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How does Instagram use affect the acceptance of cosmetic surgery at different ages depending on the reason for use?

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Achieving an attractive physical appearance, even via cosmetic surgery, is a core factor in women's lives. Social media puts high pressure on women to be attractive. In addition to promoting the ideal body shape and cosmetic procedures, Instagram also has a significant impact on women's attitudes towards their own bodies. The present study aims to show that Instagram use plays a significant role in the acceptance of cosmetic surgery but is not independent of age and reason for use. The online data collection included 419 cisgender women ($M_{age} = 37.3$, $SD_{age} = 10.8$, 18-63 years), of whom 272 women ($M_{age} = 34.0$, $SD_{age} = 10.1$, 18-61 years) had an Instagram account that they actively use. The questionnaire package contained 4 questionnaires: Cosmetic Surgery Acceptance Scale, Multidimensional Instagram Intensity Scale, Objectified Body Consciousness Scale, Body Appreciation Scale-2. Our results show that there is a significant difference between Instagram users and non-users in terms of acceptance of cosmetic surgery and body objectification. Both are higher among users. There was a significant difference in the reasons for use (insistence, boredom, overuse, self-expression) among Instagram users across different age generations. Generation Z scored the highest score in all cases. A complex model revealed that increased Instagram use (overuse and insistence) increases openness to cosmetic surgery through higher body objectification. Furthermore, age increases while body appreciation decreases acceptance. Overall, Generation Z women are the most exposed to the influence of social media, while the way they use Instagram also plays a significant role.

Are you currently an Early Career Researcher?

Yes, I am still a student or have not yet received my Ph.D.

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