Moderating Role Of Body Appreciation On The Relationship Between Body Esteem And Social Media Usage Of Undergraduate Students of Dennis Osadebe University Asaba

by

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Abstract

The rapid proliferation of social media has significantly altered the communication landscape, particularly among young adults and adolescents. The study examined the moderating role of body appreciation on the relationship between body esteem and social media usage of Undergraduate students of Dennis Osadebe University Asaba. A total of one hundred and twenty-six (126) undergraduates drawn from Dennis Osadebe University Asaba served as participants for the study. Accidental sampling technique was used in selecting the participants. The participants consisted of 35 (27.8%) male and 91 (72.2%) female students. The participants' ages range from 19 to 29 years with a mean age of 23.90 and a standard deviation of 3.40. Three instruments were used in the study: Body appreciation Scale, Body Esteem Scale for Adolescents and Adults and The Social Media Use Scale. The study adopted correlational design and Multiple Linear Regressions. The results showed that be-appearance of dimension of body esteem had positive significant prediction on social media usage at $(F_{6, 119})$ β= .05, t= .59, p<.01. Be-weight of dimension of body esteem predicted social media usage negatively at $(F_{6, 119})$ β= -.21, t= 1.76, p<.01. Be-attribution of dimension of body esteem predicted social media usage at $(F_{6, 119})$ β= β= -.07, t= -.52, p<.01. The moderating results showed that body appreciation negatively moderated interaction between be-appearance of dimension of body esteem and social media usage at $(F_{6, 119})$ β= -.01, t= -.13, p<.01. Body appreciation negatively moderated interaction between be-weight of dimension of body esteem and social media usage at $(F_{6, 119})$ β= -.04, t= -.30, p<.01. Body appreciation positively moderated interaction between be-attribution of dimension of body esteem and social media usage at $(F_{6, 119})$ β= .19, t= -1.49, p<.01. The findings suggest that fostering body appreciation could serve as a protective factor, helping students maintain positive self-concepts despite the challenges posed by social media. These insights have important implications for mental health interventions and educational strategies aimed at improving body image and overall well-being among university students.Hence, the study recommends that social media having positive benefits for undergraduate students should be condemned rather be encouraged by boosting the body appreciation of undergraduate students to produce positive body esteem.

Keywords: Body Appreciation, Body Esteem, Social Media Usage and Undergraduates

Introduction

In recent years, there has been a seismic shift in how individuals communicate, with

a pronounced move from traditional face-to-face interactions to virtual connections facilitated by social media platforms. Social media has not only transformed communication patterns but has also become a central part of daily life for many, particularly among young adults and adolescents. The ubiquity of social media has raised concerns among scholars and stakeholders about its impact on self-identity, particularly among vulnerable populations such as university students (Karim et al., 2020).

Undergraduate students represent a demographic that is heavily engaged with social media, often spending significant amounts of time online for various purposes, including socialising, completing academic tasks, seeking entertainment, and addressing health-related concerns (Pop et al., 2022). Social media platforms offer a space for these students to connect with peers, share experiences, and receive feedback in the form of likes, comments, and shares. However, the reliance on social media for validation and affirmation can have profound implications for students' self-esteem and overall well-being.

Young adults, especially those between the ages of 17 and 25, are in a critical developmental stage where they are establishing their identities, both personally and socially. This stage is marked by significant psychological, social, biological, and physical changes, making them particularly susceptible to external influences, including those from social media (Wood et al., 2018). During this period, individuals are more likely to engage in social comparisons, using their peers as benchmarks to gauge their own worth and attractiveness. Social media platforms facilitate these comparisons by providing curated glimpses into the lives of others, often leading to distorted perceptions of reality and heightened body image concerns (Prnjak et al., 2021; Thai et al., 2023).

The role of social media in shaping body image and self-esteem is complex. On the one hand, it provides a platform for self-expression and connection, allowing

individuals to share their achievements, milestones, and everyday experiences. On the other hand, it exposes users to idealised representations of beauty and success, which can contribute to feelings of inadequacy and body dissatisfaction. This duality highlights the need for a nuanced understanding of how social media impacts body esteem, particularly among young adults who are still in the process of forming their self-concept.

Body esteem, a critical component of self-concept, refers to the evaluative thoughts and feelings that individuals hold about their bodies. It encompasses various dimensions, including satisfaction with one's weight, shape, and overall appearance (Thai et al. 2021). Body esteem is closely linked to body image, which is the mental picture one has of their physical self and the attitudes and beliefs they hold about their appearance. Positive body esteem is associated with higher self-esteem, better mental health, and overall well-being, while negative body esteem is linked to a range of psychological issues, including depression, anxiety, and eating disorders (Vaquero-Cristóbal et al., 2013; Tort-Nasarre et al., 2023).

Given the significant impact that body esteem has on an individual's overall well-being, this study seeks to explore the potential moderating role of body appreciation in the relationship between body esteem and social media usage among undergraduate students. Body appreciation is defined as the acceptance and appreciation of one's body, regardless of societal standards or cultural pressures. It involves recognising the functionality and health of the body, rather than solely focusing on its appearance (Wood-Barcalow, 2015). Individuals with high body appreciation are more likely to resist the negative effects of social comparison and societal pressures, maintaining a positive body image even in challenging environments (Halliwell, 2013; Sundgot-Borgen, 2021).

This study hypotheses that body appreciation may serve as a protective factor, mitigating the negative effects of social media on body esteem. By fostering a

positive relationship with one's body, students may be better equipped to navigate the pressures of social media and maintain a healthy self-concept. This research aims to provide insights into the complex interplay between social media usage, body appreciation, and body esteem, offering potential strategies for promoting positive body image and mental health among university students.

Purpose of the Study

The purpose of the study was to establish the Moderating role of body appreciation on the relationship between body esteem and social media usage of Undergraduate students of Dennis Osadebe University Asaba. The following specific objectives were considered:

1.To investigate if Body esteem dimensions (be-appearance, be-weight, and be-attribution) would have relationship with social media usage among Undergraduate students.

2.To investigate if body appreciation would moderate relationship between body esteem dimension (be-appearance) and social media usage among Undergraduate students.

3.To investigate body appreciation would moderate relationship between body esteem dimension (be- weight) and social media usage among Undergraduate students.

4.To investigate if body appreciation would moderate relationship between body esteem dimension (be- attribution) and social media usage among Undergraduate students.

Research Questions

The following research questions guided the study:

1.Would Body esteem dimensions (be-appearance, be-weight, and be-attribution) have relationship with social media usage among Undergraduate students?

2.Would body appreciation moderate relationship between body esteem dimension (be-appearance) and social media usage among Undergraduate students?

3.Would body appreciation moderate relationship between body esteem dimension (be- weight) and social media usage among Undergraduate students?

4.Would body appreciation moderate relationship between body esteem dimension (be- attribution) and social media usage among Undergraduate students?

Research Hypotheses

The following hypotheses guided the study

1a.Body esteem dimensions (be-appearance, be-weight, and be-attribution) will have significant relationship with social media usage among Undergraduate students.

b.Body appreciation will significantly moderate relationship between body esteem dimension (be-appearance) and social media usage among Undergraduate students.

c.Body appreciation will significantly moderate relationship between body esteem dimension (be- weight) and social media usage among Undergraduate students.

2.Body appreciation will significantly moderate relationship between body esteem dimension (be- attribution) and social media usage among Undergraduate students.

3. Body appreciation will moderate the interaction between be-weight dimension of body esteem and social media usage.

4. Body appreciation will moderate the interaction between be-attribution dimension of body esteem and social media usage.

Literature Review

Body Esteem and Social Media Usage

The relationship between body esteem and social media usage has been the subject of considerable academic inquiry, with studies yielding mixed results. While some research suggests that social media usage can have detrimental effects on body esteem, other studies have found that it can also promote positive self-perceptions, depending on the content and context of engagement.

For example, Hirzalla et al. (2021) conducted a study examining the relationship between social media engagement and body esteem among students at a public

Malaysian university. The researchers hypothesised that higher levels of social media engagement would be associated with better body esteem. To test this hypothesis, they conducted a correlational study involving 116 undergraduate students from the International Islamic University Malaysia (IIUM). Participants completed the Social Media Engagement Questionnaire (SMEQ) and the Body-Esteem Scale Revised (BES-R) via an online survey. The results of the Spearman's correlation analysis revealed a significant but weak positive relationship between social media engagement and body esteem ($p = 0.05$, 2-tailed), suggesting that higher social media engagement is associated with higher body esteem. These findings challenge the prevailing notion that social media usage is inherently harmful to body esteem, highlighting the potential for positive outcomes when users engage with supportive and affirming content.

Conversely, Nnamchi et al. (2024) explored the predictive role of social media use and self-esteem on body image dissatisfaction among young adults at the University of Nigeria, Nsukka. The study employed a cross-sectional design, with a sample of 542 young adults (25.6% male and 74.4% female) aged 18-29 years (M= 21.84, SD = 2.77). Participants were recruited through convenience sampling and were asked to complete the Social Networking Usage Questionnaire (SNUQ), the Rosenberg Self-Esteem Scale, and the Appearance Evaluation (AE) and Body Areas Satisfaction Scale (BASS) subscales from the Multidimensional Body-Self Relations Questionnaire – Appearance Scales. The results of the multiple regression analysis indicated that social media use was a significant positive predictor of body image dissatisfaction (β = .56, $p<.001$), while self-esteem did not significantly predict body image outcomes. These findings suggest that excessive social media use may contribute to negative body image perceptions, particularly when individuals engage in social comparisons or encounter content that reinforces unrealistic beauty standards.

In a similar vein, Pop et al. (2021) conducted a study to explore the relationship between body image satisfaction, perceived health, and social media usage among

freshmen medical university students. The study also examined the influence of social media and peer interactions on body image perceptions. The researchers distributed an online survey to freshmen healthcare students, collecting psychometric data using the Body Consciousness Scale. The statistical analysis was conducted using QSR NUD*IST Vivo 12 for qualitative data and IBM SPSS Statistics for quantitative data. The sample included 77 students aged 20.09 $\pm$ 2.47 years, with a majority being women (75.30%). The results indicated that the average time spent on social media was 4.81 $\pm$ 3.60 hours per day, with Facebook being the most commonly used platform (94.80%), followed by Instagram (92.20%), Snapchat (16.90%), WhatsApp (15.60%), and TikTok (10.40%). The primary reason for using these platforms was socialisation. The study found that 64.90% of healthcare students were of normal weight, with women scoring higher on both the Private Body Consciousness and Public Body Consciousness scales. The results highlighted the complex relationship between social media usage and body image, emphasising the need to address body image concerns, particularly among young women.

Body Appreciation and Body Esteem

Body appreciation has emerged as a significant factor in moderating the relationship between body esteem and social media usage. The concept of body appreciation refers to the extent to which individuals hold positive and accepting attitudes toward their bodies, irrespective of societal pressures and idealised standards of beauty. Research indicates that individuals with high body appreciation are more resilient to the negative effects of social media and are better able to maintain positive body esteem even in the face of external pressures.

For instance, Khalaf et al. (2021) conducted a study to examine the relationship between positive body image, self-esteem, and associated sociodemographic factors among Omani university students, with a specific focus on gender differences. This cross-sectional study utilised an online survey that included the Body Appreciation

Scale-2 and Rosenberg's Self-Esteem Scale. The study recruited 237 students from various colleges at Sultan Qaboos University. The findings revealed that positive body image was significantly associated with self-esteem ($\beta = 0.122$, $t = 2.197$, $p = 0.038$), cumulative grade point average (cGPA) ($\beta = 0.140$, $t = 2.306$, $p = 0.022$), body mass index (BMI) ($\beta = -0.414$, $t = -6.930$, $p < 0.001$), monthly household income ($\beta = -0.129$, $t = 2.467$, $p = 0.029$), and the number of social media accounts ($\geqslant 2$, $\beta = -0.132$, $t = -2.232$, $p = 0.027$). Furthermore, the study found that self-esteem was significantly related to academic performance (cGPA) and parental education level, in addition to body appreciation. These findings suggest that body appreciation plays a crucial role in fostering positive self-esteem, which is further influenced by academic success and socio-economic factors.

Similarly, Wodarz and Rogowska (2024) explored the moderating effect of body appreciation on the relationship between self-esteem and life satisfaction, with a focus on gender differences and age disparities between emerging adults (under 30 years) and older adults. Conducted in Poland, the study involved a sample of 449 adults aged 18 to 75 (M = 30.41, SD = 12.72), with 68% of the participants being women. The study employed a cross-sectional online survey that included the Satisfaction With Life Scale (SWLS), Rosenberg Self-Esteem Scale (RSES), and Body Appreciation Scale (BAS-2). The results indicated that men reported higher levels of life satisfaction and self-esteem compared to women, and older adults (over 30 years) scored higher in life satisfaction, self-esteem, and body appreciation than younger adults. The study also confirmed positive and moderate correlations between life satisfaction, self-esteem, and body appreciation, with body appreciation moderating the relationship between self-esteem and life satisfaction, even after controlling for age and gender.

Further evidence of the importance of body appreciation is provided by Linardon et al. (2024), who conducted the first systematic review and meta-analysis of research on body appreciation and its psychological correlates. The review included 240

papers, with meta-analyses performed on 35 cross-sectional correlates of body appreciation and qualitative reviews of prospective associations. The findings demonstrated that body appreciation was inversely related to eating pathology (e.g., eating disorders, dietary restraint), body image disturbances (e.g., appearance-ideal internalisation, body surveillance, and sociocultural pressures), and general psychopathology (e.g., depression, anxiety). Conversely, body appreciation was positively associated with adaptive well-being constructs, including self-esteem, self-compassion, and sexual satisfaction. The qualitative synthesis further suggested that body appreciation may promote better psychological well-being over time. These findings underscore the consistent association between body appreciation and psychological well-being, highlighting its potential as a target for mental health promotion and eating disorder prevention programs.

Collectively, these studies illustrate the protective role of body appreciation in maintaining positive body esteem, particularly in environments where individuals are exposed to external pressures and societal standards. By fostering a positive and accepting attitude toward one's body, individuals can better resist the negative effects of social comparison and social media usage, thereby enhancing their overall well-being.

Body Appreciation and Social Media Usage
The relationship between body appreciation and social media usage has also been explored in several studies, revealing complex dynamics that vary depending on the frequency and nature of social media engagement. While some studies suggest that social media usage can exert pressure on individuals to conform to idealised beauty standards, others indicate that body appreciation can mitigate these effects, promoting positive body image and self-esteem.

For instance, Sonmez and Esiyok (2023) examined the connection between social media usage frequency, appearance-related social media pressure, and body mass

index (BMI) on body appreciation among patients undergoing cosmetic procedures. The study aimed to evaluate the clinical impacts of these factors and involved 136 participants with a mean age of 35 years, 70% of whom had normal BMI scores. The study found that BMI negatively affected body appreciation (β = 0.199, $p < 0.05$), while social media usage did not have a significant effect on appearance-related social media pressure (β = 0.001, $p > 0.05$). However, appearance-related social media pressure was found to negatively impact body appreciation (β = −0.280, $p > 0.05$). These findings suggest that while social media may serve as a source of information, it can also create pressures related to appearance, potentially undermining body appreciation.

Similarly, Greta (2020) conducted a study on social media usage and body appreciation among Swedish adults. The study revealed that 50% of Swedish adolescents were content with their weight, and 50% were active on social media daily. The results indicated that time spent on social media was associated with body dissatisfaction, while viewing body-positive content was linked to increased body appreciation. The study employed a salutogenic approach within a theoretical framework of sense of coherence, examining whether there was a relationship between social media usage and body appreciation in Swedish adults, and whether this relationship varied by gender. Data were collected from 153 participants using questionnaires, and correlation and multiple regression analyses were conducted. The findings showed that while general social media usage did not have a significant relationship with body appreciation, less time spent on social media was associated with higher body appreciation, particularly among women. This relationship persisted even after controlling for confounding variables, suggesting that reducing social media usage may be beneficial for enhancing body appreciation, especially for women.

Ragni et al. (2023) further explored the relationship between social comparison, body appreciation, and social media use in a sample of higher education teachers

and students. The study included 699 higher education teachers (mean age 39 years, 82.6% female) and 200 students (mean age 22 years, 60% female) from the University of Foggia, Italy. Participants completed the Social Media Social Comparison Scale and the Body Appreciation Scale-2. The study found a negative relationship between higher levels of social media social comparison and body appreciation (r=-.14, p <.01). Additionally, the use of three or more social media platforms and the use of Instagram, as opposed to Facebook, were associated with greater social comparison and lower body appreciation. These findings underscore the importance of moderating social media usage and content engagement to mitigate the negative effects of social comparison on body appreciation.

Theoretical Framework

This study is anchored in Alderfer's (1969) Existence, Relatedness, and Growth (ERG) theory of motivation, which provides a valuable lens through which to understand the needs and motivations of undergraduate students in the context of social media usage and body esteem. According to ERG theory, individuals have three core needs: existence, relatedness, and growth.

Existence Needs: These are the most basic needs, encompassing the material and physiological requirements necessary for survival. For undergraduate students, existence needs may extend to the psychological need for validation and recognition, which is often sought through social media platforms. The desire to be seen, acknowledged, and validated by others can drive students to engage in behaviours aimed at enhancing their body image, such as sharing photos and seeking likes or positive comments. However, this need for validation can also make students more vulnerable to the negative effects of social comparison and societal pressures, potentially leading to body image dissatisfaction.

Relatedness Needs: Relatedness needs pertain to the desire for meaningful social connections and relationships. For undergraduate students, social media serves as a

key platform for maintaining connections with friends, family, and peers, as well as for building new relationships. The importance of social connectedness in fulfilling relatedness needs can influence how students perceive their body image, as they may seek to conform to the expectations and standards set by their social circles. Positive social interactions and supportive relationships can bolster body esteem, while negative interactions or social exclusion can exacerbate body dissatisfaction.

Growth Needs: Growth needs refer to the intrinsic desire for personal development and self-improvement. In the context of body image, growth needs may manifest as the pursuit of a healthy body image, self-acceptance, and body appreciation. Students who prioritise personal growth and self-improvement are more likely to develop a positive relationship with their bodies, focusing on health, functionality, and self-compassion rather than external appearance. This focus on growth can help mitigate the negative effects of social media on body esteem by encouraging students to cultivate a positive and resilient self-concept that is less dependent on external validation and societal pressures.

Methods

Participants

A total of one hundred and twenty-six (126) undergraduates drawn from Dennis Osadebe University Asaba served as participants for the study. Accidental sampling techniques which was a non-probability sampling technique were used in selecting the participants because the participants must give consent to participate in the study and only those that consented were involved in the study. The participants consisted of 35 (27.8%) male and 91 (72.2%) female students. The participants' ages range from 19 to 29 years with a mean age of 23.90 and a standard deviation of 3.40.

Procedure

The researcher sampled 126 students of Dennis Osadebe University Asaba. The researcher distributed questionnaire across several faculties and department to gain a representative sample of the University being that the study was about

undergraduate students.

The researcher recruited the services of two NYSC corp members to assist in distributing the instrument from one location of the University to the other.The researcher provided training for the research assistants and ensured that they understood the study and could perform the administration of the tests during the survey without the assistance of the researcher. The researcher also provided logistics needed like transportation, feeding and stipends for the recruited assistants. The sampling technique used for the study was accidental sampling. The researcher observed ethical guidelines for conducting the study and obtained the consent of respondents. The respondents were not mandated to participate and were informed they could be disengaged from the study at any point. During the fieldwork, the researcher introduced herself as a researcher carrying out an inquiry and solicited the help and cooperation of the participants. The researcher explained what the participants were expected to do with the questionnaire and also provided instructions at the top of each questionnaire as well as practical assistance. The study lasted for 2 days. 150 questionnaires were distributed of which some requested to take their home and return it the next day. 131 were collected back and 126 were valid and coded for analysis.

Instruments

Three instruments were used in the study: Body appreciation Scale, Body Esteem Scale for Adolescents and Adults and The Social Media Use Scale.

Body appreciation Scale: The scale was developed by Avalos, Tylka and Wood-Barcalow (2005) and the scale contained 10 items. Participants were instructed, "Please indicate whether the question is true about you never, seldom, sometimes, often, or always." The labels included on the item-response scale mirrored the original 5-point scale (Avalos et al., 2005): never = 1, seldom = 2, sometimes = 3, often = 4, always = 5. Higher scores indicate higher BA. To calculate one's final BA score, item responses are summed, resulting in a score between 5 and 50. The scale has internal consistency reliability For women and men, respectively, Cronbach's

coefficient alphas were 0.94 and 0.93 for the 10-item BAS-2. Item-total correlations ranged between .62–.88 for women and .59–.83 for men.

Body Esteem Scale for Adolescents and Adults: The scale was developed by Mendelson, Mendelson, and White (2001) and the scale contained 23 items. Three subscales: Be-Appearance: 10 items, Be-Weight: 8 items, and Be-Attribution: 5 items. Participants were also asked to rank the importance of each body esteem item in physical evaluations of their bodies (1 = not at all important to 5 = very important). The three subscales has internal consistence of: Be-Appearance (Alpha = .92), Be-Weight (Alpha = .94), and Be-Attribution (Alpha = .81) respectively.

The Social Media Use Scale: The questionnaire is used to measure individuals' social media use. The SMUS was developed by Tuck and Thompson (2021). The SMUS includes 17 items, divided into five dimensions: mage-Based (5 items): 1, 2, 3, 4, 5, Comparison-Based (3 items): 6, 7, 8 Belief-Based (4 items): 9, 10, 11, 12, Consumption-Based (5 items): 13, 14, 15, 16, 17. Scoring rules: Each item is scored on a 9-point Likert scale, ranging from 1=Never, 2= 1-2 times per week, 3= 3-4 times per week, 4= 5-6 times per week, 5= Once daily, 6= 2-5 times daily, 7= 6-9 times daily, 8= 10-13 times daily, 9= Hourly or more. To calculate the score for each dimension, the items are summed and divided by the number of items in that dimension. The overall score is calculated by averaging the scores of all dimensions. The items for each subscale should be averaged. There are no reverse-keyed items. This means that a higher score on these items indicates less social media use. The subscales have Cronbach alphas of Image-based 0.86, Comparison-based for 0.75, Belief-based 0.78, and Consumption-based for 0.77. Test-retest of: Image-based 0.83, Comparison-based 0.77, Belief-based 0.76, and Consumption-based 0.80

Design and Statistics

The study adopted a cross sectional research because data were collected using survey method (questionnaire). Correlational design was employed for the study, whereas Multiple Linear Regression was used in testing the variables in the study: Because the objective of the study was to establish the impact on the relationships that exist between variables of interest (body appreciation on the relationship

between body esteem and social media usage). All statistics was analysis were conducted using SPSS, version 23.

Results

Table 1: Descriptive Statistics and Zero Order Matrix Correlational Co-Efficient of Body Appreciation on the Relationship between Body Esteem and Social Media Usage

Variables	Mean	Std. D	SMU	BAP P	BW	BAT T	BABA P	BW	BABA T
Social Media Usage	56.00	12.21	1.00						
Be Appearance	17.98	4.48	.03	1.00					
Be Weight	13.17	2.31	.25*	-.19*	1.00				
Be Attribution	9.95	1.83	-.28*	-.01	-.61*	1.00			
BodyAppre_BeApperance	.30	.93	-.03	.03	.05	.08	1.00		
BodyAppre_BeWeight	.26	.99	-.16*	.05	-.06	.05	-.18*	1.00	
BodyAppre_BeAttribution	-.27	.82	.26*	.09	.06	.40*	-.15*	-.57*	1.00

Significant at p<. 05.

Results from the table 1, showed that be-appearance of dimension of body esteem had no significant relationship with social media usage at r(N=120) =.03 p>.05 (M: 17.98, SD: 4.48). Be-weight of dimension of body esteem had significant relationship with social media usage at r(N=120) = -.25, p<.01, (M: 13.17, SD: 2.31). Be-attribution of dimension of body esteem had significant relationship with social media usage at r(N=120) = -.25, p<.01, (M: 13.17, SD: 2.31).

The moderating results showed that body appreciation did not moderate role on be-appearance of dimension of body esteem and social media usage at r(N=120) = -.03 p>.05 (M: .30, SD: .93). Body appreciation had negative moderating role on be-

weight of dimension of body esteem and social media usage at r(N=120) = -.16, p<.01, (M: .26, SD: .99). Body appreciation had positive moderating role on be-attribution of dimension of body esteem and social media usage at r(N=120) = .26, p<.01, (M: .27, SD: .82).

Table 2: Multiple Linear Regression of Body Appreciation on the Relationship between Body Esteem and Social Media Usage

Variables	R^2	ΔR^2	df	F	SE	β	t
Constant	.129	.085	**6**	2.939	16.686		
Be Appearance					.243	.05*	.59
Be Weight					.627	.21*	1.76
Be Attribution					.870	-.07*	-.52
BodyAppre_BeApperance					1.209	-.01*	-.128
BodyAppre_BeWeight					1.442	-.04*	-.295
BodyAppre_BeAttribution					1.937	.19*	1.485

The multiple linear regression model 1 table result 2, showed that body esteem accounted for 12.9% of the social media usage, with R2 = .129, adjusted R2=.085, (F6, 119) = 2.94, p<.01. That shows that the overall model has significant contribution to social media usage among Undergraduate students of Dennis Osadebe University Asaba at 12.9%.

Be-appearance of dimension of body esteem had positive significant prediction on social media usage at (F6, 119) β= .05, t= .59, p<.01. Be-weight of dimension of body esteem predicted social media usage negatively at (F6, 119) β= -.21, t= 1.76, p<.01. Be-attribution of dimension of body esteem predicted social media usage at (F6, 119) β= β= -.07, t= -.52, p<.01.

The moderating results showed that body appreciation negatively moderated interaction between be-appearance of dimension of body esteem and social media usage at (F6, 119) β= -.01, t= -.13, p<.01. Body appreciation negatively moderated interaction between be-weight of dimension of body esteem and social media usage

at (F6, 119) β= -.04, t=   -.30, p<.01. Body appreciation positively moderated interaction between be-attribution of dimension of body esteem and social media usage at (F6, 119) β= .19, t= -1.49, p<.01.

Summary of the Findings

1a.Be-appearance of dimension of body esteem had positive significant prediction on social media usage.

b.Be-weight of dimension of body esteem predicted social media usage negatively.

c.Be-attribution of dimension of body esteem predicted social media usage.

2.Body appreciation negatively moderated interaction between be-appearance of dimension of body esteem and social media usage.

3.Body appreciation negatively moderated interaction between be-weight of dimension of body esteem and social media usage.

4.Body appreciation positively moderated interaction between be-attribution of dimension of body esteem and social media usage.

DISCUSSION

The study examined the moderating role of body appearance on the relationship between body esteem and social media usage.

In hypothesis 1 which states that body esteem dimensions (be-appearance, be-weight, and be-attribution) will have significant relationship with social media usage among Undergraduate students was confirmed therefore hypothesis one was accepted. The findings reveal that positive body esteem of undergraduate students of Dennis Osadebe University Significantly predicted social media usage. In essence, when students engage in social media usage, it has an impact on their body esteem (be-appearance, be-weight and be-attribution). This means that, engaging on the social media space makes students compare themselves with the appearances of other social media users, making them conscious of their appearance, weight and then attributing their looks to factors outside of their control. This is in tandem with

the findings of Hirzalla et al. (2021) and Pop et al. (2021). These researchers found that there is a positive relationship between social media engagement and the body esteem of undergraduate students. The findings of the current study also aligns with the findings of Nnamchi et al. (2024) conducted among Nigerian sample who found that excessive social media usage contributed to negative body image perceptions because individuals engage in social comparison when they encounter contents that reinforce unrealistic beauty standards.

The findings indicates that exposure to social media usage impacts the way undergraduate viewed themselves because they constantly engage in social comparisons.

Hypothesis 2 which states that body appreciation will significantly moderate relationship between body esteem dimension (be-appearance) and social media usage among Undergraduate students was rejected. This means that the be-appearance of body appearance did not significantly moderate the interaction between body esteem and social media usage of undergraduate students of Dennis Osadebe University. Be-appearance of body appearance means respecting and appreciating the features of the body and also is satisfied with their body appearance. In essence, the benefit of body appearance does not positively impact undergraduate students to respect and appreciate their appearance nor does it make them satisfied in comparison with the beauty standards they hold in the social media space. Even when introduced, it was not potent enough to make them see themselves as good enough or satisfied as regards their looks.

The findings is contrary to the findings of Khalaf et al (2021) and Linardon et al. (2024). These researchers confirmed that body appreciation plays a crucial role in fostering positive self-esteem of undergraduate students. The findings of Khalaf et al. (2021) also aligns with Wodarz and Rogowska (2024) that confirmed positive and moderate relationship between life satisfaction, self esteem and body satisfaction.

Hypothesis 3 which states that body appreciation will moderate the interaction

between be-weight dimension of body esteem and social media usage was rejected. Body appreciation did not significantly moderate the relationship between body esteem and social media usage of Dennis Osadebe University students. This means that body appreciation which means accepting, holding favourable attitudes and respecting the body of undergraduate students of Dennis Osadebe University did not significantly impact the way they perceived their body (be-weight, be-appearance and be-attribution) in comparison to others they consider beauty across social media platforms. The findings of hypothesis 3 is contrary to the findings of Wodarz and Rogowska (2024) who found that body appreciation moderated the relationship between self esteem and life satisfaction after controlling for gender and age. This signifies that introduction of body appreciation did not make students of students of Dennis Osadebe University feel satisfied or positively view themselves as worthy compared to others on the social media space. The negation in the findings of the current study may be attributed to the fact that most young adults and precisely students of Dennis Osadebe University university do not consider themselves good enough even when there are body appreciation pointers. This also aligns with the findings of Sonmez and Eiyok (2023) who found that body appreciation negatively impacted the social media pressures related to appearance among the participants of their study, which undermines body appreciation.

Hypothesis 4 which states that body appreciation will moderate the interaction between be-attribution dimension of body esteem and social media usage was confirmed and accepted. This means that body appreciation significantly impacted the be-attribution dimension of body esteem of Dennis Osadebe University undergraduate students. Be-attribution dimension of body esteem refers to a natural tendency of people attributing the causes of their feelings, predicament, circumstance to others; as the cause of their state rather than accepting the role they played and taking responsibility for their actions. This means that, they blame others for the way they feel when they compare themselves to others on social media platforms. Hypothesis four is supported by the findings of Greta (2020) who found

that social media usage did not have a significant relationship with body appreciation. Also, Ragni et al. (2023) found that social media usage and content engagement did not mitigate the effects of social comparison by body appreciation was not significant.

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