PSYCHOSOCIAL CORRELATES OF PROFILE PICTURES EDITING AND PERCEIVED SELF-IMAGE, BODY SATISFACTION AMONG SOCIAL MEDIA CONSUMERS

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ABSTRACT
This study entails the notion of studying the psychosocial correlates of variations and modifications that social media users tend to carry out at the time of uploading and sharing their profile pictures. The In literature review researcher discuses the descriptive account of the academic current state of affairs with regard to the social networking profile picture uploaded by an individual being online. The study is important because it inspects one of the crucial imperative involving individual's psyches behind changing and choosing variety of profile pies and in order to present them online. Researcher observes the psychosocial factors that lie behind influencing the social media users to change and edit their profile picture including the gender- based considerations. Moreover, study also observes the relationship of picture editing and interest of social media users with photography. For this purpose, a sample of 100 university students had been taken to fill the seven-likert scale questionnaire. The questionnaire consisted on questions related to social and psychological factors of an individual for changing and editing the social media profile picture and perceived notion of self-image and body satisfaction by users. The results of the study indicate that Females tend to be more interested in editing their profile pictures on social media. There seems not a strong relationship between the interest of photography and editing of the photo. Three main reasons, representing oneself for being unique, to show the fun and for being in mainstream line has been observed that motivate the users most of the time to change and edit the profile picture.
Keywords: Psycho-social, social media, profile pictures.

INTRODUCTION
With the passage of time, it has been observed that social media users are practicing it for multipurpose and with the advent of advancement of technology, the trend of uploading pictures is increasing by time. This has been possible due to the invocation of social media only (Palad, 2009). As far as social media is concerned it has gained widespread popularity among the masses and space furnished through this digital media has brought different ways for individuals in communicating with each other. As the time is changing rapidly, new channels and platforms are being provided to the users with the endless opportunities that help to advance the connections and build personal relationships (Olsthoorn, 2013).

Social networking sites are the one of the illustration of these phenomena. The popularity and influence of these social networking sites is constantly growing because their goal is to interact, converse and create conversation and new ways to connect. (Penny, 2014). Millions of people use these social networking sites such as My Space, Face book and Twitter in order to commence themselves. Anyone have the access to become the member of these sites by integrating their profiles. Now the users have the option to present themselves in whatever way they want. This representation has opened several different scenarios for users' self-image. As (Saleem, Malik, Ali, & Ahmed, 2014) termed the social networking sites with "public exhibit connections" and referred it as boundless opportunities provider for the users and with the advent of social networking sites, generally, people being online care about how they are perceived on the social media because these sites have provided the platform

for online social interactions. Moreover, with the advancement of technology, it is becoming easier and easier for users to document their life in whatever way they want to represent in front of public and it can be done as simple as flick of wrist. (Servas & Frohlich, 2011)

With the advent of social networking sites, generally, people being online care about how they are perceived on the social media because these sites have provided the platform for online social interaction (Wykes & Gunter, 2005). On providing the ways that one can present oneself online, social networking sites have taken the dimensions of social sciences towards a new phenomenon. In social sciences, this phenomena is considered the self-presentation as (Leary, 1993) define it the process by which people convey a particular message to others that they possess certain characters. (Andra, 2009) argue that for some people this present more attractive image as movement and life tend to overcome flaws that might be more noticeable to an individual viewing that particular image. Further research studies (Andra, 2009; Strano, 2008) says that people tend to post especially attractive version of themselves in front of other people. Uploading pictures with slight or extensive amount of editing is the illustration of such examples. This study tends to observe this phenomenon as to how much use of social media is influencing the users towards attractiveness that social media has provided to them in terms of sharing their profile pictures in front of other users for the sake of their own satisfaction. Further, the photographs have been observed to reflect the state of relationships of an individual. The positive expressions and emotions tend to show the intensity of relationships in a photograph. (Harker & Keltner, 2001) says that intensity of smile in a Facebook profile picture predicts the well being on an individual. With regard to the photographs, the trend of choosing and changing the profile pictures over the social networking sites is a way for users to present their particular side to others. Therefore, it is necessary to analyze the relationship of editing the social media profile picture with the interest of photography to know as which sort of users are following the pattern of editing the pictures (Skalski &Tamborini, 2007).

It has been observed that users not only rely on uploading their profile picture for a single time in a day, rather they have the option to again upload another picture within the fraction of seconds. Moreover, this social media have provided the filters to the users for photo shopping their images to present their self in a desired manner. (Madison, 2014) says that the purpose of doing so is to create a more likeable visual self that we want to present. He further pinpoints that there is need to study the underlying social psychology behind this phenomenon. This online representation is considered as different from face to face presentation because it provides assistance in editing and revising one's self-presentation before making it available to others. (Walther, Slovacek, & Tidwell, 2001). Moreover perception builds through such presentation assist the people to form a particular identity for an individual. Therefore, in recent decades, the research in communication and behavioral studies have explored the notion of this perception of the people build through self-presentation and analyzed that it is influenced by multifarious factors. (Fletcher, Simpson, & Thomas, 2000). There exists the underlying psychological and social factors behind such acts those users of these social networking sites commit while managing their image. Though, such representations help to govern the patterns in constructing the online identities. These online identities contribute to take part in affecting the online behavior of an individual as well. (Sheet, 2010)

In current study, researcher tried to corroborate these social psychological factors that an individual tend to follow behind changing and choosing the profile pictures on social media. This would entail the idea as why do specific people change and edit their profile pictures of social media and what sort of socio-psychological mechanism exists behind it. Moreover, the study will enhance its dimension towards analyzing the relationship between picture editing trend and users' gender as well while finding the ratio of those who keep editing their pictures before editing. Moreover, the study extends its dimension towards finding the relationship between those users who have particular interest in photography and tend to edit the pictures for uploading. Finding the relationship in such notion will help to understand the researcher to recognize the fact if the interest in photography tend to increase the interest of an individual in editing as well.

Objectives Of Study

To dig out the psychosocial factors behind editing profile pictures.

To explore the relationship between profile picture editing and interest in photography.

To find out the ratio of male and female social media users in terms of editing and changing the social media profile picture.

To find out the relationship of users' interest in profile picture editing with their financial background.

Hypothesis

Females tend to have more interest in changing their profile picture on Social media than Male.

There is positive relation between Interest in photography and editing of social media profile picture among youth.

Females tend to have more interest in editing their social media profile picture than Male.

Psychosocial factors tend to influence individuals to change their social media profile picture.

There is strong relationship between psychosocial factors of an individual and editing of social media profile picture among youth

REVIEW OF LITERATURE

The literature review revolves around the studies that have been conducted on social media and different variables associated with this phenomena. Through review of these studies, researcher tried assimilate the concept of studying the psychological mechanism and establishing its relationship with individual's self-presentation in terms of editing and choosing profile pictures on social media.

In this regard, (Tagkalou, 2015) illustrate the account of self-presentation and identity formation with regard to the role of Facebook profile pictures and cover photos. One objective of his study is to understand the affordance of visual presentation that Facebook provides to its users. Another objective is towards focusing the glimpses on content of the images that Facebook provides users after all of its affordance and last objective of the study was to analyze the reason behind selection of photos of that users choose according to their own interpretations. On the account of results that were concluded, researcher elucidate that Facebook provides the user interface for uploading their performances. Moreover, the study analyzed that social networking sites has helped to enhance the social visibility of people online and reconstructed the social identities of individuals.

Within the passage of time, social identities have generated its space via online medium. As (Latisha, Surina, & Nazira, 2012) coined the term 'online identities' and associated its connection with insecurity, self-promotion and peer perception that collaborate to reinforce each other. For this purpose, textual online identity and visual impression management has been investigated through analyzing the username, languages and profile pictures of university students. The study concludes that students' online identities are constructed through values that are certainly associated with social connection. From these students, male have been viewed as presenting their real identity on Facebook. Moreover, different sort of variables has been associated with social media. (Abdullah, Mariah, & Rahmat, 2014) specified the strategies of self-presentation that are ingratiation, exemplification, supplication, intimidation and self-promotion. The relative impact of these strategies has been examined for improving the quality of social networking sites. (Mallan, 2009) has researched on the social networking site of My Space and the significant issue that has been raised in his study centered on self-representation and self-exposure with respect to friendship, surveillance and privacy. The study concluded that technology contributes towards constructing individual's social and personal identity in a particular community and this community perceives the individual being with the same representation.

Role of social psychology can be regarded as indebt over the studies related to the personality characteristic and its relationship with visual presentation. (Mitja et al., 2010) have worked on the fundamental question on whether these social networking sites represent accurate impressions of profile owners. Researcher has articulated the study with personality characteristics and argues that if these social networking sites represent the true form of reality regarding an individual, then inferring the actual personality traits out of the visual presentation should not be difficult procedure for observer. From the perspectives of different personality traits, the results suggested that social networking sites might contribute to intensify the idea that it is a medium for representation of real personality of an individual. In this regard, extraversion and openness are two personality traits observed that have more accuracy in terms of engaging with online representation. Under the umbrella of social psychology, (Lin, Han, Angela, & William, 2012) explored the role of emotional disclosure connecting its relation with impression management. Through two parallel studies conducted for this purpose, concluded that individuals are more likely to present their emotions from positive to negative on Facebook than in real life. This tends to be the unique study of impression management on Facebook through emotional disclosure.

(Baert, 2015) joined the concept of hiring chances with Facebook profile pictures and speculated the positive prospects for those candidates who tend to have influential and persuasive profile pictures that attract the employers. For this purpose, fictitious candidates were sent to the real job openings in Belgium. The difference in these candidates' profile was only their exclusive name with distinctive profile picture. In results, 39% of these candidates were awarded with the job interview invitation that had beneficial Facebook profile picture as compared to those whose profile pictures were less beneficial according to the expectations of employers. Interpretation of such illustrations confirmed that presence on Facebook with influential profile picture facilitate a lot. Under the same variables (Jennifer & Marie, 2015) have eloquent the notion of job seeking and role of digital profiles on Facebook in terms of influencing the recommendations for hiring or salary of a worker in particular company. For the methodology, 118 job seekers were identified and with the use of impression management framework, the study concluded that verbal and non-verbal impression management notions were positively related to employment related recommendations for hiring and salary increment.

Along social sciences, behavioral sciences also contributed to take part in terms of studying the different aspects of social media. (Tomu & Yoshinori, 2015) have identified the relationship between profile images and user behaviors on Twitter. Connecting them together, researcher assumed that profile images and behavior of Twitter user is influenced by internal properties. For this purpose, researcher categorized the profile images into thirteen distinctive categories and studied its relationship with the behavior of user. The study concluded that letter users and logo users do not post a large number of tweets whereas the users named otaku who paste the image of beautiful female characters tend to post more on Twitter than any other category.

The variable of presentation styles of an individual's profile picture tends to indicate as a positive factor in terms of Facebook usage. (Agata, Aneta, Wioleta, & Bałakier, 2016) have established the relationship among three determining factors that are predictors of Facebook usage. These predictors are self-presentation styles, privacy and loneliness. The study concluded that self-presentation and loneliness are two factors playing the role of positive predictors of Facebook usage and last element of privacy was examined as negative factor in terms of Facebook usage among the users. At the same time, (Liad, Simone, & Golan, 2016) examined the model for self-presentation on Facebook and associated its link with achievement motivation, self-presentation goals and online behavior. The study concluded that performance goals predict increased levels of self-enhancement and social feedback. Then the study wrap up by investigating that for the purpose of increasing the likelihood of getting as much response from friends and community members, self-enhancement and self derogation plays an important role in this regard.

Using the methodology of open ended qualitative survey in study (Strano, 2008) reviewed the choices of people while choosing profile images. Researcher studied the two distinct characteristics that are age and gender of an individual. The study emphasize that women tend to change their profile pictures more than women and older users are less likely to change their profile images and more likely to present images of themselves alone.

METHODOLOGY

The purpose of study is to explore the psychosocial factors behind the phenomena as why do people change their profile pictures on social media. This study is based on survey methodology comprising each question on 7 points Likert scale in questionnaire. The sampling for the study is of 100 university students studying in undergraduate and graduate level including the age limit of the respondents from 19-26 years old.

As far as questionnaire of the study is concerned, it is based on two types of categories. In first category, 8 questions are related to psychological factors involved in insisting the social media users to change their profile picture. In second category, researcher explored answers from 12 questions related to social factors behind social media users' desire to change their profile picture.

DATA ANALYSIS AND INTERPRETATION

Table No. 1 Representation of categories related to profile picture editing and uploading

	Categories	Responses	Percentage
1	Interval in changing profile picture	Monthly basis	41%
2	Changing profile picture with	Original photo	31%
3	Your own photography & its relation with changing profile picture	Sometimes	47%
4	Preference of editing	Sometimes	51%

Table No. 2 Representation of responses in mode value and percentage related to social factors

	Categories	Mode Value of Responses	Percentage
1	Maintaining consistency	3Disagree somewhat	31%
2	Representing change	5 Agree somewhat	39%
3	Seeking attention	4Undecided	21%
4	Hiding insecurities	3 Disagree somewhat	32%
5	Boosting self-esteem	6Agree	29%
6	Reducing anxiety	6 Agree	35%
7	Comparing and competing	5 Agree somewhat	42%
8	For being unique	7 Strongly Agree	49%

Table No. 3 Representation of responses in mode value and percentage related to psychological factors

	Categories	Mode Value of Responses	Percentage
1	Get tired of old pictures	7 Strongly agree	45%
2	Strengthen your self-determination	4Undecided	33%
3	Increasing level of confidence	3 Disagree somewhat	29%
4	For being in mainstream	5 Agree somewhat	51%
5	Gaining acceptance of friends	5 Agree somewhat	37%
6	Avoiding stress of rejection	2Disagree	30%
7	Satisfying social life	5 Agree somewhat	42%
8	To show the fun	5 Agree somewhat	51%
9	Providing friends choice of judgment	7 Strongly Agree	42%
10	Coping your friends	4 Undecided	21%
11	Representing emotions	6 Agree	26%
12	Showing the events	5 Agree somewhat	19%

Table No. 4 Representation of responses in mode value and percentage related to interest in photography category

	Categories	Mode Value of Response	Percentage
1	Motivation of photography	5 Agree somewhat	35%

Table No. 5 Representation of responses in ratio for various categories

Categories	Ratio of Female	Ratio of Male
Interest in uploading profile picture	67%	79%
Interest in editing profile picture	81%	39%
Interest in photography	23%	36%

DISCUSSION

The purpose of the study was to explore the various dimensions that are involved in users' daily basis activities regarding changing and editing their social media profile pictures. This idea led the study to understand the mechanism that is involved in such process.

As the hypothesis related to the involvement of female in changing and editing profile pictures is concerned, it is evident through given data that women tend to be more concerned and interested in changing and choosing to edit the profile pictures because the percentage seems more than the percentage of male respondents. This notion approves the hypothesis regarding female that they seems more interested in changing their profile pictures with variation of editing. Female respondents are less interested in photography than male respondents, but at the same time, female respondents are more interested in editing their profile picture on social media. Further, male respondents tend to change their profile pictures more than female respondents. It indicates that females are only interested in editing the profile pictures.

Most of the respondents are not much interested in photography while taking their profile pictures on their own and uploading it after editing. The indicators of both questions in data analysis suggest that there does not seem as much positive relationship among photography skills and editing the pictures on social media. However, this relationship does not seem weak as well. Because the responses of respondents indicated that sometimes it happens that they prefer to edit their own photo taken by themselves. Thus, it partially approves the hypothesis.

As far as psycho-social factors are concerned for instigating the users to edit and change their profile picture, then for psychological factors, 49% of the respondents are strongly agreed that they change and edit their profile pictures for remaining and bring unique on social media. Moreover, another reason is comparing and competing other friends on social media motivates users to do as 42% of the respondents agreed on this. 39% of the respondents want to have the change; therefore they tend to do so. Another reason to change and edit the profile picture is to reduce the anxiety as 35% of respondents agreed on this reason. Thus it approves the psychological factors to be the reason that instigate the users.

Among social factors, two main reasons seems the factor of instigation to change and edit the profile pictures. These are to show the fun to their friends by the side of respondents and for being on mainstream line. 45% of the respondents are agreed that they get tired of old pictures. 42% of the respondents are of the opinion that they do so because they want to feel satisfaction on their own in their life. With the same percentage, respondents are strongly agreed that they give the chance to their friends, so that they can judge their personality. 37% of the respondents are agreed somewhat that they want the acceptance of their personality in front of their friends therefore they tend to do so. While on the account of strengthening the self-determination of an individual, most of the respondents are undecided. It shows this variable have lowest chances for affecting the social media users. 26% of the respondents are agreed that they do so to represent the emotions regarding any event or incident with others.

Hence, two strong reasons have been observed that are for showing the fun to other social media users and for being in mainstream media. It approves the social part of the hypothesis that states there are social factors involved in changing and editing profile pictures.

After analyzing the whole data, researcher observed that female respondents tend to be more interested in editing their profile pictures than having interest in photography. While male respondents seems more interested in photography but least interested in editing their pictures. However, it has been observed that male tend to change their profile pictures more.

For psychological and social factors, representing oneself unique, being in mainstream line and showing the fun to the friends are strong reasons that motivate the users to change and edit their profile pictures on social media.

CONCLUSION& SUMMARY

The study was to investigate the mechanism involved behind changing and editing the social media profile pictures by the users. The results indicated that females tend to be more interested in editing their profile pictures while males are more interested in changing their profile pictures. Further, there seems not a strong relationship between the interest of photography and editing of the photo. Because the male respondents who were interested in photography were not as much interested in e editing their profile pictures. While, it has been observed that psychosocial factors tend to be the reasons for instigating the users to change and edit their profile picture. Three main reasons has been observed that are representing oneself for being unique, to show the fun and for being in mainstream line. These reasons motivate the users most of the time. Thus, it is revealed that profile picture editing and changing involves many factors in it with the variation in difference among the gender as well.

Future Study & Limitations

The study is limited to 100 respondents as a sample. In future the number of respondents can be increased for gaining the maximum of the results. Moreover, among psychosocial factors, there can be observed more indicators for gaining the more understanding of these factors.

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