

Accepted Manuscript

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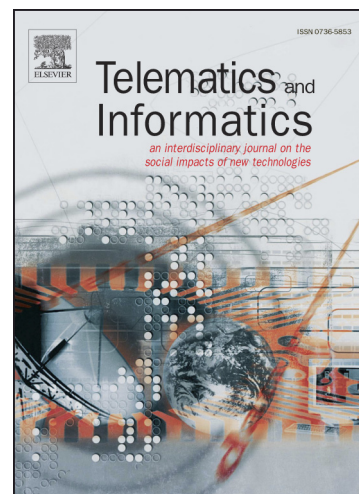
PII: S0736-5853(17)30433-1
DOI: <http://dx.doi.org/10.1016/j.tele.2017.08.001>
Reference: TELE 988

To appear in: *Telematics and Informatics*

Received Date: 10 July 2017
Revised Date: 28 July 2017
Accepted Date: 1 August 2017

Please cite this article as: Aparicio-Martínez, P., Perea-Moreno, A.J., Martinez-Jimenez, M.P., Varo, I.S., Vaquero-Abellán, M., Social networks' unnoticed influence on body image in Spanish university students, *Telematics and Informatics* (2017), doi: <http://dx.doi.org/10.1016/j.tele.2017.08.001>

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Social networks' unnoticed influence on body image in Spanish university students

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Key words: Social Networks; body image; eating disorders; advertising; Application Programming Interfaces; University.

Abstract

The influence of advertising on social networks and its effect on young people's self-image has been studied. This study first explored the frequency of published videos reposted on social networks using different Application Programming Interfaces as search engines. The study also implemented self-evaluation surveys assessed by experts and distributed among mental health professionals who assessed the influence of these social networks. Finally, the survey was designed regarding social networks and body assessment and distributed among Córdoba university students (N=328). The majority of health professionals concluded that there is an elevated influence of social networks on eating disorders, assessing advertising as a risk factor with a value of 4.60 out of 5. Young people's perceptions of their body image indicate that women's degree of satisfaction is highly correlated with the frequency of their connections to social networks, with the body image those women present and with the effect of advertising. Conversely, this high correlation and influence does not exist in men.

1. Introduction

Currently, the fact that people use social networks such as Facebook, Twitter or Instagram for large amounts of time has become an indisputable reality (Penni, 2017). These networks have become the most common form of sociocultural interaction for young people because of various factors such as maintaining contact with friends and family, meeting people with similar interests, entering into a romantic relationship (Watson, et al., 2015), and making online purchases (Mäntymäki and Salo, 2011). Audio-visual platforms such as videos and photos have a greater effect than text on users. Therefore, videos and photos are widely used as a manner of spreading ideas on social networks (Malik et al., 2016).

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