

# The Effect of Social Media on the Desire to Have Aesthetic Surgery

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## Introduction

Aesthetic surgery takes an important place in the field of plastic and reconstructive surgery. Aesthetic surgery procedures are performed to make the body image look more beautiful and desired. According to the definition of the World Health Organization, health is a state of complete physical, mental and social well-being. For this reason, it is a right for a person to not like their own body or a scar caused by a previous injury or trauma, to want it to be more beautiful, and to feel uncomfortable with it, although it is not a vital condition. Social media is the platform used by more than half of the world's population in which people share their thoughts, knowledge, experiences and views with other people. 99% of users access via mobile. In addition, 83% of internet users search for medical information on the internet. Since social media platforms are photo-sharing applications, the photogenic appearance of people and how they appear is important. It has been shown that there was an 11% increase in plastic surgeries performed in the USA in 2017. Dissatisfaction with one's body image, media personalities and television programs are effective in popularizing such treatments. The aim of this study is to evaluate if there is a significant relationship between patient's social media usage and their desire to have plastic surgery and which gender and age range is affected more by social media.

## Methods

In this study, a survey consisting of 10 multiple-choice questions was administered to the patients between the ages of 18 and 50 who applied to the Bezmialem foundation hospital, plastic surgery clinic through the survey questions and evaluate whether there is a significant relationship between patients social media usage and their desire to have plastic surgery. Participants responded on a voluntary basis. The questionnaire consisted of questions about demographics, preferred social media platforms, average of hours they spend of their phone on daily basis, whether they had a plastic surgery before, do they think that people use Photoshop on social media, are they using Photoshop on their photos and is it possible that social media had an impact on their decision to think about doing a plastic surgery.

## Statistical analysis

Descriptive statistics are given as frequency and percentage, mean± standard deviation, median (minimum-maximum). Research data was evaluated using SPSS 28 V. Chi-square test, fisher's exact test, fisher-chi square test, Freeman-Halton test, Mann Whitney U Test and independent samples t- Test were used. A p value of 0.05 or less was considered significant in all tests.

## Results

In this study, 59 patients participated in the survey. As we can see in chart 1 and chart 2, 44 participants were women (74%) and 15 were men (26%). 14 (23.7%) people were married and 45 (76.3%) were single. The mean age was 29.81 and most of the participants (49.1%) had bachelor degrees. The most used social media platform were Instagram and Whatsapp (91.5%) and the average daily screen time was between 4 to 6 hours. There was no significant relationship found between the use of social media and the desire to have aesthetic surgery ( $p>0.05$ ). There was a statistically significant relationship between the people who have answered that the social media had an impact on their decision to have aesthetic surgery and the people who Photoshop their photos on social media ( $p=0.005$ ).

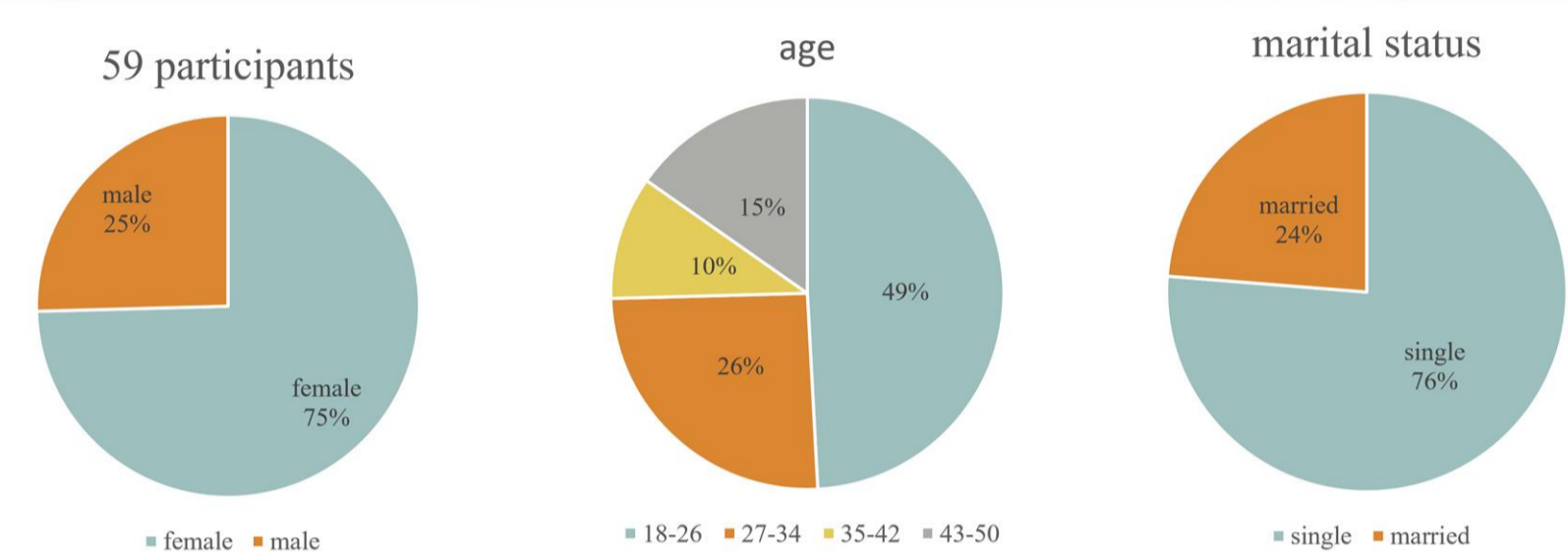


chart 1. in order from left to right: number of participants, ages and marital status.

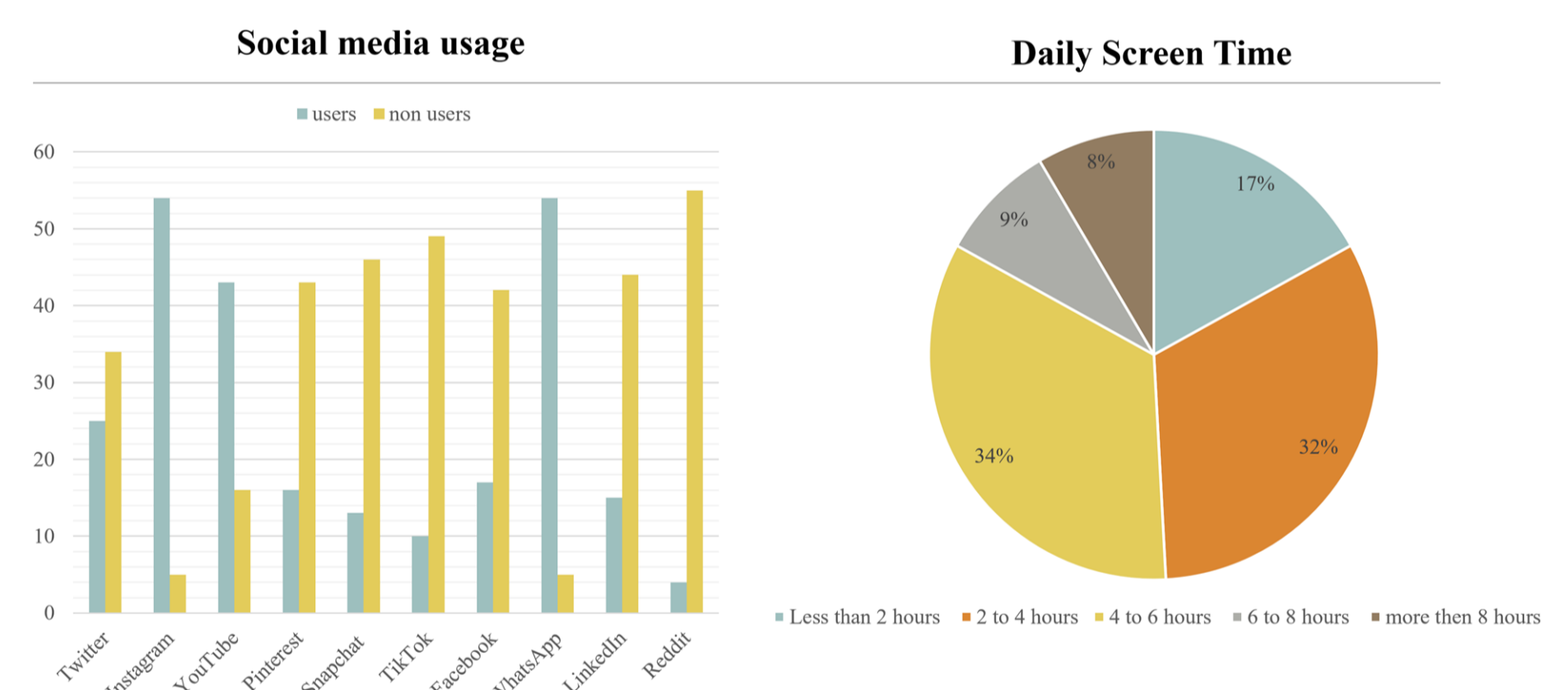


Chart 2. left: social media usage, right: daily screen time.

## Conclusion

According to this study, there is no significant relationship found between the usage of social media and the desire to have aesthetic surgery. However, it is statistically proven that people who said that they do Photoshop in their photos have been influenced by social media to do aesthetic surgery.

## References

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