

**From Virtual Perfection to Reality:
How Social Media Influences Appearance Anxiety in the 16-25
Age Group**

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Abstract

Most people, in order to conform to the public's aesthetic standards, users often have appearance anxiety (fear that their photos are not perfect.), especially young people! As a result, it influences the lack of confidence in one's appearance, which affects one's self-identity. Our study aims at how social media shapes unrealistic beauty standards and contributes to appearance anxiety among young people. By analyzing users' experiences and social media content, the study aims to provide insights into the broader impact of digital beauty culture on self-identity issues. The methodology includes content analysis of social media posts and influencer content for recurring themes related to beauty standards and perfection. In this process, we will also be reviewing journal articles. The study focuses on how social media shapes the beauty standards and affects appearance anxiety in young people. Therefore, offers an opportunity to foster mental health and media literacy awareness.

Keywords: social media, appearance anxiety, young groups

從虛擬完美到現實：社群媒體如何影響 16-25 歲年齡層的容貌焦慮

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摘要

大多數人為了符合大眾的審美標準，往往會產生外表焦慮（擔心自己的照片不夠完美），尤其是在年輕族群中更為明顯。這種焦慮進一步影響個人對自身外貌的自信，並可能對自我認同造成負面影響。本研究旨在探討社群媒體如何塑造不切實際的美貌標準，以及這些標準如何加劇年輕人的外表焦慮。透過分析使用者的經驗與社群媒體內容，本研究希望能提供對數位美貌文化如何影響自我認同問題的更深入理解。研究方法包括對社群媒體貼文與網紅內容進行內容分析，以找出與美貌標準與「完美」相關的重複主題；同時也將回顧相關學術期刊文章。研究重點在於探討社群媒體如何形塑美貌標準，並影響年輕族群的外表焦慮。藉此，本研究也期望能提升大眾對心理健康與媒體識讀的重視與意識。

關鍵詞：社群媒體、容貌焦慮、年輕族群