table 3 show that the correlation between the frequency and duration of use and the appearance anxiety psychology and appearance anxiety behavior of male college students is not obvious, so hypothesis 1 and its sub-hypothesis have not been confirmed. In addition, there is a significant positive correlation between the degree of participation of social media and the appearance anxiety psychology and appearance anxiety behavior of male college students. therefore, hypothesis 2 and its sub-hypothesis an and sub-hypothesis b are verified. Thus it can be seen that the higher the degree of participation of social media, the more integrated into social media, the more obvious the appearance anxiety of male college students, and the higher the degree of psychological and behavioral appearance anxiety. In addition, there is a strong positive correlation between appearance anxiety and appearance anxiety behavior.

Table 3 Correlation analysis among variables (n=197)

	1	2	3	4	5
1 Use frequency	1				
2 Use duration	0.34**	1			
3 Degree of participation	0.178*	0.32**	1		
4 Appearance anxiety	0.04	0.08	0.25**	1	
5 Appearance anxiety behavior	-0.01	0.07	0.29**	0.60**	1

Note: * $p < 0.05$, ** $p < 0.01$, The same as below.

4.4. Hierarchical Regression Analysis among Variables

In order to answer question 2 and further study the influence relationship between variables, this study conducted a hierarchical regression analysis of the related variables. Table 4 shows that there is a strong positive correlation between the degree of media participation and appearance anxiety and behavior, and the degree of media participation can positively affect the appearance anxiety and behavior of male college students. However, it is worth noting that when appearance anxiety behavior entered the model, the correlation between media participation and male college students changed from significant to insignificant, which shows that the relationship between the two variables is not a simple linear correlation. The mechanism between the two remains to be discussed. In addition, there is a relationship of mutual positive prediction between appearance anxiety and appearance anxiety behavior of male college students.

Table 4 Hierarchical regression analysis among variables (n= 197)

Independent variable	Appearance anxiety of male college students							
	Model 1		Model 2		Model 3		Model 4	
	Psycho logy	Beha vior	Psycho logy	Beha vior	Psycho logy	Beha vior	Psycho logy	Beha vior
	β	β	β	β	β	β	β	β

Demographic variables								
Age	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.02	-0.01
Education	-0.12	-0.02	-0.12	-0.02	-0.13	-0.04	-0.09	0.02
Major	0.08	0.11	0.09	0.10	0.10	0.08	0.05	0.05
Number of love affairs	0.01	0.12	-0.02	0.11	-0.06	0.05	-0.10	0.09
Whetehr in love	0.10	0.05	0.11	0.06	0.09	0.03	0.07	-0.02
Contact degree								
Use frequency			0.03	-0.03	0.01	-0.05	0.04	-0.06
Use duration			0.09	0.06	0.02	-0.02	0.03	-0.03
Degree of participation					0.26**	0.29*	0.09	0.14*
Appearance anxiety								
Appearance anxiety psychology								0.57*
Appearance anxiety behavior							0.57**	
R Square	0.03	0.03	0.03	0.03	0.09	0.10	0.39	0.40
Adjusted R Square	-0.00	0.00	-0.00	-0.01	0.05	0.06	0.36	0.37
F	0.97	1.02	0.96	0.80	2.4	2.61	13.22	13.61

5. Conclusion

Social media plays an important role in people's life, affecting people's psychology and behavior. Among them, appearance anxiety, as a widely concerned topic in recent years, is also affected by social media. Taking male college students as the object of study, this paper discusses the influence of male college students' use of social media on their appearance anxiety and appearance anxiety behavior.

First of all, this paper explores the specific psychological and behavioral manifestations of male college students' appearance anxiety. In terms of appearance anxiety, it is mainly manifested in feeling inferiority, sensitivity and anxiety about one's own appearance, height, fat and thin and the whole; in appearance anxiety behavior, it is mainly manifested in frequently paying attention to or discussing the appearance, height, fat and thin of oneself or others, and trying to change it.

Secondly, in this study, we can draw a conclusion that there is no significant correlation between male college students' social media exposure and appearance anxiety and appearance anxiety behavior. Although previous studies have proved that media can have an impact on people's cognition and behavior, in more specific studies, the effects of media contact on people's cognition, attitude and behavior are completely consistent. Different research objects, research topics and contexts may come to different conclusions. At the same time, this paper mainly divides media contact into frequency and duration of use. There is no further breakdown of the content of media contact, which may lead to biases in the research results.

Finally, the results show that the degree of social media participation of male college students is positively correlated with their appearance anxiety, and the degree of social media participation has a positive impact on male college students' appearance anxiety and behavior. Previous studies have explored the impact of social media on all aspects of college students, including people's behavior patterns, values, cognitive attitudes and so on. In addition, subjects with appearance anxiety paid more attention to women. This study further focuses on the cognitive attitude and behavior of social media to male college students' appearance anxiety, that is, there is a positive correlation between social media participation and male college students' appearance anxiety psychology and behavior. The results also agree with Marengo's point of view [20].

6. Further Conclusion

This study has a supplementary consideration of appearance anxiety from the perspective of media. As for "appearance anxiety", there is not a unified definition in academic circles, which mostly points to body images such as appearance and body shape. And there are significant differences in the focus of "appearance anxiety" between different genders, and there are few studies to analyze the mechanism behind this difference. The body is a dual product of nature and culture, and it is a work that always updates itself [25]. The body discourse represented by appearance anxiety is the product of construction, and it is also related to desire, tools, wisdom and so on. From the perspective of media and gender, this paper complements the existing studies on the use of social media and appearance anxiety.

Appearance anxiety does more harm than good no matter which gender it acts on. This study focuses on the impact of the use of social media on male college students' appearance anxiety, and provides methodological follow and theoretical support for people to understand the law of communication and deal with appearance anxiety. At the personal level, it helps people to clarify the transmission effect of social media use on appearance anxiety, so as to enhance the discrimination ability and establish a certain psychological control mechanism for such online information that contributes to appearance anxiety. establish a positive and healthy self-cognition and aesthetic concept, better accept yourself and tolerate others. At the social level, it helps to promote pluralistic aesthetics and reject a single aesthetic standard and gaze; it also helps to strengthen the supervision and censorship of the media and rectify the confusion of medical beauty advertisements under the influence of the economy of appearance. Reduce the spread and influence of narrow values such as appearance is justice.

Of course, there are still many deficiencies in this study that need to be improved. In the questionnaire survey, too few samples are selected, which may deviate the research results. in addition, the survey method of non-probabilistic samples makes the research results not of universal significance. The ideas of linear research and cross-sectional design make this study only explore the simple correlation between the use of social media and male college students' appearance anxiety, but can not answer the causal relationship. In future research, we can try to introduce intermediary variables or regulatory variables, and combined with qualitative methods such as interviews, in order to further explore the impact of social media use on male college students' appearance anxiety.

References

- [1] The 49th Statistical report on the Development of the Internet in China [R]. CNNIC,2022.
- [2] Liu Linong. A study on the Development trend of Chinese Internet users in the past 20 years-- based on the Statistical report of China Internet Development and China Statistical Yearbook [J]. The news front.2018 (10).

- [3] China Youth Daily: nearly 60% of college students have appearance anxiety-girls have more anxiety and care about external evaluation [EB/OL].http://zqb.Cyol.Com/html/2021-02/25/nw.D110000zgqnb_20210225_1-07.Htm,2021-02-25.
- [4] Horton D.Wohl R. Mass communication and Parasocial interaction[M]. Psychiatry, 1956.
- [5] Gan Luying. The turn of Aesthetic Culture from the Perspective of Internet Celebrity economy--taking the phenomenon of female appearance anxiety as an example [J]. Spread to the southeast. 2021, (05).
- [6] Zhou Xiang, Li Gallium.The problem of Mediation in Network Society: theory, practice and Prospect [J]. International Press, 2017. 39 (04): 137-154.
- [7] Hu Yiqing, Yang Xin. The Origin of Media Social Theory: the second Chicago School from the Perspective of Communication [J]. Journalism University, 2017 (06): 96-103.
- [8] Zhang Xiaofeng. On the Triple Logic of the formation of Media Society [J]. Modern Communication (Journal of Communication University Of China), 2010 (07): 15-18.
- [9] Guo Qingguang. Communication course (second Edition) [M]. Beijing: Renmin University Press 115.
- [10] Xie Liting. A study on College students' Media dependence from the Perspective of Media Society [D]. Jilin University, 2021.002908.
- [11] Meng Jian, Zhao Yuanke. Media convergence: cohesion and create a new type of media society [J]. International Press, 2006 (07): 24-27-54.
- [12] Cao Bolin. Social Media: concept, Development, characteristics and Future-- also on the vagueness of current understanding of social media [J]. Journal of Hunan Radio and TV University, 2011 (03): 65-69.
- [13] Wang Rui. Analysis on the use of Mobile Social Media among College students-- based on the empirical survey of college students in ten universities in Shanxi Province [J]. News World, 2020, (08): 93-96.
- [14] Li Ming, Zhu Hui, Zhou Shangyan, Cui Yuwei, Fang Xialian, Qian Mingya. A study on the effect of Media exposure on College students' Cognition of Depression [J]. Media Watch, 2021 (03): 68-77.
- [15] Elizabeth A. Hart and Mark R. Leary and W. Jack Rejeski. Tie Measurement of Social Physique Anxiety[J]. Journal of Sport and Exercise Psychology, 1989, 11(1) : 94-104.
- [16] Michael W. Wiederman. Women's body image self-consciousness during physical intimacy with a partner[J]. The Journal of Sex Research, 2000, 37(1) : 60-68.
- [17] Li Sheng, Li Min. An Analysis of the Social Mechanism of Contemporary Young Women's appearance anxiety [J]. Chinese Youth Studies, 2022, (04): 78-85.
- [18] Gan Haiying, Yan Chunping, Chang Xing, Feng Shenmei, Zhu Jinfu. The effect of physical monitoring on female attention control: the mediating effect of flow and appearance anxiety [J]. Chinese Journal of Clinical Psychology, 2020, 28 (05): 965-969.
- [19] Ma Yan. An Analysis of the Communication effect of College students' Weibo Virtual Social interaction-- from the perspective of quasi-social communication theory [J]. Media, 2014, (23): 77-78.
- [20] D. Marengo et al. Highly-visual social media and internalizing symptoms in adolescence: The mediating role of body image concerns[J]. Computers in Human Behavior, 2018, 82 : 63-69.
- [21] Amelia C. Couture Bue. The looking glass selfie: Instagram use frequency predicts visual attention to high-anxiety body regions in young women[J]. Computers in Human Behavior, 2020, 108(prepublish) : 106329-106329.
- [22] Liu Daqing. A study on the influence of mass media and peers on college students' body image [D]. Xiamen University, 2009.
- [23] Hair J F , Black W C , Babin B J , et al. Multivariate Data Analysis: A Global Perspective[M]. 2014.
- [24] Büyüköztürk, Ş, Data analysis handbook for social sciences. Ankara: Pegem A Yayıncılık[M].2007.
- [25] Peng Fuchun. Body and body Aesthetics [J]. Philosophical studies. 2004, (04).