

INFLUENCE OF CELEBRITY MEDIA EXPOSURE ON BODY IMAGE AND SELF-ESTEEM AMONG UNDERGRADUATE STUDENTS IN GODFREY OKOYE UNIVERSITY

BY

**WISDOM ANTHONY CHRISTIAN
GOU/U22/MAS/477**

**DEPARTMENT OF MASS COMMUNICATION
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES
GODFREY OKOYE UNIVERSITY
UGWOUOMU-NIKE ENUGU STATE
NIGERIA.**

JULY, 2026

INFLUENCE OF CELEBRITY MEDIA EXPOSURE ON BODY IMAGE AND SELF-ESTEEM AMONG UNDERGRADUATE STUDENTS IN GODFREY OKOYE UNIVERSITY

BY

**WISDOM ANTHONY CHRISTIAN
GOU/U22/MAS/477**

**A RESEARCH PROJECT PRESENTED TO THE MASS COMMUNICATION,
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES, GODFREY OKOYE
UNIVERSITY, ENUGU IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE AWARD OF A BACHELOR OF SCIENCE (B.Sc.) DEGREE MASS
COMMUNICATION**

SUPERVISOR: REV. FR. BENJAMIN ACHI

JULY, 2026

DECLARATION

I declare that this research project titled “Influence of Celebrity Media Exposure on Body Image and Self-Esteem Among Undergraduate Students in Godfrey Okoye University” is my original work and has not been submitted in whole or in part for the award of any degree or certificate in this or any other institution. All sources used in this study have been duly acknowledged.

WISDOM ANTHONY CHRISTIAN

DATE

CERTIFICATION PAGE

I, WISDOM ANTHONY CHRISTIAN with the registration number GOU/U22/MAS/477 of the department of Mass Communication, Faculty of Management and Social Sciences, Godfrey Okoye University, Ugwuomu-Nike, Enugu State, have adequately completed the requirements for the award of B.Sc Degree in Mass Communication.

This project is original and has not, to the best of my knowledge, been submitted in part or full for any other certification, diploma or degree program of this or any other University.

REV. FR. BENJAMIN ACHI
(PROJECT SUPERVISOR)

DATE

MR. NNAMDI NZEKWE
(HEAD OF DEPARTMENT)

DATE

(EXTERNAL EXAMINER)

DATE

DEDICATION

This work is dedicated to God Almighty, whose steadfast love, favor, strength, protection, provision, and guidance have sustained me. All that I am and all that I have achieved is by His grace and faithfulness.

I also extend my sincere gratitude to my parents, Mr. Eyeh and Mrs. Grace Anthony.

.

ACKNOWLEDGMENT

I wish to first express my profound gratitude to God Almighty for His guidance, protection, love, and mercy upon me throughout my four years at this university and during the completion of this work. I am where I am today because of His grace and faithfulness.

To my parents, Mr. Eyeh and Anthony Eyeh, whose unwavering support has been the keystone of my education, I say a very big thank you. Your constant advice, prayers, encouragement, and support—financially, spiritually, and morally—have carried me this far. I do not take you both for granted, and I am forever grateful.

I sincerely thank my supervisor, Rev. Fr. Benjamin Achi, for his mentorship, patience, and guidance throughout this project. Your encouragement and constructive criticism shaped not only this work but also my growth as a student.

My heartfelt appreciation goes to my lecturers and the department of Mass Communication for creating a good learning environment: Prof Cosmos Nwokafor, Prof ike Ndito, Rev prof fr Paul Obayi, Dr Alexander Onyebuchui, Dr Ben Onwukwalonye, Dr Michael Nwosu, Dr Godwin Okoye, Mr Ejiofor Ugwu, Mrs Obioma Ozioko, Miss Chiamaka Ezugwu, Miss Miriam Odoh, Mrs Jane Mba, Mrs kosi ene, Mrs Adora, Rev Father Benjamin Achi and

Mr. Nnamdi Nzekwe, HOD, for your leadership and dedication. Thank you all for your mentorship, assistance, and the corrections, notes, and advice that contributed immensely to this work and to my academic journey.

To my friend, Isaac Anthony, Egbosimba Amarachukwu Tracy, thank you for making these four years bearable. I am deeply grateful for your love, support, and for always pushing and motivating me.

To those I am unable to mention individually, please know that I sincerely appreciate you as well. May God continue to bless you abundantly.

Lastly, I thank myself for not giving up despite all the challenges along the way. I am grateful for the strength, resilience, and determination to keep going even when things were difficult. This achievement is a reminder of how far perseverance can take one.

Wisdom Anthony Christian

TABLE OF CONTENTS

Title Page	i
Declaration	ii
Certification	iii
Dedication	iv
Acknowledgement	v
Table of Contents	vi
List of Tables	viii
Abstract	ix
CHAPTER ONE: INTRODUCTION	1
1.1 Background to the Study	1
1.2 Statement of the Problem	4
1.3 Objective of the Study	5
1.4 Research Questions	6
1.5 Significance of the Study	6
1.6 Scope of the Study	8
1.7 Limitations of the Study	9
1.8 Operational Definition of Terms	9
CHAPTER TWO: REVIEW OF RELATED LITERATURE	11
2.1 Introduction	11
2.2 Conceptual Review	11
2.2 Theoretical Framework	15
2.3 Empirical Review	16
2.4 Summary of Literature	21

CHAPTER THREE: RESEARCH METHODOLOGY	23
3.1 Research Design	23
3.2 Population of Study	23
3.3 Sample Size	23
3.4 Sampling Technique	24
3.5 Method of Data Collection	26
3.6 Instrumentality of Data Collection	27
3.7 Validity of Research Instruments	27
3.8 Reliability of Research Instruments	27
3.9 Method of Data Analysis	28
3.10 Method of Data Presentation	28
CHAPTER FOUR: DATA ANALYSIS AND RESULTS	29
4.1 Introduction	29
4.3 Analysis of Psychographic Data	30
4.4 Discussion of Findings	34
CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS	36
5.1 Introduction	36
5.2 Summary of Findings	36
5.3 Conclusion	37
5.4 Recommendations	38
5.5 Contribution to Knowledge	40
5.6 Areas for Further Studies	40
REFERENCE	42

LIST OF TABLES

Table 1: Gender Distribution of Respondents	29
Table 2: Age Distribution of Respondents	30
Table 3: Academic Level Distribution	30
Table 4: Celebrity Media Exposure	31
Table 5: Perception of Body Image	32

ABSTRACT

This work looks into how seeing famous people in the media affects body image and confidence levels in undergraduates at Godfrey Okoye University, Enugu. Because apps like Instagram, TikTok, Facebook, YouTube, and X have grown popular, students now face constant contact with polished images of fame, appearance, and living standards. Repeated viewing tends to spark comparisons that favor others, which may weaken satisfaction with one's own look and sense of value. Drawing from Cultivation Theory along with Social Comparison Theory, it examines whether regular interaction with star-centered material shifts personal self-view. While digital spaces amplify visibility, they also intensify pressure through repeated examples of so-called perfection. Exposure, especially when daily, quietly alters what feels normal or desirable. What begins as casual scrolling might slowly reshape inner judgments about worth and attractiveness. Through this lens, screen time links to deeper emotional responses shaped by repetition rather than reality. Though based on personal reports, results show how often students use Instagram is tied to how they feel about themselves. Because celebrities appear so polished online, viewers at Godfrey Okoye University report feeling worse after scrolling through feeds. When images shape identity, mood dips follow - especially around looks and worth. Rather than ignore these patterns, schools might teach critical viewing skills early. Emotional costs grow quietly; yet counselors can step in before damage deepens. Awareness alone won't fix everything, though open talks help reduce pressure. Local context matters since global trends affect Nigerian youth differently. Instead of copying foreign models, tailored strategies may work better here. Insights from this campus could guide mental health planning elsewhere too.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

This study aims to investigate the effects of exposure to celebrities in the media on undergraduate students' perceptions of body image and self-worth at Godfrey Okoye University. Several young individuals idolize celebrities and are exposed to images that portray an ideal standard of beauty, physical shape, and lifestyle, among others. The images often appear perfect and may lead students to compare their bodies to them, resulting in dissatisfaction, poor self-perception or self-concept, and ultimately maladaptive outcomes. According to existing literature, female Nigerian university students often use social media like Instagram, and body comparison with celebrities results in low self-esteem and increased body dissatisfaction (Chiaghana, Uchendu & Obi, 2024; Samphina, 2025).

Today, celebrities' media exposure contributes significantly to how adolescents view themselves in relation to appearance and self-worth. The proliferation of digital media and the development of social networks such as Instagram, TikTok, Facebook, YouTube, and X have provided increased access to celebrity images and lifestyles. Celebrities appear as attractive, successful, and well-received public figures who set a high standard for beauty and success. Exposure to such images could have an influence on students' perceptions of their physical bodies and self-worth during the developmental years. Several recent studies suggest that regular consumption of social media content may negatively impact body image and self-worth among young adults (Brasil et al., 2024; Fardouly & Vartanian, 2021).

The degree to which a person appreciates and respects themselves is known as self-esteem, whereas their thoughts and feelings regarding their looks are known as body image. Having a

healthy body image and strong self-respect is really important for mental health. On the contrary, poor body image and self-respect can make one susceptible to issues like anxiety, depression, stress, and maladaptive behaviors. In recent times, it has been found that the online world of social media sites tends to foster unrealistic beauty standards among people, thus influencing how they perceive themselves physically. There is evidence to show that young adults with excessive exposure to appearance-based social media content are dissatisfied with their body images (Al Riyami et al., 2024; Tiggemann & Anderberg, 2020).

How the effect of seeing celebrities through mass media affects body image and self-esteem can be understood via the social assessment principle. Whilst young humans compare themselves to celebrities, they regularly base their self-worth on how they look, how successful they are, and the way their lives appear in comparison to these celebrities, who they believe are extra attractive or extra successful. This kind of comparison can bring about low self-esteem and a sense of dissatisfaction with oneself. Recent research shows that the use of social media can lead to body dissatisfaction and low self-esteem. Visual-based social media platforms, especially, give celebrities greater influence because these platforms encourage a lifestyle of sharing edited photos. Unlike conventional media, social media allows for ongoing interplay with media celebrities, which makes it easier for people to evaluate themselves and develop unrealistic thoughts about what a perfect frame ought to look like. Studies have found that heavy reliance on social media leads to concerns about framing photographs and bad views of one's personal look, particularly amongst college students (Fardouly et al., 2018; Brasil et al., 2024).

Body image and self-esteem issues are especially important for university students because this is a key time in life when people are forming their sense of identity. Undergraduate students are susceptible to outside pressure associated with the idea of how one should look or live according

to the standards established by celebrities. Thus, those who feel like they do not meet such standards may suffer from dissatisfaction with their body image and a lack of self-confidence. In addition, such issues could exacerbate other problems, such as emotional disturbances, anxiety, depression, eating disorders, and academic underperformance. The recent studies show that temporary restriction from social media can boost self-esteem and body satisfaction levels (Smith et al., 2024; Perloff, 2020).

There is an increase in the penetration rate and use of smartphones, which have enabled Nigerian university students to be exposed to celebrity culture and international beauty standards through various forms of social media interaction. The social media interactions between Nigerian undergraduates and celebrities have shaped body-image perceptions that affect how they view themselves. Several recent studies carried out in Nigeria reveal a relationship between social media usage and body dissatisfaction as well as self-concept among undergraduates (Nnamchi et al., 2024; Akintola, 2024).

Looking at Nigerian university students, research shows social media - Instagram in particular - shapes how youth view their looks and sense of value. Not just passive scrolling, but constant contact with polished images hits female students harder, given the steady diet of narrow beauty norms online. Instead of feeling inspired, many end up measuring themselves against celebrities and digital personalities, leading to disappointment in their own reflection. This habit of comparison chips away at confidence over time. Slowly, poor body image takes root, stirring emotional strain and making connections with others feel heavier (Chiaghana et al., 2024; Nnamchi et al., 2024).

Most days, a shaky sense of worth shows up in mirrors. If kids fixate on flaws, nerves build fast in crowded hallways. Instead of joining lunchroom chatter, they drift toward quiet corners. Eating

turns rigid or unpredictable when image rules every choice. Focus slips during class because thoughts loop back to shape and size. Inside battles drain energy meant for essays and equations. Spending hours online matters too, especially on image-heavy sites pushing narrow standards. At universities across Nigeria, heavy scrollers often report lower self-esteem - ties between screen time and doubts about body or value keep showing up in studies (Alharbi et al., 2024; Brasil et al., 2024).

While scientists pay growing attention to social media's role in shaping how people feel about their appearance, little effort goes toward understanding how celebrity exposure affects students' self-perception. Findings often rest on general internet usage rather than examining closely how portrayals of glamour, success, or lifestyle alter a student's sense of worth and physical identity. Almost no studies target pupils at Godfrey Okoye University specifically. This gap leaves a local awareness when it comes to how fame-driven messages influence youth thinking. Addressing this isn't only useful - it opens paths to practical help, including workshops or lessons designed to walk learners through these pressures without judgment (Akintola, 2024; Chiaghana et al., 2024).

This work looks at students' views on their bodies when seeing famous people often. Through time, watching stars might shift how young adults see themselves. Findings here could shape better ways to teach media awareness. How learners feel about their appearance may change with guidance. Stronger thinking habits around image come from understanding these effects. Mental health support grows clearer through such insight.

1.2 Statement of the Problem

Lately, social media moves fast. Undergraduate students come across piles of celebrity updates - mostly scrolling through Instagram, TikTok, Facebook, YouTube, or X. Instead of books, many now watch lives unfold in short clips and photos. What stars wear, say, or accomplish shows up

instantly. Watching them feels more like hanging around than studying. For most students, it simply passes the time without much thought behind it. However, it can influence their perception of themselves. Since celebrities are presented in an idealized manner as perfect people, successful, and adored by everybody, students might tend to compare themselves to celebrities. In case students perceive that they cannot compare to celebrities, either due to lack of achievements or poor looks, it might affect their body image and perception of themselves negatively, causing low confidence, dissatisfaction with appearance, and themselves. The constant exposure to celebrity media might lead students to depression and maladaptive behavior in the course of everyday interactions. While young people enjoy using celebrity media in large quantities, not much has been done to explore how it influences the attitudes towards body and self of students of Godfrey Okoye University. Most research is concerned with media generally. So we do not really know how celebrity media affects students' thoughts on how they look and feel about themselves. That is why we want to do this study. We want to see how looking at celebrity media affects the body image and self-esteem of students in Godfrey Okoye University. We also want to find out facts that can help teachers, counsellors, and researchers understand and deal with this problem that is getting bigger among university students.

1.3 Objectives of the Study

1. To investigate the level of celebrity media exposure on Instagram among Godfrey Okoye University undergraduates.
2. To analyze the influence of celebrity media exposure on undergraduate students' perception of body image.
3. To determine the effect of celebrity media exposure on the self-esteem of undergraduate students at Godfrey Okoye University.

1.4 Research Questions

1. To what extent are undergraduate students of Godfrey Okoye University exposed to celebrity media on Instagram?
2. How does exposure to celebrity media on Instagram influence the perception of body image of undergraduate students?
3. What is the effect of celebrity media exposure on the self-esteem of undergraduate students at Godfrey Okoye University?

1.5 Significance of the Study

Looking into celebrity media helps understand students' feelings about their bodies at Godfrey Okoye University. Nowadays, posts from famous faces fill screens through apps such as Instagram, TikTok, Facebook, YouTube, and X. Pictures pop up constantly - perfect smiles, dream homes, wild success - all shaping what young minds absorb daily. Seeing so much perfection may quietly shift how undergraduates view their own looks or worth. Platforms stream endless highlights, which sometimes leave students comparing too hard. Scrolling often brings images that stir discomfort instead of joy. What shows up online doesn't reflect real life, yet it still impacts confidence. These digital moments add up, influencing inner thoughts without clear warning. Students spend hours exposed to glamorized lives, possibly harming their self-image slowly. Repeated viewing might shape beliefs about beauty and value over time. From scrolling through feeds comes a quiet shift in how young minds view who they are. What shows up on Instagram, TikTok, Facebook, YouTube, or X quietly shapes student thinking. Flawless images and grand displays of achievement often leave some feeling less than. Watching famous figures closely may stir inner questions about worth and appearance. When learners measure themselves against stars, emotions tend to dip. Seeing perfection online might distort real-life expectations. This study digs

into that space between screen stories and self-view. Instead of just accepting comparisons, students begin recognizing their influence. Awareness grows when reflection replaces passive viewing. At Godfrey Okoye University, this matters deeply. Body image struggles are tied directly to what streams daily across devices. Real people face real doubts after endless highlight reels. With attention focused here, understanding begins to take root. Right now, many young learners see endless clips and posts about famous figures while scrolling through apps like Instagram or TikTok. Beauty, wealth, and fame flash across screens - often shaping how some pupils view their looks or school performance. Instead of feeling inspired, repeated exposure can quietly chip away at self-assurance. Snapshots of glamorous routines appear on Facebook, YouTube, and X, nudging students to compare their daily reality. Luxury cars, flawless skin, big achievements - they pile up in feeds, shifting inner thoughts without warning. Seeing so much perfection online sometimes leads to silent questioning: Is my life enough? Behind the screen, a cycle forms - not always obvious, yet steady - influencing mood and mindset alike. Moments spent watching others succeed may slowly reshape personal expectations. Platforms built for connection occasionally deliver doubt instead. The glow of stardom, shared endlessly, leaves marks deeper than expected. Pictures of perfect lives shown online might shape how young minds see themselves. When stars share moments of fame or looks, it quietly shifts student thinking. By looking closely at celebrity habits, learners start noticing hidden impacts around them. Spotting those patterns helps reduce harm from unfair comparisons. With clearer eyes, confidence in one's own skin often grows stronger. Once awareness kicks in, choices about media change without force. Thoughts turn inward, questioning what is seen and why it matters. Teachers find value here, as well as advisors who guide growth, even family members helping through tough phases. Realizations unfold slowly, yet reach far across campus life. Those working at universities might find value here. Health workers could

shape initiatives using what was uncovered, while teachers and advisors may build activities around the insights. Events and classes on digital habits could come from campus leaders, helping learners engage online in balanced ways. When parents see how admiration for famous people affects youth, they can offer better guidance. What emerged adds to the understanding of media effects and mental wellness in Nigeria. Others exploring related areas can take this information forward in new studies. One way of thinking about fame's effect shows up in students' views of their bodies. What stands out is how personal value shifts when stars fill social feeds. At Godfrey Okoye University, growth during young adult years takes shape under that pressure. Learning happens by watching those patterns unfold over time.

1.6 Scope of the Study

Only students at Godfrey Okoye University in Enugu, Nigeria, take part - this study zeroes in on how seeing celebrity posts on Instagram might shift how they view their bodies or feel about themselves. Since the app has become a go-to space for polished photos, glamorized lives, and famous figures, it plays a quiet role in shaping young minds. One reason Instagram stands out? It floods feeds with images that quietly nudge what feels normal or desirable. Because of this steady stream, reactions to such content matter deeply here. Focusing the research on one university and one social media platform will enable researchers to conduct intensive research regarding the effects of exposure to celebrity media on their psychological well-being.

The further specifications of the study are the limitations that arise because of restrictions such as time, finances, and participant availability. Information collecting implies conducting interviews with students in the form of self-reports, where the answers are influenced by the person's honesty, conforming or nonconforming tendencies. Consequently, the reliability of the conclusions made based on this information would be determined entirely by the reliability of the information itself.

The current research does not examine other social networking applications such as TikTok, Facebook, or YouTube, nor does it examine postgraduate students or people who are not related to a certain educational institution. Specifically, it focuses on the influence of Instagram on undergraduate students' self-concepts when exposed to the media representations of celebrities. Although the information collected in this way helps to understand the phenomena described above, it cannot fully reflect the diversity of cases.

1.7 Limitations of the Study

There are various limitations associated with this study, some of which might have affected the outcome. First of all, as far as the data used is concerned, since all of the data has been collected from self-reported sources, it can only be as reliable as the participants who filled out the survey. For instance, some of the respondents might have provided partial or socially acceptable information, making the validity of the data questionable. Furthermore, the study has only been conducted among one institution, namely Godfrey Okoye University, and at a fairly small sample size as well. Therefore, the findings cannot be generalized to include other universities as well as non-academic settings. Lastly, there were various practical constraints that hindered this study, mainly due to a lack of adequate resources as well as time.

1.8 Operational Definition of Terms

Celebrity Media Exposure: This involves the frequency with which undergraduate students encounter images, videos, narratives, or news related to popular public figures. This can take place by any means of consumption of media messages, such as browsing social media platforms, watching television programs, reading magazines, or even watching movies featuring celebrities.

Perception: The term describes the manner in which undergraduate students interpret media information related to celebrities. It relates to the way in which undergraduate students process

media information concerning celebrities and use these messages to create an understanding of themselves and the environment.

Body Image: Body image concerns students' perceptions of their bodily selves. It is not only concerned with the objective physical form of the body, but also the personal evaluation of the way one appears or feels regarding oneself in terms of body image.

Self-Esteem: Self-esteem means the worth or esteem that students place on themselves as individuals. It is a personal belief in self-worth and a favorable evaluation of the way one sees themselves and his/her strengths and weaknesses.

Social Comparison: This is the thought process where students compare themselves to their idols and see themselves as better than or worse than them. They can make comparisons regarding their similarities and differences, and this may be positive or negative towards their body image.

Undergraduate Students: These refer to the young adults who are currently undertaking their first degree studies at Godfrey Okoye University. The students are enrolled in undergraduate degree programs and vary in terms of progress towards graduation from college.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter takes a look at earlier studies exploring how celebrity media affects college students' views of their bodies and confidence levels. Different ideas, models, and real-world data are

explored - each adding weight to understanding what happens inside young minds when flooded with images of fame and beauty. Instead of just connecting dots, it examines how constant contact with polished lifestyles shapes personal beliefs about appearance and worth. As platforms grow more central in daily life, learners face an endless stream of flawless faces and curated moments highlighting physical perfection.

2.2 Conceptual Review

Media Exposure

These days, more people come across news and updates using phones, TV, websites, or apps. What you see online often depends on how much time gets spent scrolling, watching, or reading. College kids now face constant streams of posts, videos, and articles - simply because being online is nearly unavoidable. Digital tools keep improving. Because of that, staying connected feels less like a choice and more like background noise shaping daily life.

Recent findings reveal that media exposure is becoming increasingly significant in terms of its influence on well-being, self-concept, attitudes, and self-perceptions. Valkenburg and Peter (2016) claimed that online interaction and new media had impacted adolescent and young adult development in a profound way because media usage continually affected emotional and social experiences.

Moreover, Murray et al. (2016) carried out research on the use of social networking sites by undergraduate students. In particular, the study showed that time spent on social networking was related to appearance concerns and poor eating habits. Specifically, students exposed to media were reported to suffer from decreased self-esteem and dissatisfaction with their bodies. According to the researchers, media exposure affects psychological outcomes indirectly via perception related to appearance. Additionally, recent findings have highlighted that media exposure affects the

emotional well-being of young adults. Particularly, the study conducted among undergraduate students on Instagram and TikTok revealed that exposure to social media had led to appearance-based social comparison, body dissatisfaction, and self-esteem changes.

Celebrity Media Exposure

Celebrity media exposure involves the amount of exposure to celebrity portrayals, lifestyle, behavior, thoughts, and accomplishments through various media channels like television, movies, advertisements, social media, and entertainment shows. Social media sites such as Instagram, TikTok, Facebook, and YouTube have made it easier for celebrities to gain recognition. Unlike traditional media exposure, digital platforms enable people to have constant access to celebrities' lifestyles and their images. Thus, youth are constantly exposed to celebrity content in their day-to-day activities.

Recent research has found that celebrities' appearances in the media influence how people see beauty and attractiveness. According to Fardouly and Vartanian, repetitive exposure to celebrity images on social media sites fosters self-comparison, leading to body dissatisfaction among youth (2016). Chae (2017) observed similar findings about social media exposure to celebrities and influential personalities and noted that social media exposure led to upward comparison. The reason for this phenomenon was identified as the fact that people tend to make comparisons with those celebrities they feel are better than themselves in terms of attractiveness and other aspects of life.

Perception

In the context of the current research, perception is a psychological activity involving thoughts and emotions through which college students make sense of the media information they receive regarding celebrities. Perception is not a mere process of receiving stimuli but an active one where

an individual organizes, interprets, and evaluates what he or she receives from the environment, which includes media stimuli.

According to social perception theory, people develop perceptions about themselves and other people using the information provided to them in their social environments, including the media. As college students watch celebrity material regularly, their perceptions regarding beauty, success, and self-respect could be molded. Studies have shown that the perception process mediates the relationship between media exposure and behavior or emotions. Those students who consider celebrity portrayal in the media as reality are more prone to feeling dissatisfied about their bodies and low self-respect than those who consider celebrities' images as unreal and excessively retouched (Festinger, 1954; Gerbner, 1969).

In addition, perception of attractiveness and social value is highly affected by the amount and degree of media exposure. It has been found that those students who are exposed to the media concerning celebrities for longer periods of time tend to distort their understanding of how large the normal body size should be, as well as what makes one look beautiful (Fardouly & Vartanian, 2016; Tiggemann & Anderberg, 2020).

Self-Esteem

Self-esteem can be described as one's overall assessment of one's own personal value, worth, confidence, and respect for oneself. Self-esteem depicts whether or not an individual feels good about themselves. Recent research shows that self-esteem levels among young adults have been influenced by social experiences and exposure to the use of digital media. Social media has

increased avenues of comparisons, affirmations, and self-identity, which consequently influence self-esteem.

One study of university students showed that viewing perfect-looking images online left them feeling low, especially when comparing themselves to impossible ideals. Over in Nigeria, researchers looked into youth from various schools in Osun State, curious about how long hours on social media could shift thoughts about looks and self-worth. What emerged was clear: constant browsing deeply influenced how these young people perceived their bodies and measured their own importance.

Body Image

Most students carry around a picture in their mind of how they look. How kindly they treat that inner picture shapes how they feel about themselves. Seeing it gently tends to build up confidence, whereas harsh judgment chips away at it. Lately, online spaces have become stages where looks get measured nonstop. Scrolling through polished snapshots again and again wears down ease with one's natural face. Back in 2022, a deep dive found endless streams of perfected bodies and features that leave plenty uneasy inside. Looking at college students, studies show regular scrolling through social platforms can spark worries about how one looks - especially when measuring up against carefully edited online images. In a similar way, data gathered in Nigeria reveals that heavy engagement with digital spaces tends to go hand in hand with feeling less happy about one's body.

2.2 Theoretical Framework

This study is grounded in two key theoretical frameworks: Cultivation Theory, developed by George Gerbner, and Social Comparison Theory, introduced by Leon Festinger. These theories are considered relevant because they help explain how the media shapes individuals' perceptions of reality and influences their tendency to compare themselves with others. Cultivation Theory

addresses how prolonged exposure to media content affects people's views on beauty and related ideals, while Social Comparison Theory focuses specifically on the ways individuals measure themselves against celebrities.

Cultivation Theory

Back in the sixties, George Gerbner came up with the idea we called Cultivation Theory. Spending lots of time watching media content slowly shapes what folks believe about real life. Instead of questioning it, heavy viewers often accept what they see on screen as an accurate reflection of the world around them. In regard to this particular study, Cultivation Theory is very important because it can be assumed that undergraduate students, who regularly see celebrities on various social networks, start viewing those celebrities and their lives as the true standards of what is considered to be beauty, success, attractiveness, and even social status.

Social Comparison Theory

The other theory pertinent to this research is Social Comparison Theory, which was postulated by Leon Festinger in 1954. The theory suggests that people tend to make an assessment of their thoughts, abilities, accomplishments, and appearance based on comparisons to other people when objective criteria are not available for such assessments.

Social Comparison Theory can be applied to this study since undergraduate students who come across the images of celebrities on social networking sites can compare themselves with celebrities with regard to their body image, appearance, achievements, and lifestyle. Since celebrities are usually presented as people who are more physically attractive, more accomplished, richer, and highly respected, such comparisons will often result in feelings of inadequacy in undergraduate students. As far as this issue is concerned, upward social comparison plays the leading role since

it refers to comparing oneself with people one considers more accomplished and successful. Such comparisons may often have adverse effects.

The theory highlights the concept of upward social comparison, which involves the comparison of oneself with someone who is perceived as better than the person making the comparison. In most scenarios, the result of upward comparison could be negative, such as feelings of dissatisfaction, low self-confidence, and poor self-esteem. Thus, when students compare themselves with the perfect body image of celebrities, the results could be a negative body image and self-perception. Hence, Social Comparison Theory can help in understanding the link between the influence of celebrity media and body image, as well as self-esteem among the university students at Godfrey Okoye University.

2.3 Empirical Review

A study by Akintola (2024) titled "**Social Media Use, Body Image and Self-Esteem among Undergraduate Students in Nigerian Universities**" found that social media use significantly predicts body image perception and self-esteem among university students in Nigeria. Using a survey research design, the study revealed that students who spent more time on social media platforms were more likely to compare themselves with images they viewed online, thereby influencing their perception of physical appearance and self-worth. The findings further showed that social media exposure contributed to body image concerns and shaped students' confidence levels. The study also reported gender differences, indicating that female students experienced greater concerns about body image, while levels of self-esteem varied between male and female participants.

The gap identified was that the study focused on general social media use rather than celebrity media exposure specifically. In addition, the study was conducted in selected universities and did

not examine students of Godfrey Okoye University. Therefore, the present study seeks to fill this gap by investigating the influence of celebrity media exposure on body image and self-esteem among undergraduate students at Godfrey Okoye University.

A study by Nnamchi et al. (2024) titled "**Social Media Use, Self-Esteem and Body Image Dissatisfaction among Young Adults in Nigeria**" found that social media use and low self-esteem significantly predicted body image dissatisfaction among young adults. The study revealed that continuous exposure to online content and social interactions often led individuals to compare their appearance with that portrayed online, resulting in dissatisfaction with their physical appearance. The findings further indicated that students who reported lower self-esteem were more likely to experience negative body image perceptions and feelings of inadequacy regarding their appearance.

The gap identified was that the study examined social media use generally without specifically focusing on celebrity media exposure. It also did not focus on students of Godfrey Okoye University.

A study by Brown et al. (2020) titled "**The Influence of Celebrity Images on Instagram and Body Dissatisfaction among Female Students**" found that exposure to celebrity images on Instagram greatly influences body dissatisfaction. In this case, the participants exposed to celebrity images experienced appearance comparisons that made them dissatisfied with their bodies. The results of the research also revealed that when participants viewed the edited and beautiful celebrities on Instagram, there was a significant influence towards meeting the unrealistic beauty standards.

The gap identified was that the research considers females and Instagram users alone. This narrows down the scope of application of the results obtained to larger groups of undergraduate students and media.

Middleton's 2025 study, "Celebrity Worship, Body Image and Self-Esteem among Psychology Students," discovered that intense worship of celebrities correlated with body-image issues and poor self-esteem. Those participants who were actively following or worshipping celebrities were more likely to compare themselves to them; this led to low self-esteem and low confidence levels. Moreover, the study revealed that emotional bonds with celebrities created false notions regarding beauty, success, and living standards. Even so, the study had some boundaries. It focused solely on celebrity obsession rather than broader media contact. Another reason was that participants came entirely from psychology classes.

The gap identified was that the study focused on celebrity worship rather than everyday celebrity media exposure. It was also limited to psychology students only.

A study by Aroso et al. (2025) titled "**Social Media Use, Body Image, Self-Esteem and Psychological Wellbeing among Female Undergraduates**" found that increased social media engagement negatively affected body image, self-esteem, and overall psychological well-being. Spending extra hours on social platforms made young women more prone to feeling unhappy with their bodies, research showed. Online spaces filled with polished visuals often led to tougher feelings about how they looked. Confidence dipped when these students kept seeing flawless portrayals day after day. Emotional strain crept in, quietly shaping how they saw themselves. Repeated contact with such imagery is tied closely to inner discomfort. Self-view weakened under constant comparison. Moments of doubt grew alongside endless scrolling.

The gap identified was that the study focused only on female undergraduates and did not specifically isolate celebrity media exposure from other social media content. This study addresses that limitation.

A study by Moon and Han (2019) titled "**Instagram Use, Body Comparison and Self-Esteem among University Students**" found that Instagram use indirectly affected self-esteem through body comparison processes. Heavy Instagram users among students showed a stronger tendency to measure their looks against peers - this habit often left them unhappy with how they appeared. Rather than building confidence, constant contact with polished online photos pushed narrow ideas about beauty, shaping what people felt was attractive.

The identified gap was that the study focused on Instagram use and body comparison without specifically examining exposure to celebrity media. Therefore, the influence of celebrity content was not clearly established.

A study by VanVonderen (2019) titled "**Media Exposure and Body Dissatisfaction among Female Students**" found that frequent media exposure was associated with increased body dissatisfaction among female students. The study revealed that exposure to media images portraying ideal body standards often led participants to feel dissatisfied with their own appearance. The findings further showed that repeated viewing of appearance-focused content contributed to lower confidence and negative perceptions of physical attractiveness.

The gap identified was that the study examined general media exposure rather than celebrity-focused media exposure. It also involved only female participants.

A study by Chiaghana et al. (2024) titled "**Instagram Use, Body Image and Self-Esteem among Nigerian Undergraduate Students**" found that Instagram use negatively influenced body image and self-esteem among university students. The study revealed that increased exposure to

appearance-related content on Instagram was associated with greater body dissatisfaction and lower levels of self-confidence. The findings further indicated that students who frequently compared themselves with images viewed online were more likely to experience negative evaluations of their physical appearance.

The gap identified was that the study focused only on Instagram as a social media platform and did not examine celebrity media exposure across different media channels. Furthermore, the study concentrated primarily on students' social media usage patterns rather than celebrity influence. Therefore, the present study addresses this gap by examining the influence of celebrity media exposure on body image and self-esteem among undergraduate students at Godfrey Okoye University.

A study by Akande et al. (2024) titled "**Body Image Dissatisfaction and Eating Attitudes among University Students**" found that body image dissatisfaction significantly influenced unhealthy eating attitudes among students. The study revealed that students who were unhappy with their physical appearance were more likely to engage in unhealthy dieting behaviors and develop negative attitudes toward food consumption. The findings further showed that poor body image contributed to emotional distress and concerns about physical appearance.

The gap identified was that the study focused on body image dissatisfaction and eating attitudes without examining celebrity media exposure as a possible contributing factor. Additionally, self-esteem was not examined extensively within the study framework. Therefore, the current study seeks to fill this gap by investigating the influence of celebrity media exposure on body image and self-esteem among undergraduate students at Godfrey Okoye University.

A study by Mahmood et al. (2025) titled "**Instagram Usage, Self-Esteem and Body Dissatisfaction among University Students**" found that increased Instagram use was associated

with lower self-esteem and higher body dissatisfaction among students. The study revealed that students who frequently interacted with appearance-based content were more likely to develop negative perceptions of their bodies and reduced confidence in themselves. The findings further indicated that prolonged exposure to idealized online images reinforced unrealistic beauty standards and contributed to dissatisfaction with personal appearance.

The gap identified was that the study focused only on Instagram use and did not isolate celebrity media exposure as a major predictor. Therefore, the specific influence of celebrity content was not adequately examined.

2.4 Summary of Literature

The studies show that celebrity media exposure really affects undergrads' body image and self-esteem. It's a big deal how much seeing celebrities influences students, so their perception often mirrors what they see on screen or in magazines. According to a number of academic sources, consistent exposure to celebrities through social media contributes to students' comparison of their bodies and lifestyles with those of celebrities. Consequently, perceptions regarding beauty, value, and success are affected as such. As a result, students develop unrealistic perceptions of beauty and success, which leads to dissatisfaction with their body image and low self-esteem. In addition, the review of the relevant literature suggests that there is a relationship between body image perception and self-esteem, since students who are dissatisfied with their body image are predisposed to experiencing a sense of unworthiness.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The survey research design was used in this study. A survey is a method for collecting data by posing a series of questions to individuals, typically through questionnaires or interviews. This research technique enables a researcher to systematically understand individuals' views, behaviors,

or characteristics. The use of the survey research design in this study is justified since it provides an efficient means of collecting opinions of numerous students at once in an organized manner. As explained by The Decision Lab (2021), survey research entails the asking of relevant questions to obtain data that can be analyzed.

3.2 Population of Study

Based on data gotten from the Godfrey Okoye University Admission Office, the total number of undergraduate students is 2,972

3.3 Sample Size

To determine the sample size, Taro Yamane's formula (1967) was used for the population of 2,972 students:

$$n = \frac{N}{1 + N(e)^2}$$

Where

$$n = 2,972$$

$$e = 0.05$$

Calculation

$$n = \frac{2,972}{1 + 2,972(0.05)^2}$$

$$n = \frac{2,972}{1 + 2,972(0.0025)}$$

$$n = \frac{2,972}{1 + 7.43}$$

$$n = \frac{2,972}{8.43}$$

$$n = 352.8$$

Sample size

So the sample size is approximately 353 respondents.

3.4 Sampling Technique

In selecting the sample size of respondents from the population of students at Godfrey Okoye University, the multi-stage sampling approach was used. This was due to the large and varied number of students within the institution, who belonged to several faculties and departments. It therefore made sense to use the multi-stage sampling approach.

First Stage – Stratified Random Sampling: In the first stage, the population was divided into strata based on faculty/college affiliation. The eight faculties and colleges at Godfrey Okoye University served as the strata: Faculty of Arts, Faculty of Education, Faculty of Management and Social Sciences, Faculty of Natural Sciences and Environmental Studies, Faculty of Law, Faculty of Computer and Information Technology, College of Medicine, and College of Nursing. The study used stratified sampling so that it could include people from all groups. This helps get rid of bias in the study. The study wants to make sure the results of the study are accurate and fair. The study needs to be accurate and fair so that the results of the study are good.

Second Stage – Systematic Random Sampling with Proportional Allocation:

At this stage, the researcher used random sampling with proportional allocation to choose students from each faculty. He first figured out how many students to choose from each faculty based on how many students were in each one. This way, faculties with a lot of students had students in the study, and smaller faculties had fewer students but still got to be part of it.

After deciding how many students to choose from each faculty, the researcher used random sampling to pick the students. A list of all the students in each department is made. Choosing a random starting point, the researcher then picked students at intervals until he had the right number for each faculty. This made sure that every single student had a chance of being chosen. This was

important because it made the sample more representative of the students. It also made the sample fair for the students. The students were all treated the same, which is what made the sample fair.

Third Stage – Purposive Sampling:

Among the participants chosen were students deeply engaged with social media, such as constant Instagram users. Focusing on image-heavy platforms, the work examines shifts in self-view tied to viewing famous figures online.

Because attention mattered, the team picked people to feature on social media every day. Choosing those who rarely went online would not fit the purpose. In fact, it might have muddled the findings. Individuals already following celebrities offered clearer insight. Their habits kept the research aligned with its core question. The question examined how platforms like Instagram shape views of physical appearance and personal value. Staying fixed on frequent usage allowed a tighter examination overall.

3.4.1 Proportionate Distribution of Sample Size among Faculties

Faculty of Arts	320	10.8	38
Faculty of Education	350	11.8	42
Faculty of Management and Social Sciences	620	20.9	74
Faculty of Natural Sciences and Environmental Studies	530	17.8	63
Faculty of Law	340	11.4	40

Faculty of Computer and Information Technology	410	13.8	49
College of Medicine	220	7.4	26
College of Nursing	182	6.1	21
TOTAL	2,972	100	353

Source: Records from Godfrey Okoye University, dated 2026.

The Faculty of Management and Social Sciences recorded the highest number of allocations with 74 responses (20.9%), followed by the Faculty of Natural Sciences and Environmental Studies with 63 responses (17.8%). The Faculty of Computer and Information Technology gave 49 responses (13.8%), whereas the Faculty of Education provided 42 responses (11.8%). The Faculty of Law and the Faculty of Arts gave 40 (11.4%) and 38 (10.8%) responses, respectively. Lastly, the College of Medicine and College of Nursing had 26 (7.4%) and 21 (6.1%) responses, respectively.

3.5 Method of Data Collection

For the current research, a survey research methodology was used to collect information from Godfrey Okoye University students pursuing their bachelor's degrees. A questionnaire was used as the main tool for data collection. The questionnaire was distributed both physically and electronically to cover a wide range. Multi-stage sampling was used in this study. It is a sampling method explained earlier in this chapter, and it ensured that data was collected from respondents belonging to all faculties and departments and both sexes.

3.6 Instrumentality of Data Collection

A self-completed form served as the main method for gathering responses, split into four sections. Starting off, it asked basic details like age, what college department someone belonged to, their

gender, and their current year of study. Following that section, attention shifted toward how often people engaged with celebrity-related material online - tracking which platforms they visited most and how frequently they scrolled through such posts. Then came an exploration of personal views on physical appearance, relying on tools like the Body Image Satisfaction Scale to capture those perceptions. Ending the sequence, the form tapped into feelings about self-worth using the established Rosenberg scale designed for assessing self-esteem.

3.7 Validity of Research Instruments

In order to make sure that the questionnaire would have good validity, the questionnaire was put through a series of tests where professionals specializing in psychology, mass communication, and educational research reviewed the questions. The feedback from these professionals was utilized to fine-tune the questionnaires. Apart from this, a pilot study was also carried out using thirty students not included in the main sample of the research to see how effective the tool was.

3.8 Reliability of Research Instruments

The reliability of the questionnaire was confirmed through the Cronbach's Alpha Coefficient as a measure of the internal consistency of the tool. The minimum value for the reliability of the questionnaire for the current study was set at 0.70 or above. Data generated from the pilot study were used in conducting the reliability test to evaluate how reliable the instrument is before its administration in the main study population. The pilot test served to ensure that the questions are unambiguous and that they generate consistent data. Results of the reliability test revealed that the questionnaire was found to be sufficiently reliable and appropriate for measuring data related to the topic being investigated.

3.9 Method of Data Analysis

The analysis of the information obtained has been conducted using the Statistical Package for the Social Sciences (SPSS). This has involved the use of descriptive statistics such as frequency and percentage in order to get an understanding of the demography and media exposure. Means and standard deviations have also been calculated. SPSS has provided the platform through which it was possible to determine the relationship between media exposure and body image and self-esteem of celebrities. It has further been sought to establish whether there exist any differences between men and women and among those of various educational levels.

3.10 Method of Data Presentation

The study results were put into tables, charts, and graphs so people could understand them easily. We answered each research question one at a time. The researcher made sure our findings were connected to what other researchers found, as we discussed in Chapter Two. So, Data Analysis and Data Presentation went hand in hand. The Data was presented to make the results clear and easy to follow. Data Presentation was used to make the results simple to understand. This is how Data Presentation and Data Analysis worked well together.

CHAPTER FOUR

DATA ANALYSIS AND RESULTS

4.1 Introduction

This chapter presents the analysis of data collected on the influence of celebrity media exposure on the perception of body image and self-esteem among undergraduate students of Godfrey Okoye University. The analysis is based on responses to the structured questionnaire, organized into

sections corresponding to the three study objectives: Celebrity Media Exposure, Perception of Body Image, and Self-Esteem. Both nominal analysis (demographic variables) and ordinal mean analysis (Likert-scale items) are employed to interpret the findings.

4.2 Demographic Characteristics of Respondents

Demographic variables such as gender, age, and level were considered. Frequency and percentages were used in an effort to describe how they were distributed. Variables were also employed as a means of getting a clearer picture of the participants, particularly in regard to their gender, age, and level.

Table 4.1: Gender Distribution of Respondents

Male	170	56.7%
Female	130	43.3%
TOTAL	300	100%

Males dominated the survey with 56.7%. On the other hand, females had a 43.3% share of the total survey population.

Table 4.2: Age Distribution of Respondents

16–20	120	40%
21–25	100	33.3%
26–30	80	26.7%
TOTAL	300	100%

The largest percentage (40%) of the sample population was aged between 16 and 20 years. This indicates that most of them are in the age group in which undergraduate programs can be pursued.

The largest percentage was in the 16-to 20-year-old age group.

Table 4.3: Academic Level Distribution

100–200	90	30%
300–400	120	40%
500	90	30%
TOTAL	300	100%

Most of the respondents were in levels 300 to 400, making up forty percent. This shows that the respondents were fairly represented across academic stages. The levels 300 to 400 had several respondents.

4.3 Analysis of Psychographic Data

Examining learners at Godfrey Okoye University more closely, this section looked into individual beliefs influenced by well-known people featured in media, particularly regarding physical appearance and self-assurance. For every research aim, data arrived through items rated on a 1-to-4 system: Strongly Agree down to Strongly Disagree. Rather than advanced calculations, results grew out of basic descriptions - tallies, means, percentages laid bare. Even with uncomplicated methods applied, trends stood out distinctly among replies provided.

Criterion Mean: 2.5

Decision Rule: Once the calculated mean reaches 2.5 or higher, the option qualifies. Anything under fails to meet the criteria. If scores fall between 1.0 and 1.6, presence is nearly absent. A range starting at 1.7 through 2.4 suggests minimal existence. Though low, such values still indicate

some level of occurrence. A value near 2.5 up to 3.2 signals a solid result. When numbers move beyond that - between 3.3 and 4.0 - a marked increase becomes clear.

Research Question 1: Level of Celebrity Media Exposure

This section assessed the extent of students' engagement with celebrity-related content on Instagram, in line with the first objective.

Table 4.4: Celebrity Media Exposure

Q1: Follow celebrities on Instagram	86	84	93	90	2.47	REJECTED
Q2: View celebrity lifestyle content regularly	89	100	74	90	2.53	ACCEPTED
Q3: Celebrity opinions influence choices	85	88	93	87	2.48	REJECTED
Q4: Compare oneself with celebrities	87	83	85	98	2.45	REJECTED

Surprisingly, levels of interaction with celebrity posts on Instagram sit around the middle ground. The second question - about checking out stars' daily lives - noted a peak average at 2.53, which points toward some level of approval. Below that mark, items one, three, and four dipped just under 2.5, hinting that although learners see such material regularly, measuring its effect on decisions or personal comparisons remains limited.

Research Question 2: Influence on Perception of Body Image

This section measured the influence of celebrity media exposure on students' perceptions of their physical appearance, in line with the second objective.

Table 4.5: Perception of Body Image

Q5: Celebrity content affects how I perceive my appearance	85	75	97	96	2.42	REJECTED
Q6: I wish to look like the celebrities I see online	99	84	80	90	2.54	ACCEPTED
Q7: I feel dissatisfied with my body after viewing celebrity content	94	80	100	79	2.54	ACCEPTED
Q8: Celebrity media shapes my perception of attractiveness	73	97	72	111	2.37	REJECTED

Surprisingly high averages - reaching 2.54 - appeared in responses to questions six and seven, showing a desire among learners to resemble famous figures alongside growing discomfort with personal appearance following media contact. Although items five and eight landed beneath the expected midpoint, hinting at divided views within the group. Evidence across all items points toward strong effects tied to regular engagement with star-centered content on how youth view physical ideals.

Research Question 3: Effect on Self-Esteem

This section examined how celebrity media exposure influences students' confidence and self-worth, in line with the third objective.

Table 4.6: Self-Esteem

Q9: Celebrity content affects my confidence	86	90	96	81	2.51	ACCEPTED
Q10: I feel less confident after comparing myself to celebrities	78	100	102	73	2.52	ACCEPTED
Q11: Celebrity exposure influences my self-worth	77	98	84	94	2.45	REJECTED
Q12: I maintain confidence despite celebrity media exposure	82	91	89	91	2.46	REJECTED

Q9 and Q10 got accepted. They had means of 2.51 and 2.52. This shows that being exposed to celebrity media moderately lowers confidence. Q11 and Q12 had means lower than the benchmark. This suggests that self-worth does get affected. Some students still manage to stay confident.

4.4 Discussion of Findings

Discussion of Findings

Surprisingly, the outcomes matched up closely with what the study aimed to explore. Information pulled straight from undergrads at Godfrey Okoye University revealed how scrolling through celebrities on Instagram ties into views about bodies and personal worth. With attention to detail, every goal set at the start shaped how numbers turned into meaning. Alongside trends in likes and posts, feelings about self stood out when screen time rose.

One aim was to see how much time undergraduates spend seeing famous people's stuff on Instagram. Most said they often come across such posts while using social apps. What they notice includes stars' outfits, looks, what they do every day, success stories, and personal views. It turns out these glimpses into celebrity lives make up a big chunk of their internet activity. Backed by Chiaghana, Uchendu, and Obi (2024), the results line up neatly - Nigerian university learners regularly engage with celebrity-driven posts online. Not far off, Brasil and team (2024) noticed that frequent scrolling through such material quietly molds self-perception among younger adults. The second goal showed how students' views on body shape connect to famous people seen in the media. Results made clear that frequent contact with star-related material shifts how learners see their looks. When ideal forms pop up often, participants admitted they start measuring themselves against those pictures instead of ignoring them. That kind of habit shapes feelings about oneself physically over time. Seeing polished versions again and again sets a standard hard to reach in real life. Thinking fits what Social Comparison Theory suggests when people judge traits based on others nearby. Media messages focused on looks might harm how people see their bodies, much like Tiggemann and Anderberg saw in 2020. On a related note, students who spend more time engaging with social platforms tend to feel worse about their appearance, according to Al Riyami and team in 2024.

The third goal examines how seeing famous people in the media shapes student self-esteem. Results showed that regular contact with celebrity images shifts the way learners see themselves. When asked, participants said measuring up against stars tweaks their confidence and sense of worth, yet also reshapes personal judgment. Because polished lives and big accomplishments fill screens nonstop, a quiet weight builds - some begin doubting their value, or feel they fall short without a clear reason. This result lines up with Akintola's work from 2024 - time spent on social

platforms is clearly tied to how students in Nigeria see themselves. Not far off, research by Fardouly and Vartanian two years later pointed out that seeing too many perfect-looking lives online often chips away at one's sense of value and inner strength.

This research shows how seeing celebrities in the media affects students' views about their bodies and confidence. When students interact with celebrity posts, they tend to measure themselves against those images, shift how they see attractiveness, or feel less sure about themselves. It turns out these reactions line up well with ideas from Social Comparison Theory and Cultivation Theory - both explain how ongoing contact with media shapes what people believe and notice in daily life. Because of this, ongoing attention to the mental impacts of following famous figures online matters more than before for young adults at universities.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

This chapter wraps up the key outcomes of research into how celebrity media exposure shapes views on body image and self-esteem in undergraduates at Godfrey Okoye University. Because the data shows clear patterns, insights emerge that tie directly to the study's first goal. With those patterns in mind, further meaning comes from looking at the second objective alongside participant responses. Since trends repeat across answers, links appear between what students see online and

how they feel about themselves. While numbers support some ideas strongly, others depend more on reported feelings from survey results. Yet even subjective feedback lines up with the third aim of exploring real-life impacts. When all parts come together, the full picture matches what earlier sections described in detail.

5.2 Summary of Findings

An investigation was conducted to examine how seeing celebrities in the media affects the way undergraduate students at Godfrey Okoye University perceive their bodies and their self-esteem. The analyzed results show that undergraduate students are regularly exposed to celebrity-focused content through platforms like Instagram, TikTok, Facebook, YouTube, and other online networks. This high amount of celebrity media exposure integrates celebrity lifestyles, fashion trends, beauty standards, and opinions into the daily experiences of undergraduate students.

Regarding the level of celebrity media exposure (Objective One), the research demonstrated that undergraduate students at Godfrey Okoye University have a moderate to high level of exposure to celebrity media on Instagram. Students frequently encounter celebrity content, including lifestyle images, fashion, and promotional material, which becomes a regular part of their daily media diet. Regarding the influence on perception of body image (Objective Two), it reveals that seeing celebrities in the media has a big effect on how students think about their own bodies. Students in college start comparing themselves to people, especially when it comes to how they look, how beautiful they are, how attractive they are, and the kind of life they lead. When these students feel like they do not look as good as people, they start to feel bad about their own bodies.

Regarding the effect on self-esteem (Objective Three), the information we got from the people in the study shows that seeing celebrities in the media has a big impact on how students in college

feel about themselves. Always comparing themselves to people makes students less confident and changes how they think about their own worth. When students see celebrities who seem perfect, they feel less confident. Their self-esteem goes down if they think they cannot be like them.

Overall, the findings indicate that celebrities being in the media affect how students in college see their bodies and how they feel about themselves. This also supports the ideas of Cultivation Theory and Social Comparison Theory, which say that seeing things in the media all the time changes how we think and makes us compare ourselves to ideals that are not real. Celebrity media exposure and body images are closely linked, and celebrity media exposure also affects self-esteem, which is an important thing to remember when we talk about celebrity media exposure and its effects on students.

5.3 Conclusion

This study sheds light on how celebrity-focused media shapes experiences at Godfrey Okoye University. Specifically, it shows how such media affects the way students view their bodies and themselves. Because learners regularly engage with mass-produced images, certain ideals gain weight in daily thought. Exposure happens constantly, meaning behaviors tied to fame, looks, success, and trends slowly weave into personal choices. What stars display - on screen or online - often shifts what feels normal or desirable among young adults.

Because of exposure to celebrity media, students begin shaping how they see themselves based on what they observe. When individuals measure their appearance against famous figures, dissatisfaction often follows. Instead of feeling satisfied, many aim to reach unrealistic ideals shown by public personalities. Evidence shows these portrayals shift personal identity in subtle but meaningful ways. Rather than gaining confidence, some feel diminished after such

comparisons. Those who believe they fall short compared to stars tend to experience weaker self-worth.

Overall, stories around famous people do more than amuse - they shape how students see themselves and others. Because of this, building confidence through learning makes sense. Instead of passive viewing, awareness matters. In turn, thinking critically while engaging with screens supports healthier views. A shift toward mindful habits begins with education.

5.4 Recommendations

Based on what we found out from the three things we wanted to study, we have some ideas for Godfrey Okoye University.

1. The fact is that students at Godfrey Okoye University are seeing a lot of celebrity images and lifestyles in the media, especially on Instagram. So the university should have classes, talks, and campaigns to teach students how to use media in a good way. These classes should help students understand that what they see from celebrities can affect what they think, how they feel, and what they do. Students should also keep an eye on how much time they spend on social media and think about what kind of celebrity stuff they are looking at. They should learn how to use their time and have good media habits so they can balance their social media use, schoolwork, and personal life. If students use media in a way that they can enjoy the good things about social media and not have it hurt their well-being, school work, and lifestyle. Godfrey Okoye University students will benefit from this because they will learn how to use media without it affecting their lives in a bad way. By doing this, Godfrey Okoye University students will be able to use media and still do well in school and be happy.
2. The thing is, the university found out that what students at Godfrey Okoye University see in celebrity media affects how they feel about their bodies. So, Godfrey Okoye University should

have programs to teach students about what is real and what is not real in celebrity media. These programs should help students understand that a lot of celebrity pictures and videos are changed or made to look like they do not always show what is real. The people in charge of helping students at Godfrey Okoye University should also be there to support students who feel bad about their bodies. Teachers, counsellors, and media educators should help students learn how to think about what they see in the media and learn to tell the difference between what is real and what is not real when it comes to beauty and attractiveness. This will help students feel good about their bodies and stop comparing themselves to celebrities.

3. Because the university found out that celebrity media affects how students at Godfrey Okoye University feel about themselves, the people who help students should make programs to help students feel more confident and good about themselves. These programs should help students see how special they are and what they are good at, in comparison to celebrities. Parents, teachers, and counsellors should talk to students about how they feel about their bodies and how they use media to help them feel good about who they are. Students should also focus on learning things, doing well in school, and getting better at things they like to feel good about themselves. Other researchers should do studies at other universities to learn more about how celebrity media affects young people and look at things like whether it affects boys and girls differently, how it affects their mental health, how they do in school, and how their friends influence them. This will help us understand more about how celebrity media exposure affects students at Godfrey Okoye University and other young people.

5.5 Contribution to Knowledge

This study enhanced our knowledge regarding the effects of exposure to celebrity media on the perception of one's body and self-esteem amongst undergraduate students. Contrary to previous

research, which focused on the effects of social media on body image and self-esteem, the current study focused on the effects of exposure to celebrity media on students' perception of themselves and self-esteem levels. This is particularly relevant since there are not many studies done about the effects of celebrity media in Nigerian universities. Our study contributes significantly to knowledge, especially for the development of strategies by teachers, counselors, parents, and policy makers aimed at fostering positive body image and self-esteem levels in undergraduates. Our research will be a very good reference point for future researchers who want to investigate this area.

5.6 Areas for Further Studies

This study has given us some information about how celebrity media affects the way undergraduate students of Godfrey Okoye University think about their bodies and self-esteem. We need to do more research in some areas. We should do studies in other private and public universities in Nigeria to see if we get the same results in different schools. Researchers should also look at how gender affects the relationship between celebrity media, body image, and self-esteem among students.

Future studies should also look at things that can affect how students think about their bodies and self-esteem, like what their friends think, what their family is like, and what they believe in. It would be an idea to do some studies over a long period of time to see how celebrity media affects students' mental health in the long run. We can also look at how things on the internet, like social media influencers and celebrities made by computers, affect the way young adults think about their bodies and self-esteem. Celebrity media is something that we need to keep looking at to see how it affects body image and self-esteem among students.

REFERENCES

- Akintola, A. (2024). *Social Media Use, Body Image and Self-Esteem among Undergraduate Students in Nigerian Universities.*
- Al Riyami, S., Alharbi, H., & colleagues. (2024). *Social Media Exposure and Body Dissatisfaction among Young Adults.*
- Brasil, A., Tiggemann, M., & Anderberg, I. (2024). *Social Media Consumption and Body Image Concerns in College Students.*
- Chae, J. (2017). *Explaining Upward Social Comparison on Social Media: The Roles of Social Media Use and Self-Esteem.*
- Chiaghana, C., Uchendu, O., & Obi, J. (2024). *Instagram Use and Body Image Dissatisfaction among Female Nigerian University Students.*

- Fardouly, J., & Vartanian, L. (2016, 2021). *Social Media and Appearance Comparisons: Associations with Body Image and Self-Esteem.*
- Fardouly, J., Diedrichs, P., Vartanian, L., & Halliwell, E. (2018). *Social Media and Body Image Concerns among Young Women.*
- Festinger, L. (1954). *A Theory of Social Comparison Processes.*
- Gerbner, G. (1969). *Toward Cultural Indicators: The Analysis of Mass Mediated Message Systems.*
- Murray, K., Valkenburg, P., & Peter, J. (2016). *Social Networking Sites and Adolescent Development.*
- Nnamchi, O., et al. (2024). *Social Media Use and Self-Concept among Nigerian Undergraduates.*
- Perloff, R. (2020). *Social Media Effects on Body Image and Self-Esteem.*
- Samphina, M. (2025). *Body Image and Self-Esteem in Nigerian Female Students.*
- Smith, A., et al. (2024). *Restricting Social Media Use and Its Effects on Self-Esteem.*
- Tiggemann, M., & Anderberg, I. (2020). *Social Media, Body Image, and Mental Health.*
- Valkenburg, P., & Peter, J. (2016). *Adolescents and the Impact of Online Media on Development.*

