Journal of Information Systems and Management Research
Bilişim Sistemleri ve Yönetim Araştırmaları Dergisi

http://dergipark.gov.tr/jismar

Araştırma Makalesi / Research Article

Dijital Dönemde Sosyal Medya Kullanımının Beden İşlevselliği Takdiri ile Estetik Algısı Arasındaki İlişkinin İncelenmesi

Nesrin DUMAN [a], Beyzanur KARAGÖZ[*,a], Şule ÇAĞATAY[a], Nefise GÜLTEMEN[a]

[a,*] *İstanbul 29 Mayıs Üniversitesi,Fen ve Edebiyat Fakültesi, Psikoloji Bölümü, İSTANBUL, 34764, TÜRKİYE*

MAKALE BİLGİSİ

Alınma: 24.04.2025
Kabul: 26.02.2026

Anahtar Kelimeler:
Sosyal medya kullanımı
Estetik işlem
Beden işlevselliği
Beden algısı

Sorumlu Yazar
e-posta:
beyzanurkrgz@gmail.com

ÖZET

Çalışma, Türkiye'de sosyal medya kullanımının beden işlevselliği ve estetik algısı düzeyleri arasındaki ilişkiyi incelemektedir. Bireylerde sosyal medya kullanım süresine bağlı estetik algıyı değiştirme ihtiyacı, tanıtma, erişilebilirlik ve görünürlük alt boyutları ile vücut fonksiyonları algısı arasındaki ilişkiyi ölçmek hedeflenmiştir. Araştırmaya 18-59 yaş aralığındaki 122'si kadın 76'sı erkek toplam 198 kişi katılmıştır. Araştırmada ilişkisel tarama modeli, veri toplama aracı olarak; "Demografik Bilgi Formu", "Beden İşlevselliğini Takdir Ölçeği (BİTÖ)" ve "Sosyal Medyada Estetik İşlem Yaptırma Algısı Ölçeği (SMEİYAÖ)" kullanılmıştır. Edinilen bulgulara göre; katılımcılar sosyal medya platformlarından en çok Instagram (%73,7) kullanmaktadır. Katılımcıların beden işlevselliği takdiri yüksek düzeydedir (28.78±5.21). Sosyal medyada estetik işlem yaptırma ihtiyacı yüksek düzeydedir (18,77±7,06). Karşılaştırma analizlerinde; sosyal medyada estetik işlem yaptırma algısının kadınlarda anlamlı düzeyde daha yüksektir. Sosyal medyayı 3-6 saat arası kullananların, 0-3 saat arası kullananlara göre SMEİYAÖ "değişim ihtiyacı" alt boyutunda anlamlı düzeyde daha yüksektir. SMEİYAÖ değişim ihtiyacı ve görünürlük alt boyutları ile beden işlevselliği takdiri arasında anlamlı düzeyde, negatif yönlü ve zayıf şiddette korelasyonel ilişki mevcuttur. BİTÖ ve SMEİYAÖ puanları yaş gruplarına göre anlamlı farklılaşma göstermemiştir. Çalışma beden işlevselliği takdirinin sosyal medya ve estetik algısı ile ilişkilendirilmesi, sosyal medya kullanım süreleri ile estetik algısı arasındaki bağlantıyı vurgulaması açısından literatüre katkı sağlamaktadır.

DOI: 10.59940/jismar.1682535

Examining the Relationship Between Appreciation of Body Functionality and Perception of Aesthetics Using Social Media in the Digital Era

ARTICLE INFO

Received: 24.04.2025
Accepted: 26.02.2026

Keywords:
Social media use
Aesthetic procedure
Body functionality
Body perception

Corresponding Authors
e-posta:
beyzanurkrgz@gmail.com

ABSTRACT

This study examines the relationship between social media use and levels of body functionality and aesthetic perception in Turkey. This study aimed to measure the relationship between the need to alter aesthetic perception based on social media usage time, and the sub-dimensions of promotion, accessibility, and visibility, as well as the perception of body functions. The study included 198 participants aged 18-59, 122 of whom were women and 76 men. In this study, a relational survey model was used, and the following instruments were used for data collection: "Demographic Information Form", "Body Functionality Appreciation Scale (BFP)", and "Social Media Perception of Undergoing Aesthetic Procedures Scale (SMEAPS)". According to the findings; According to the findings, participants most frequently used Instagram (73.7%). Participants had a high level of body functionality appreciation (28.78±5.21). The need for aesthetic procedures was also high (18.77±7.06) as perceived through social media. Comparative analyses showed that the perception of undergoing aesthetic procedures through social media was significantly higher among women. Those who use social media for 3-6 hours have significantly higher scores on the "need for change" sub-dimension of the Body Function Appreciation Scale (BFPS) compared to those who use it for 0-3 hours. A significant, negative, and weak correlation exists between the "need for change" and "visibility" sub-dimensions of BFPS and body functionality appreciation. BITQ and BFPS scores did not show significant differences according

to age groups. This study contributes to the literature by highlighting the relationship between body functionality appreciation, social media use, and aesthetic perception, and the connection between social media usage time and aesthetic perception.

DOI: 10.59940/jismar.1682535

1. *INTRODUCTION (GİRİŞ)*

"Aisthanomai" is an ancient Greek word meaning "to perceive," and it forms the root of the word aesthetics. Perception is a mental process that produces results by processing information gathered from an individual's five senses through logical processes. Therefore, aesthetics is considered the science of the senses [35]. Aesthetic perception is also present in what we call body perception. Self-esteem is influenced by body perception, which includes a person's physical and social view of their own body, their feelings about their body, and their attitude toward it. Body perception is also largely influenced by the perception of how the body works.

Body function is a conception of the body that describes many of its functions. Physical abilities [2], health and internal processes [9], as well as sensory body functions, creative endeavors, personal care, and communication with others [7]. Body functionality can also be seen as a body process or what my body can do. It is part of body image and depicts the body as an object or how a person looks, as opposed to physical appearance. When conceptualizing body functionality, it is important to keep in mind that this is not limited to physical capacities, but rather positions body function as a limited construct for non-disabled individuals [34].

In the digital age we live in, the widespread use of social media is a well-known fact. Today, spending time on the internet, social media, and social sharing has become a significant part of many people's lives [26]. In fact, sharing personal information on social media profiles has become a form of communication [23]. Social media can have harmful effects on people in various ways and also promotes a consumer culture. Impairment in physical function and aesthetic perception are two of these effects.

Today, as the gap between the virtual and physical worlds widens, communication methods are also evolving. Artificial intelligence and virtual reality products simplify communication processes, and as a result, tools for altering one's desired body type are becoming increasingly professional. Aesthetic perception in social media tools is also beginning to deteriorate due to the synchronization of the perception of beauty with a capitalist fashion view. Early exposure to media causes problems in children that affect them throughout their lives, from early adolescence to late maturity. The prolongation of adolescence not only increases the likelihood of people following popular culture, but also distorts how people perceive beauty and the body from a commercial perspective. Some studies have also found that media and social media use increases physical dissatisfaction among college students and adolescents [13], [11], [33], [10].

Evaluating what constitutes beauty and how the body functions is a complex process affected by social media in the digital age. The distortion of aesthetics and body perception by social media can be explained by social comparison theory and objectification theory. Individuals feel compelled to evaluate themselves. When they cannot find objective data when evaluating themselves, they look to other people in society. Researchers call this social comparison. There are two methods of social comparison. When people compare themselves to others, they find shortcomings either in themselves or in others [31]. A solid foundation for social comparison is provided by the diversity of social media users. This comparison causes a person to feel inferior to others, negatively impacts how they perceive their physical appearance, and shapes their aesthetic perception within this framework. In objectification theory, it is stated that women adopt the perspective of another observer regarding their physical perception of their own bodies, internalize their evaluation, and thus culturally conform [15]. It is suggested that there are three components of objectified body consciousness [22]. These are body surveillance, body shame, and appearance control beliefs [20]. The evaluations, likes, and comments encountered on social media also create a fertile ground for self-objectification. The distorted body consciousness and habitual body surveillance of women due to social media can lead to shame and anxiety [20].

If distorted body perceptions are repaired and a positive body image is adopted, individuals can appreciate and respect their bodies [29]. Therefore, this study is important because it reveals that individuals' need for social media increases along with a lack of appreciation for

bodily functions, and it raises social awareness about the possibility of individuals developing feelings of inadequacy, dissatisfaction with their bodies, and consequently depression or anxiety depending on the amount of time they spend using social media.

2. AIM OF THE STUDY (ARAŞTIRMANIN AMACI)

The study examined whether social media use had different functions on body functionality and aesthetic perception. The study aims to measure the relationship between the need for changing aesthetic perception, publicity, accessibility and visibility sub-dimensions, and perception of body functionality, depending on the duration of social media use in individuals aged 18 to 60 years or older. To this end, the following questions were asked:

1) What is the level of body functionality appreciation in participants? [19]
2) What is the level of aesthetic procedure perception on social media in participants?
3) Is there a significant differentiation between body function and the perception of performing aesthetic procedures?
4) Does the physical functionality and aesthetic perception of individuals differ significantly from the duration of social media use?
5) Does the physical functionality and aesthetic perception of individuals differ significantly from the age?
6) Is there a significant difference between social media use and aesthetic behavior?

In light of these questions, two hypotheses are put forward:

H_0: There is no significant relationship between aesthetic perception and body functionality levels of social media use.

H_1: There is a significant relationship between aesthetic perception and body functionality levels of social media use.

3. SIGNIFICANCE OF THE STUDY (ARAŞTIRMANIN ÖNEMİ)

A review of various databases (Scopus, EbscoHost, Ulakbim) and studies reveals insufficient research on the link between social media use and enjoyment of bodily functions, appreciation of bodily functions, and aesthetic perception. Concepts such as healthy living, beauty, aesthetics, and fitness can be easily conveyed to individuals through social media and can direct individuals to aesthetic procedures [24]. Participants who are dissatisfied with their appearance have higher levels of social appearance anxiety, social media addiction, and aesthetic behavior perception on social media compared to participants who are satisfied with their appearance [24]. In this context, social media use can reduce the perception of body functions in the target audience and awaken aesthetic desires in individuals. In other words, social media use may lead to an increase in aesthetic behaviors. These phenomena particularly support objectification theory. The findings of the study will provide practical benefits for individuals who objectify themselves. Therefore, this research is important for social media users to appreciate their body functions, gain positive body image awareness, and acquire a new perspective on the perception of aesthetic treatment.

4. METHODS *(YÖNTEM)*

4.1. Model of the research (Araştırmanın yöntemi)

This study was conducted using the relational survey model, one of the survey research designs that aim to describe an existing situation as it is or as it existed in the past. The "relational scanning model" seeks to examine the presence and degree of relationships between two or more variables.

Within this framework, the variables of "body functionality" and "aesthetic perception" were examined in the context of social media, and the relationship between these variables was investigated.

4.2. Data collection tools (Veri toplama araçları)

In this study, data were collected using the Demographic Information Form, the Aesthetic Procedure Perception Scale on Social Media, and the Body Functionality Appreciation Scale in order to evaluate the effects of participants' social media use on aesthetic perception and body functionality.

Demographic Information Form, was developed by the researchers and consists of closed-ended questions regarding participants' gender, age, most frequently used social media platform, and daily social media usage duration.

Aesthetic Procedure Perception Scale on Social Media (APPSSM), was developed to measure individuals' perceptions of aesthetic procedures on social media. The scale consists of 18 items and four subdimensions and is rated on a 5-point Likert scale. Total scores range from 18 to 90, and there are no reverse-coded items. In the present study, the Cronbach's alpha coefficient was calculated as .902 for the Aesthetic Procedure Perception Scale on Social Media and .88 for the Body Functionality Appreciation Scale. As Cronbach's alpha values approach 1, the internal consistency of the scale is considered to be higher [32]. The subdimensions of the scale are as follows:

- Need: Refers to the perception of undergoing aesthetic procedures as a necessity influenced by social media.

- Publicity: Refers to perceptions regarding sharing and making aesthetic procedures visible on social media.
- Accessibility: Refers to the ease of accessing aesthetic procedures through social media and exchanging information with others.
- Visibility: Refers to the perceived need to undergo aesthetic procedures in order to appear attractive and appealing.

Body Functionality Appreciation Scale (BFAS), was developed to assess individuals' appreciation of body functionality. The scale consists of 7 items and is rated on a 5-point Likert scale. Total scores range from 7 to 35, with higher scores indicating a higher level of appreciation toward body functionality and lower scores indicating a lower level of appreciation.

4.3. Ethics of the study *(Araştırmanın etiği)*

The study was initiated after obtaining ethical approval from the Istanbul 29 Mayıs University Non-Interventional Clinical Research Ethics Committee on 01.04.2024 (Reference No: 2024/04-19). Participation in the study was based on voluntary consent. All participants were informed about the study, and informed consent was obtained electronically.

4.4. Analysis *(Analiz)*

The data collected through the forms and scales were analyzed using SPSS 22.0 for Windows. Prior to the main analyses, normality assumptions were examined using skewness and kurtosis coefficients. According to Tabachnick and Fidell (2013), values between ±1.50 indicate normal distribution, while George and Mallery (2010) suggest that values within ±2.00 are acceptable. The Social Media Aesthetic Perception Scale sub-dimensions (need, publicity, visibility, accessibility) fell within these acceptable ranges, indicating normal distribution.

Therefore, parametric tests were employed for variables meeting normality assumptions. Independent samples t-tests and one-way ANOVA were conducted for group comparisons, and Pearson correlation analysis was used to examine relationships between continuous variables.

However, for sub-dimensions in which the normality assumption was violated or where subgroup sample sizes were smaller than 15, non-parametric tests were preferred. In this context, the Kruskal–Wallis H test was conducted for age-based comparisons.

The significance level was set at $p < .05$ and $p < .001$.

4.5. Procedure *(Prosedür)*

Data collection was carried out online. Participants completed the scales via a questionnaire prepared using Google Forms. To ensure data reliability, a control question was included in the survey. The data of 11 participants who answered the control question incorrectly and were identified as having learning difficulties were excluded from the analysis. The study was completed with 198 participants.

4.6. Sampling *(Örneklem)*

The study was conducted during the spring semester of the 2023–2024 academic year. Convenience sampling was employed in determining the sample. For populations of unknown size, the minimum required sample size was calculated using the appropriate formula. Based on a 90% confidence level and a 6% margin of error, the minimum sample size was determined to be 198 participants.

The final sample consisted of 198 individuals, including 76 males and 122 females. Participants were categorized into three age groups: young adults (18–25 years), adults (26–44 years), and middle-aged adults (45–59 years).

5. RESULTS *(SONUÇLAR)*

This section includes frequency analysis, multiple choice frequency analysis, descriptive analysis, comparative analysis, and correlation analysis. Results will be presented, respectively.

Frequency analysis

The frequency analysis results showing the demographic information of the participants are presented in Table 1.

Table 1. Frequency Analysis Results

Variables		n	%
Age	18-25	119	60.1
	26-44	68	34,3
	45-59	11	5,6
Sex	Female	122	61,6
	Male	76	38,4
Daily social media usage time	*0-3 hour*	93	47,0
	3-6 hour	88	44,4

	6 hour+	17	8,6
Most frequently used social media platform	*Facebook*	1	,5
	Instagram	146	73,7
	X	34	17,2
	Tiktok	5	2,5
	Other	12	6,1
	Total	198	100

Table 2. Multiple-choice analysis (MCQs)

Variables		n	%
Daily social media usage time	*0-3 hours*	93	**47,0**
	3-6 hours	88	44,4
	6 hours+	17	8,6
Most frequently used social media platform	*Facebook*	1	,5
	Instagram	146	**73,7**
	X	34	17,2
	Tiktok	5	2,5
	Other	12	6,1
	Total	*198*	*100*

Analysis of Multiple Choice Questions

A total of 198 participants, 122 of whom were female and 76 of whom were male, participated in the research. Participants were questioned regarding the social media sites they use the most and how much time they spend on it each day. Among the social media platforms, the participants use Instagram (73.7%) the most. It was observed that the participants' daily social media usage time was mostly 0-3 hours (47%). The results of multiple analysis responses are shown in Table 2.

Descriptive analysis

Descriptive statistics for the “BFAS” and “APPSSM” and their subscales are presented in Table 3.

Consequently, 198 individuals were included in each of the scales. 198 individuals scored 28.78±5.21 on the **“BFAS”** scale. This result shows that the participants had a high appreciation of body functionality. The scale's points range from 7 to 35 [1].

Participants on the "APPSSM" may get a total score ranging from 18 to 90 [30]. As a result, it was discovered that the need sub-dimension (18.77 ±7.06) was at a high level. It was discovered that the publicity sub-dimension was at a low level (5.63 ±3.07). It was discovered that the accessibility sub-dimension (6.64±2.58) was at a low level. It was discovered that the visibility sub-dimension was low (6.52±3.62).

Table 3. Descriptive Analysis

	Scales&Subscales	N	Min	Max	X̄	Sd	Skewness	Kurtosis
BFAS	BFAS Total	198	7,00	35,00	**28,78**	5,21	-1,201	2,203
	APPSSM Need	198	8,00	37,00	**18,77**	7,06	,420	-,618
	APPSSM Publicity	198	3,00	15,00	5,63	3,07	1,156	,638
APPSSM	*APPSSM Accessibility*	198	2,00	10,00	**6,64**	2,58	-,430	-,902
	APPSSM Visibility	198	3,00	15,00	6,52	3,62	,788	-,525
	APPSSM Total	198	16,00	73,00	37,57	13,63	,487	-,377
	N	198						

Comparative Analysis

Independent Sample t-Test Analysis

Table 4 displays the findings of an independent sample T-test conducted on both scales, which looked at social media use in relation to sex.

The T-test analysis results show that there is a significant differentiation in body functionality by sex (t(196) = -2,53 p<.05). Perception of need for aesthetic procedures on social media according to sex, (t(196) = 4.44, p<.001); the accessibility sub – dimension, (t(196) = 4.10, p<.001); and the visibility sub-dimension shows a statistically significant difference, t(196)= 3.20, p<.001.

One-way Anova Analysis

To determine if there were any differences between the individuals' amounts of time spent on social media, an analysis of the one-way ANOVA test was performed; the findings are displayed in Table 5.

A one-way analysis of variance (ANOVA) was conducted to examine whether BFAS and APPSSM scores differed as a function of daily social media usage time. The analysis revealed a statistically significant difference only in the Need sub-dimension of APPSSM, F(2,195)=3.292, p=.039.

Post-hoc comparisons indicated that the significant difference was observed between participants who reported using social media for 3–6 hours per day and those who reported 0–3 hours of daily use (p<.05). No statistically significant differences were identified among the remaining group comparisons (p>.05).

Furthermore, no statistically significant differences were found in BFAS total scores, the Publicity, Accessibility, and Visibility sub-dimensions, or the total APPSSM score across daily social media usage groups (all p values > .05).

Table 4. t-Test analysis according to sex

	Scales&Subscales	Female			Male			t(196)	p
		n	x̄	Sd	n	x̄	Sd		
BFAS	BFAS Total	122	28,05	5,43	76	**29,96**	4,63	-2,531	,012*
	APPSSM Need	122	**20,45**	7,07	76	16,07	6,18	4,442	,000**
	APPSSM Publicity	122	5,95	3,17	76	5,11	2,84	1,866	,063
APPSSM	*APPSSM Accessibility*	122	**7,21**	2,37	76	5,72	2,64	4,106	,000**
	APPSSM Visibility	122	**7,15**	3,80	76	5,50	3,06	3,200	,001*
	APPSSM Total	122	40,77	13,66	76	32,42	11,96	1,386	,089

*p<.05 **p < .001

Table 5. Anova analysis according to daily social media usage time

	0-3 hours		**3-6 hours**		**6+ hours**		**F (2,195)**	***p***
	x̄	Sd	x̄	Sd	x̄	Sd		
BFAS Total	28,67	5,71	29,15	4,51	27,47	5,81	,784	,458
APPSSM Need	17,48	6,83	20,14	**7**,11	18,76	7,09	3,292	,039*
APPSSM Publicity	5,55	3,24	5,68	**2,77**	5,76	3,70	,053	,948
APPSSM Accessibility	6,24	2,65	6,97	2,42	7,05	2,79	2,075	,128
APPSSM Visibility	6,07	3,53	6,85	3,51	7,23	4,52	1,408	,247
APPSSM Total	35,36	13,82	39,65	13,04	38,82	14,45	2,354	,098

*p<.05

Kruskal Wallis H Analysis

Kruskal Wallis H analysis was conducted to determine whether the appreciation of body functionality and aesthetic perception of social media use in the digital era differs according to age. The results of the Kruskal–Wallis H test indicated that body functionality appreciation and aesthetic procedure perception did not differ significantly across age groups H(2) = 1.289, p > .05,

Correlation Analysis

A correlation analysis was conducted to investigate whether there is a relationship between the use of APPSSM and BFAS. The Pearson Correlation Analysis was conducted to examine the relationships between the study variables. The results are presented in table 6.

Accordingly, a significantly negative correlation with a weak correlation has been identified between the *need* sub-dimension of APPSSM and body functionality appreciation, r(196)= -,226, p<0.01. A significant negative correlation with a weak correlation has been detected between the *visibility* sub-dimension of APPSSM and the appreciation of body function, r(196)=-,250, p<0.01. A significant negative correlation with a weak correlation has been detected between body functionality appreciation and aesthetic procedure perception on social media, r(196)=-,222, p<0.01. There is no significant correlation between body functionality perception and other sub-dimensions of aesthetic procedure perception on social media.

Research has demonstrated that exercise motivated by appearance reasons rather than health or enjoyment is associated with negative body image [27].

The literature indicates that individuals undergoing aesthetic surgical procedures rely more extensively on mass media sources—such as the internet, print media, and television—for information acquisition compared to individuals undergoing reconstructive surgeries, which are primarily performed to restore impaired or lost function [3].

Table 6. Correlational Analysis between BFAS and APPSSM

	1	2	3	4	5	6
[1]BFAS Total	-					
[2] *APPSSM Need*	-,226**	-				
[3] *APPSSM Publicity*	-,124	,589**	-			
[4] *APPSSM Accessibility*	-,056	,546**	,392**	-		
[5] *APPSSM Visibility*	-,250**	,702**	,449**	,489**	-	
[6] APPSSM Total	-,222**	,941**	,724**	,691**	,823**	-

N_a = 198. N_b= 198.
**p<.001.

6. DISCUSSION AND CONCLUSION
(TARTIŞMA VE SONUÇ)

The present study aimed to examine the relationship between aesthetic perception, publicity, accessibility, and visibility sub-dimensions, and perception of body functionality according to social media usage duration among individuals aged 18 to 60 years and older. According to the findings, 47% of the participants reported daily social media use between 0 and 3 hours, and 60.1% were between the ages of 18 and 25. These results indicate that the sample primarily consisted of young adults with relatively moderate levels of social media engagement.

Social media platforms have substantially transformed modes of self-expression and interpersonal communication. Lower reported social media usage may be associated with individuals' self-presentation tendencies. Reporting lower levels of use than actual may reflect impression management strategies and concerns about social evaluation. Such tendencies may indicate differences in online self-presentation patterns depending on perceived social expectations. Individuals reporting infrequent use may perceive limited online presence as a way to reduce exposure to social judgment and negative evaluation.

Studies indicate that the usage of mass media and social media contributes to physical dissatisfaction [23], [12], and the findings of the present study appear to be consistent with this perspective. The "visibility" sub-dimension scores of women were noticeably higher than those of men. Social appearance anxiety refers to the concern that one's appearance may lead to social rejection or undervaluation [18]. Exposure to idealized body representations may increase appearance-related comparison processes and sensitivity to negative evaluation. These processes may contribute to dissatisfaction with one's body and heightened concern about public appearance.

The perception of aesthetic treatment appears to have increased alongside developments in adolescence-related identity processes and the fashion industry. This pattern may be interpreted within the context of contemporary appearance norms that impose greater visibility-related pressures on women. As described by Foucault's concept of biopolitics (2003:31), consumption-oriented culture promotes standardized body ideals by presenting uniqueness as attainable through conformity to dominant appearance norms [30]. The widespread accessibility of social media platforms facilitates exposure to these norms across different age groups, thereby contributing to the

normalization of consumption-oriented aesthetic practices.

Longer social media usage duration may be associated with increased attention to feedback received on shared content. Unfavorable feedback may contribute to greater body dissatisfaction and negative self-evaluation among frequent users. Physical dissatisfaction and social appearance concerns have been linked to depression, anxiety, and mental disorders [3]. Positive body perception is associated with high self-esteem, whereas negative body perception is associated with lower self-respect [16]. Lower body satisfaction and self-esteem may increase vulnerability to psychological distress among frequent social media users.

From a theoretical perspective, contemporary consumption practices operate on both the biological body and the socially constructed "social body." In digital environments, social media platforms function as spaces in which appearance-related norms are reproduced and reinforced. Within this framework, the statistically significant difference observed in the "need" sub-dimension of the APPSSM according to social media usage duration may reflect greater internalization of appearance-related expectations among more frequent users. The widespread use of filters and editing tools contributes to the circulation of highly curated images, which may facilitate the internalization of socially constructed beauty standards. In line with this perspective, the present findings indicate that aesthetic perception scores increase with greater social media use. Individuals who spend more time on social media may therefore be more likely to perceive aesthetic treatment as necessary. Moreover, the visibility of aesthetic procedures among both ordinary users and public figures may contribute to the normalization of such practices.

Finally, a negative association was found between appreciation of bodily functionality and the need dimension related to social media use. Within contemporary consumption culture, Lasch (1991) described this orientation as a "culture of narcissism," characterized by hedonistic and materialistic tendencies [25]. In digital environments, visibility and recognition have become central components of self-construction [40]. In this context, the use of beauty filters may be interpreted as part of a broader appearance-management process. Increased emphasis on attractiveness in online spaces may be associated with heightened narcissistic tendencies and reduced focus on bodily functionality.

These findings may be useful for mental health professionals, educators, and social media users in developing awareness programs aimed at promoting positive body functionality and reducing appearance-based pressures.

7. SUGGESTIONS *(ÖNERİLER)*

1. Equalizing the number of women and men participating
2. Repeating the study, considering the socio-economic level of the study,
3. Assessing the most frequently used social media tool,
4. Repeating the study with more participants,
5. Replicating the research, taking into consideration the level of education.

8. LIMITATIONS *(SINIRLILIKLAR)*

This study has several limitations that should be considered when interpreting the findings. First, the sample size was relatively limited and consisted of 198 participants, which may restrict the generalizability of the results. In addition, the unequal distribution of female and male participants may have influenced the findings related to gender differences.

Second, data were collected through an online self-report survey, which may be subject to response bias and social desirability bias. Participants may have underreported or overreported their social media usage and aesthetic perceptions in order to present themselves more favorably.

Third, the study relied on self-reported measures, which may be influenced by participants' subjective perceptions and recall errors. Moreover, the age distribution of the sample was not balanced, with a large proportion of participants belonging to the 18–25 age group, which may limit the representativeness of older age groups.

Fourth, the findings should be interpreted within the cultural context of Turkey and may not be directly generalizable to other societies with different social and cultural norms regarding body image and aesthetics.

Finally, due to the correlational design of the study, causal relationships between social media use, body functionality appreciation, and aesthetic perception cannot be established. Future studies may benefit from longitudinal or experimental designs to examine causal mechanisms more clearly.

FUNDING *(MADDİ DESTEK)*

This study did not receive any financial support from any institution, organization, or funding agency.

ACKNOWLEDGMENTS *(TEŞEKKÜR)*

We would like to express our sincere gratitude to Istanbul 29 Mayıs University and to our project advisor, Associate Professor Nesrin Duman, for their support throughout the conduct of this research.

AUTHORS' CONTRIBUTIONS (*YAZAR KATKI ORANLARI)*

The first author contributed to the planning and design of the study, data collection, data analysis, interpretation of the findings, and preparation of the first draft of the manuscript. The second author contributed to the planning of the study, coordination of the data collection process, and evaluation of the data analysis. The third author contributed to the conduct of the study, evaluation of the data analysis results, and scientific review and revision of the manuscript. The fourth author contributed to the conduct of the study, interpretation of the findings, critical revision of the manuscript, and approval of the final version. All authors read and approved the final version of the manuscript.

CONFLICT OF INTEREST *(ÇIKAR ÇATIŞMASI BEYANI)*

The authors declare that there are no conflicts of interest regarding this study.

DATA AVAILABILITY *(VERİ ERİŞİLEBİLİRLİĞİ)*

The data used in this study are not publicly available due to participant confidentiality and ethical considerations.

ETHICAL STATEMENT *(ETİK BEYAN)*

The study was conducted after obtaining ethical approval from the Istanbul 29 Mayıs University Clinical Research Ethics Committee (Approval No. 2024/04-19, dated April 1, 2024). Written informed consent was obtained from all participants prior to their participation in the study.

DECLARATION OF AI USAGE *(YAPAY ZEKÂ KULLANIM BEYANI)*

Artificial intelligence (AI)-based tools were used solely for language editing, proofreading, and improving the clarity of the manuscript during the preparation of this study. The study design, data collection, data analysis, interpretation of the findings, and the final content of the manuscript are entirely the responsibility of the authors.

KAYNAKÇA (REFERENCES)

[1]Ekşi, H. ve Narin, Ş. (2023). Beden İşlevselliğini Takdir Ölçeği: Bir ölçek uyarlama çalışması. I. Drobot (Ed.), 6. Uluslararası Antalya Bilimsel Araştırmalar ve Yenilikçi Çalışmalar Kongresi (s. 824-830). Liberty Academic Publishers.

[2]Abbott, B. & Barber, B, L. (2010). Embodied image: gender differences in functional and aesthetic body image among Australian adolescents. Body Image, 7(1), 22-31. https://doi.org/10.1016/j.bodyim.2009.10.004

[3]Aktaş, S. (2014). Medyanın kadın estetiği üzerine etkileri ve ebenin rolü. *Anadolu Hemşirelik ve Sağlık Bilimleri Dergisi.*

[4]Alcan, A, O. & Çetin, S. (2022). Sosyal medya kullanımının kadınların estetik cerrahiye ilişkin tutumlarına etkisi. *Osmangazi Tıp Dergisi.* https://doi.org/10.20515/otd.927753

[5]Alleva, J, M., & Gattario, K, H., & Martijn, C., & Lunde, C. (2019). What can my body do vs. how does it look? a qualitative analysis of young women and men's descriptions of their body functionality or physical appearance. *Body Image*. https://doi.org/10.1016/j.bodyim.2019.08.008

[6]Alleva, J, M., & Martijn, C., & Breukelen, G, J, P, V., & Jansen, A., & Karos, K. (2015). Expand your horizon: a programme that improves body image and reduces self-objectification by training women to focus on body functionality. *Body Image, 15.* https://doi.org/10.1016/j.bodyim.2015.07.001

[7]Alleva, J, M., & Tylka, T, L. (2021). Body functionality: A review of the literature. *Body Image, 36.* https://doi.org/10.1016/j.bodyim.2020.11.006

[8]Aslan, D. (2004). Beden algısı ile ilgili sorunların yaratabileceği beslenme sorunları. *Sürekli Tıp Eğitimi Dergisi, 13*(9), 326-329.

[9]Avalos, L. C., & Tylka, T. L. (2006). Exploring a model of intuitive eating with college women. *Journal of Counseling Psychology, 53*(4), 486–497. https://doi.org/10.1037/0022-0167.53.4.486

[10]Benton, C., & Karazsia, B. T. (2015). The effect of thin and muscular images on women's body satisfaction. *Body image, 13*, 22–27. https://doi.org/10.1016/j.bodyim.2014.11.001

[11]Birkeland, R. & Thompson, J, K., & Herbozo, S., & Roehrig, M. (2005). Media exposure, mood, and body image dissatisfaction: an experimental test of person versus product priming. *Body Image, 2*(1), 53-61. https://doi.org/10.1016/j.bodyim.2004.11.002

[12]de Vries, D. A., Peter, J., Graaf, H., & Nikken, P. (2016). Adolescents' social network site use, peer appearance-related feedback, and body dissatisfaction: Testing a mediation model. *Journal of Youth and Adolescence, 45*(1), 211–224. https://doi.org/10.1007/s10964-015-0266-4

[13]Durkin, S., & Paxton, S, J. (2002). Predictors of vulnerability to reduced body satisfaction and psychological well-being in response to exposure to idealized female media images in adolescent girls. *Journal of Psychosomatic Research, 53*(5), 995-1005. https://doi.org/10.1016/S0022-3999(02)00489-0

[14]Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: the impact of Facebook on young women's body image concerns and mood. *Body image, 13*, 38–45. https://doi.org/10.1016/j.bodyim.2014.12.002

[15]Fredrickson, B. L., & Roberts, T.-A. (1997). Objectification theory: Toward understanding women's lived experiences and mental health risks. *Psychology of Women Quarterly, 21*(2), 173–206.

[16]Jung, J., & Lee, S.-H. (2006). Cross-Cultural Comparisons of Appearance Self-Schema, Body Image, Self-Esteem, and Dieting Behavior Between Korean and U.S. Women. *Family and Consumer Sciences Research Journal, 34*(4), 350–65. https://doi.org/10.1177/1077727X06286419

[17]Kahraman, B., & Cırdı, R., & Aslan, F., & Yasan, Y, N., & Çetinkaya, M. (2023). Tüketim kültürü ekseninde estetik algısı. *Temaşa Erciyes Üniversitesi Felsefe Bölümü Dergisi*. https://doi.org/10.55256/temasa.1371933

[18]Levinson, C, A., & Rodebaugh, T, L., & White, E, K., & Menatti, A, R., & Weeks, J, W., & Lacovino, J, M., & Warren, C, S. (2013). Social appearance anxiety, perfectionism, and fear of negative evaluation. Distinct or shared risk factors for social anxiety and eating disorders? *Appetite*. https://doi.org/10.1016/j.appet.2013.04.002

[19]Linardon J, Messer M, Tylka TL. (2023). Functionality appreciation and its correlates: Systematic review and meta-analysis. *Body Image. Jun; 45*: 65-72. https://doi.org/10.1016/j.bodyim.2023.02.002

[20]Lindner, Danielle. (2014). The development and psychometric evaluation of a new measure of self objectification. *Electronic Theses and Dissertations*. 4805.

[21]Markey C. N. (2010). Invited commentary: Why body image is important to adolescent development. *Journal of youth and adolescence, 39*(12), 1387–1391. https://doi.org/10.1007/s10964-010-9510-0

[22]McKinley, N. M. & Hyde, J. S. (1996). The objectified body consciousness scale: Development and validation. Psychology of Women Quarterly, 20, 181-215.

[23]O'Keeffe, G.S., & Clarke-Pearson, K. (2011). The impact of social media on children, adolescents, and families. *Council on Communications and Media, 127*(4):800-4. https://doi.org/10.1542/peds.2011-0054

[24]Özer, P., & Güzel, Ş. (2023). Sosyal görünüş kaygısı ve sosyal medya bağımlılığının estetik işlem yaptırma algısı ile ilişkisi. *Süleyman Demirel Üniversitesi Vizyoner Dergisi, 14*(40), 1412-1432. https://doi.org/10.21076/vizyoner.1258228

[25]Papacharissi, Z., & Mendelson, A. (2011). Toward a new(er) sociability: uses, gratifications and social capital on facebook. Media Perspectives for the 21st century. https://doi.org/10.4324/9780203834077

[26]Richards, S., Aziz, N., Bale, S., Bick, D., Das, S., Gastier-Foster, J., Grody, W. W., Hegde, M., Lyon, E., Spector, E., Voelkerding, K., Rehm, H. L., & ACMG Laboratory Quality Assurance Committee (2015). Standards and guidelines for the interpretation of sequence variants: a joint consensus recommendation of the American College of Medical Genetics and Genomics and the Association for Molecular Pathology. *Genetics in medicine: official journal of the American College of Medical Genetics, 17*(5), 405–424. https://doi.org/10.1038/gim.2015.30

[27]Tiggemann, M., & Zaccardo, M. (2015). “Exercise to be fit, not skinny”: The effect of fitspiration imagery on women’s body image. *Body Image, 15*, 61–67.

[28]Tokgöz, C. (2017). Kimlik Ve Bellek Ekseninde Sosyal Medya Anlatıları. *Intermedia International E-Journal, 4*(7), 255-268. https://doi.org/10.21645/intermedia.2017.35

[29]Tracy L. Tylka, Nichole L. Wood-Barcalow. (2015). What is and what is not positive body image? conceptual foundations and construct definition. *Body Image*,14, 118-129,

[30]Türk, G, D., & Bayrakcı, S. (2020). Sosyal medya ve toplumda değişen estetik işlem yaptırma algısı. *Bilişim ve Teknolojileri Online Dergisi*. https://doi.org/10.5824/ajit-e.2019.4.005

[31]Vonderen, K, E., & Kinnally, W. (2012). Media effects on body image: examining media exposure in

the broader context of internal and other social factors. *American Communication Journal, 14*(2), 41-57. https://stars.library.ucf.edu/scopus2010/5005

[32]Yang, Y. & Green, S.B. (2011). Coefficient alpha: a reliability coefficient for the 21st century? Journal of Psychoeducational Assessment. 29(4) 377-392.

[33]Wagaman, M. A. (2011). Social empathy as a framework for adolescent empowerment. *Journal of Social Service Research, 37*(3), 278–293. https://doi.org/10.1080/01488376.2011.564045

[34]Webb, J, B., & Wood-Barcalow, N, L., & Tylka, T, L. (2015). Assessing positive body image: contemporary approaches and future directions. *Body Image, 14*. https://doi.org/10.1016/j.bodyim.2015.03.010

[35]Yetişken, H. (1998). *Estetiğin ABC'si*. (1. Baskı) İstanbul: Kabalcı Yayınevi.

[36]Büyüköztürk, Ş., Çakmak-Kılıç, E., Akgün, Ö.E., Karadeniz, Ş., & Demirel, F. (2012). *Bilimsel Araştırma Yöntemleri* (13. baskı). Ankara: Pegem Akademi.

[37]Karasar, N. (2018). *Bilimsel Araştırma Yöntemi* (9. Basım). Ankara: Nobel Yayın Dağıtım.

[38]Lash, C. (1991). *The Culture of Narcissism*. New York: W. W. Norton & Company.

[39]Tabachnick, B. G., & Fidell, L. S. (2013). *Using Multivariate Statistics* (6th ed.). Boston, MA: Pearson.

[40]Su, S. (2017). Selfie: Narsisizm Kültürünün Bir Semptomu. https://birikimdergisi.com/guncel/8220/selfie-narsisizm-kulturunun-bir-semptomu