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Social-Media-Photo-Upload-Feedback and Personality Traits as Predictors of Self-Objectification

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Abstract

In the contemporary time of high internet over-drive, many female undergraduates are getting interested in ways they can acquire acceptable body parts. As a result, they consciously want to receive information from the online audience on how they are doing. This new disposition may have led to the new normal of not being comfortable with their body parts. This study examined social-media-photo-upload-feedback and personality traits as predictors of self-objectification. The participants were made up of 100 female undergraduates who randomly volunteered from the faculty of management science of Nnamdi Azikiwe University, Awka. The participants comprised of ages ranged from 17 to 29 with a mean age of 22.04 years and a standard deviation of 2.75 years. Three instruments were adopted in this study and they include the Ten Item Personality inventory (TIPI), the Self-Objectification Questionnaire (SOQ), and the Social-Media-Photo-Upload-Feedback Questionnaire (SMPUFQ). The Social-Media-Photo-Upload-Feedback Questionnaire (SMPUFQ) was developed by the researchers in the course of the study. The appropriate design for the study is predictive design. Multiple regression analysis was used for data analysis and the data was managed using the SPSS version 20.0. The first hypothesis which stated that social-media-photo-upload-feedback will positively predict self-objectification was not confirmed ($B = -.04, P > .05$). Also, the second hypothesis was confirmed at $B = .04, B < .05$ for (Agreeableness personality trait). It was recommended that female undergraduates with agreeable personality traits should avoid social media environments that have high tendency to respond to self-objectification.

Keywords: Social-Media-Photo-Upload-Feedback, Personality Traits, Self-Objectification

Introduction

It is common knowledge that most times women have been valued based on their physical appearance and not necessarily their abilities. It appears that from time immemorial, some of the roles played by females in society may have usually been apportioned to them based on the attractiveness of certain parts of their bodies. Though times have changed, it appears perception of women in sexual contexts have not. In recent times, the modern industrialized society has persistently and pervasively objectified the female body. As a result, some females, who are either victims or witnesses of objectification, begin to view themselves through the lens of an external observer, thereby habitually monitoring their appearance whether in public or private settings.

According to the self-objectification theory of Fredrickson and Roberts, a high degree of self-objectification has emotional consequences. These emotional consequences include higher chances of experiencing certain negative emotions and lower chances of experiencing certain positive emotions. Some studies have connected self-objectification with body shame, body dissatisfaction, and appearance anxiety (Calogero, 2012; Rodgers, Chabrol & Paxton, 2011). It becomes evident that people who objectify themselves are more likely to be dissatisfied with

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their bodies and this, in turn, may cause timidity and poor social relation. Furthermore, self-objectification, which may be of great concern for female undergraduates, could lead to lower concentration and lower performance on physical and mental tasks (Calogero, 2012). Similarly, effects of self-objectification include eating disorders, loss of emotion, depression, and sexual dysfunction. It is believed that self-objectification impairs the ability of oppressed groups to act collectively on their own. On the foregoing, rests the motivation of the study on social-media-photo-upload-feedback and personality traits as predictors of self-objectification among female undergraduates.

Self-objectification implies that individuals start to view themselves as a body or object and concentrate on their physical characteristics rather than on what they can do or how they feel (Fredrickson & Roberts, 1997). Self-objectification according to Winn and Cornelius (2020) is the adoption of an objectified self-perspective. Self-Objectification refers to the process by which women come to internalize and accept the beliefs that society projects upon them (McKay, 2013).

Self-objectification among female undergraduates can best be defined as “regular exposure to objectifying experiences that influences girls and women to engage in the objectification of themselves, whereby they come to internalize this view of themselves as an object or collection of body parts” (Kroon & Perez, 2013). Lindner and Tantleff-Dunn (2017) gave two definitions of self-objectification, the first being the process of internalizing the observer’s view about the body; and the second being, the act of treating one’s body as if it were able to represent one’s self. Self-Objectification occurs when individuals treat themselves as objects to be viewed and evaluated based on appearance (Rollero & De Piccoli, 2017). Therefore, self-objectification is a process whereby a female perceives herself as a collection of body parts having distinctive functions as a result of frequent objectifying stimuli from her social environment.

According to objectification theories, there are two broad classifications of self-objectification which are; state self-objectification and trait self-objectification. According to Moradi and Huang (2008), state self-objectification refers to environmental, context-dependent factors that influence the adoption of an objectifying self-perspective. Most women experience some degree of state self-objectification in situations where attention focuses on their bodies, such as posing for a picture in public, catching someone ogling at their breasts, or where their gender becomes a relevant characteristic of the immediate social context (Fredrickson & Roberts, 1997). According to Vandenbosch, Muise, Eggermont, and Impett (2015), when self-objectification occurs owing to exposure to objectifying stimuli, it is referred to as state self-objectification. On the other hand, for some women, self-objectification is experienced virtually all of the time, whether they find themselves in objectifying scenarios or not. In other words, the tendency to self-objectify comes from within as a trait and is not triggered by an external factor. This form of self-objectification is referred to as trait self-objectification (Fredrickson & Roberts, 1997).

Scholars reveal that self-objectification comes with consequences. According to Rollero (2013), self-objectification reduces a female’s self-esteem and social skills. Similarly, Calogero and Pina (2011) found that self-objectification escalates body guilt and causes increased negative emotions in women (Tiggemann & Andrew, 2012), as well as excessive drive for thinness (Register et al., 2015), poor math performance, and body shame (Kahalon et al., 2018), decreased cognitive performance (Green et al., 2012), increased cardiac stress and reduced positive emotions (Green et al., 2014), and other concentration problems (Calogero, 2012).

A lot of studies have tried to examine the predictive and causative factors of self-objectification. Some studies have tried to establish a relationship between the use of certain social media sites and self-objectification. Some of these studies have shown that women's self-objectification increases when they encounter objectifying information in the media (Karsay, Knoll & Matthes, 2018; Jasmine, Brydie & Lenny, 2018). As opined in the study of Calogero (2012) women's portrayal of themselves online, combined with sexually objectifying stimuli may cause them to objectify themselves. Recent studies have also been able to establish some form of relationship between the use of social networking sites (such as Instagram, Facebook) and self-objectification (Tiggemann & Slater, 2013; Jasmine et al., 2018). According to Rodgers, et al. (2011) the unique combination of peer influences and media depictions of idealized female bodies inherent to the SNS environment provide ample opportunity for women to self-objectify and inspect their appearance based on these perceived ideals. Media-related encounters of self-objectification happen in various forms such as; television and sports programs, television commercials, cartoons, animation, Internet, music videos, music lyrics, video games, magazines and newspapers, cell phone apps, and billboards (Calogero, 2012). The researcher hopes that self-objectification relates positively with social-media-photo-upload-feedback since the social-media-photo-upload-feedback is a new concept.

The researchers assume that social-media-photo-upload-feedback can be defined as a response or reaction given by a social media audience about an individual's uploaded photos. These responses could come in the form of likes, comments, retweets, reactions, and followers, depending on the social media platform. This variable is made up of three concepts, social media, photo upload, and feedback. Thus, it is simply defined as feedback by the audience on photos uploaded on social media. Feedback is defined as a response from the receiver which gives the sender an idea of how the message is being perceived as well as areas for modification (Nordquist, 2019). Bell, Cassarly, and Dunbar (2018) defined feedback on social media uploads as the response of the audience in the form of likes to photos uploaded on social media. According to Vendemia (2019), some of the feedback may be positive. . Calogero et al. (2009) defined feedback in terms of appearance-related compliments, as criticism or compliments related to an individual about his or her appearance.

There appear to be two types of social-media-photo-upload-feedback namely; direct feedback and indirect feedback. Direct feedback can also be referred to as expressed feedback while indirect feedback could be referred to as implied feedback. Direct photo-upload-feedbacks are feedbacks that are directly sent by the audience towards the photo uploader such as likes (Bell et al., 2018) and comments (Vendemia, 2019). On the other hand, indirect feedback occurs when feedback on social media is not expressed by the audience but is rather sensed and interpreted by the photo uploader. They include other forms of audience's reactions on social media such as; unfriending, blocking, ignoring posts, sharing posts, and following. Generally, feedback to uploaded photos is intended to correct deviation between the expected result of the uploaded photo and its actual gratification.

However, photo-related feedback has been found to have several negative consequences. Such negative consequences include; body image disturbance and trait self-objectification (de Vries & Peter, 2013), body dissatisfaction and body image concerns (Vendemia, 2019), and body shame, depression, and body surveillance (Slater & Tiggemann, 2015). How a female undergraduate assimilates the responses or feedback from her social media viewers/audience could also be connected to certain traits inherent in her personality make-up. This encompasses the way she thinks, perceives, or acts and is summed up as personality traits. The personality

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traits of an individual can also predict levels of self-objectification. Psychologists have long maintained that individuals' personalities can greatly influence their personal experiences and how they relate to society. Society, in turn, may also affect their personalities and personal experiences (Miner-Rubino, Twenge, & Fredrickson, 2002).

Personality traits are reflections of people's characteristics, patterns of thinking, feelings, and behaviors (Diener & Lucas, 2020). According to American Psychological Association (2021), Personality traits are defined as individual differences in characteristics patterns of thinking, feeling, and behaving. Personality traits have also been defined as stable patterns of thoughts, emotions, and behaviors which differ among several individuals (Carotte & Anderson, 2018). According to Cherry and Gans (2019), personality traits encompass all of the thoughts and behavioral patterns and social attitudes that impact how individuals perceive each other and their environment. The researcher, therefore, defines personality traits as the traits that are inherent at varying degrees in an individual and determines his or her thought, cognitive or behavioral patterns or processes.

Personality traits popularly summarized by Goldberg in 1992 into the big five trait factors which include Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience. These five traits are hypothesized to be present in varying degrees in all individuals (Soto, 2018). Extroversion in individuals could trigger traits such as gregariousness, assertiveness, activity, excitement-seeking, positive emotions, warmth. Individuals could express Agreeableness through trust, straightforwardness, altruism, compliance, modesty, tender-mindedness. Conscientiousness is expressed in traits such as competence, order, dutifulness, achievement striving, self-discipline, deliberation. Neuroticism is associated with traits like anxiety, anger, hostility, depression, self-consciousness, impulsiveness, vulnerability. Openness to experience includes traits such as ideas, fantasy, aesthetics, actions, feelings, values (Lebowitz, 2016).

Certain personality traits have been associated with several negative consequences, with the majority of research focusing on the Five-Factor Model (Costa & McCrae, 2008). For example, neuroticism has been linked with increased vulnerability for the development of mental disorders, including anxiety, depression, psychosis, and substance abuse (Jeronimus, Kotov, Riese, & Ormel, 2016; Kotov, Gamez, Schmidt, & Watson, 2010; Ormel et al., 2013). Individuals high in neuroticism tend to be more reactive to stress and social cues, and more prone to anxiety (Costa & McCrae, 2008). Meta-analytic evidence also supports the link between lower levels of extraversion and the diagnoses of depression, anxiety, and substance use disorders (Kotov et al., 2010). Personality traits from outside the big five models have also been linked to clinical outcomes. For example, perfectionism has been linked with depression, anxiety disorders, and obsessive-compulsive disorder (Limburg, Watson, Hagger, & Egan, 2016), and narcissism has been associated with impulsivity, interpersonal conflict, and perfectionistic expectations (Swami, Cass, Waseem, & Furham, 2015).

Summarily, self-objectification would likely occur if objectifying feedback is conveyed to the objectified individual or if such an individual has some underlying characteristics that trigger self-objectification and these are the basis for the two forms of self-objectification. Social-media-photo-upload-feedback reflects the opinion of the audience about the photo-related content uploaded by an undergraduate student, while personality traits are the collection of cognitive, and behavioral makeup of an individual. Upon this background, rests the motivation

for the study on social-media-photo-upload-feedback and personality traits as predictors of self-objectification among female undergraduates.

Statement of the problem

Self-objectification has been a problem confronting females especially undergraduates for a while. Earlier, studies had focused on different concepts in solving the problem of self-objectification (Jasmine, Brydie & Lenny, 2018; Bell, Cassarly & Dunbar, 2018). Yet the problem persists. Scholars examined the association between self-objectification, positive feedback, and frequency of posting self-images on social media (Bell et al., 2018), the role of selfies and social media photo activities in self-objectification and disordered eating (Cohen, Newton & Slater, 2018), and effects of engaging in photo modification and receiving positive feedback on women's photographic self-presentation online (Vendemia, 2019).

Others focused on the effects of portraying the self-online on women's self-objectification (De Vries & Peter, 2013), the impact of appearance-related commentary for women's self-objectification (Calogero et al., 2009), and the relationship between Facebook photo activities associated with body image disturbance in adolescent girls (Maier & Gray, 2014). Despite these efforts, it appears that the problem remains. It appears that most of these studies were done abroad. It was observed that the variables of the present studies have not been given the attention they deserve. On these gaps in knowledge rest the motivation for the study on social-media-photo-upload-feedback and personality traits as predictors of self-objectification among female undergraduates.

Social-Media-Photo-Upload-Feedback and Self-objectification

Bell, Cassarly, and Dunbar (2018) studied the association between self-objectification, positive feedback, and the frequency of posting objectifying self-images on social media. The selected sample was made up of 86 young women from the UK who were required to complete the self-report measures of self-objectification and social media usage. 20 of their most recent images uploaded on Instagram were downloaded and examined for self-objectifying content. Self-objectification was assessed using the Self-objectification Questionnaire of Noll & Fredrickson (1998) while positive feedback was measured by the number of likes amassed by uploaded images. The data were analyzed using descriptive statistics, Principal Component Analysis, regression, and correlation analysis. The findings revealed that 29.77% of the participants' Instagram images were objectified. Positive feedback from the audience was not correlated with self-objectification or overall Instagram use. However, a higher frequency of posting objectified self-images was associated with receiving more likes on this type of self-image.

Cohen, Newton-John, and Slater (2018) investigated the role of selfies and social media photo activities in self-objectification and disordered eating in young women. The selected participants were 259 young women (age 18 – 29; $M = 22.97$, $SD = 3.25$) who completed questionnaires on Social Network Sites usage, self-objectification, eating disorder and other body concerns related variables. The Body Surveillance subscale of the Objectified Body Consciousness Scale was used to measure self-objectification, while the Photo Activities measure was used to measure the practice of taking and sharing selfies online. The result of the correlation analysis shows that social media use was negatively correlated with self-objectification. However, selfie-taking, selfie posting, photo investment, and photo manipulation had positive correlations with self-objectification.

Vendemia (2019) explored the effects of engaging in photo modification and receiving positive feedback on women's photographic self-presentations online. The experiment was conducted

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using 183 female undergraduate students to explore how the type of photo modification (appearance modifications, nonappearance modifications, or no modifications [control]) and nature of positive feedback (appearance comments vs. nonappearance comments) affect state self-objectification, state body satisfaction, pro-cosmetic surgery attitudes, and willingness to distribute selfies on social media in the future. Results indicate that receiving appearance comments on selfies exerts a significant influence on women's state self-objectification.

De Vries & Peter (2013) examined the effect of portraying the self online on women's self-objectification. The researchers conducted an online experiment with a two (priming stimuli: objectifying vs. neutral) by two (audience: online audience vs. no audience) in subjects scheme among 221 females between the ages of 18 years to 25 years. Each of the respondents created a virtual profile, consisting of selecting an avatar and a brief description of themselves. The findings revealed that participants in the online audience condition self-objectified more strongly than did participants in the no audience condition. Nevertheless, this relationship was only valid among females who had been informed of sexually objectifying stimuli. The results suggest that women's online self-portrayal if combined with feedback on sexually objectifying stimuli, may lead to self-objectification.

Calogero et al. (2009) examined the impact of appearance-related commentary on women's self-objectification. The study used an ethnically dispersed sample of 220 college women who filled questionnaires on appearance commentary, trait self-objectification, and body dissatisfaction. Appearance commentary was split into compliments and criticisms. The results of the analysis showed that appearance-related compliments induced self-objectification and body image dissatisfaction in women.

Meier and Gray (2014) examined the relationship between Facebook photo activity associated with body image disturbance in adolescent girls. A total of 103 middle and high school females completed questionnaire measures of total Facebook use, specific Facebook use, weight dissatisfaction, and self-objectification. The study found that those who were exposed to elevated appearances or consumed certain photo-related information on Facebook were more likely to self-objectify.

Personality Traits and Self-objectification

Miner-Rubino et al. (2002) studied trait self-objectification in women focusing on affective and personality correlates. 98 college-aged women were selected as participants for the study and were asked to complete questionnaires of trait self-objectification, body shame, Neuroticism, and depression. Participants also completed the Big Five questionnaire of personality traits. The findings showed significant positive correlations between trait self-objectification and each of the measures of negative affect. The results also showed that trait self-objectification was negatively associated with the agreeableness and intellect personality traits. Also, no significant links were found between trait self-objectification and extraversion or conscientiousness personality traits. The Regression results also show that trait self-objectification is responsible for a significant portion of the variance in negative affectivity beyond other influences of personality.

Carrotte and Anderson (2018) carried out a systematic review of literature that examined the relationship between trait self-objectification and several personality traits. Selected review samples included pieces of literature available in the English language, literature published in a peer-reviewed journal, empirical works that employed quantitative methods, and literature

published before March 2018. The search discovered 2,636 distinctive articles from which the researchers selected 16 samples. The results were collated using narrative synthesis. The findings revealed that self-objectification was most significantly and positively associated with neuroticism, perfectionism, and narcissism across several studies. There was however, insufficient research was available to conclude on the relationship between self-objectification and other personality traits.

Theoretical Framework

The Objectification theory provides a framework for this study. The objectification theory makes a clear channel through which objectification translates into self-objectification and it also accounts for the gender of the selected participants being the most likely affected gender. As it relates to the selected predictors, self-objectification was categorized into two forms, state self-objectification, and trait self-objectification. The state of self-objectification is being triggered by the state of an individual's social environment, such as the state of social media posts, or the nature of feedback gotten from viewers and other social contacts. Therefore, it forms the basis upon which the researchers hypothesize that social-media-photo-upload-feedback would predict self-objectification. In this context, social media acts as an environment within which a female undergraduate might find herself exposed to objectifying feedback. This could likely put her in a state where she begins to self-objectify.

On the other hand, trait self-objectification is caused by factors that are inherent in the individual. These traits determine the way female undergraduates in this context perceive their environment and react to objectifying stimuli. Therefore, it is not farfetched to examine personality traits as a predictor of self-objectification. Certain personality traits encompass characteristics that make a person susceptible to self-objectification. According to previous research, personality traits that show significant compatibility with the assertions of the self-objectification theory are entrenched in the neuroticism and agreeableness traits of the big five personality traits (Allen & Calestino, 2017; Visser, Sultani, Choma & Pozzebon 2014). Characteristics of such traits include passiveness, empathy, collaboration, internalization of moral values, and the ability to take another's perspectives (Nowe, 2017). These characteristics are also shown to be more associated with the female gender (Rueckert, 2011; Michalska, Kinzler & Decety, 2013). The Objectification theory appears robust enough to explain the independent variable and the dependent variable of the present study.

Hypotheses

1. Social-media-photo-upload-feedback will positively predict self-objectification among female undergraduates.
2. Personality traits (Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism) will positively predict self-objectification among female undergraduates.

Methods

Participants

The population of interest in the study is female undergraduates of Nnamdi Azikiwe University. The study, therefore, involved 100 two hundred level female undergraduates from the department of Business Administration, Faculty of Management Sciences of Nnamdi Azikiwe University, who volunteered. The choice of department was made using a simple random sampling method: different faculties in Nnamdi Azikiwe University, Awka campus were rolled into folds of paper. The researchers put all the folds in a basket and one fold was taken out of the basket after shaking the basket rapidly for a while. The same process was adopted for the choice of department of study. Participants were all Christians. The participants' ages ranged from 17 to 29 years with a mean age of 22.04 years and standard deviation of 2.75 years.

Instruments

Three instruments were adopted in this study and they include the Self-Objectification Questionnaire (SOQ), and the Social-Media-Photo-Upload-Feedback Questionnaire (SMPUFQ), Ten Item Personality inventory (TIPI).

Self-Objectification Scale (SOQ)

The Self-Objectification Scale (SOQ) is a 15-item questionnaire developed by Fredrickson and Roberts (1997). The questionnaire was developed to measure trait and state self-objectification. The SOQ has a 5-point Likert scaling with response patterns which include; 1 for strongly agree; 2 for agree; 3 for neutral; 4 for disagree and 5 for strongly disagree. Questions 1, 6, 8, and 11 are reversely scored. Sample questions from the SOQ include; "My sense of self-worth is based largely on my physical appearance" and "How my body looks will determine how successful I am in life. The reliability and validity of the SOQ were tested by Dahl in 2014 using the test-retest and the Cronbach Alpha respectively. The factor analysis was used to reduce the questionnaire from an original 30 items to 15 items. Both the State and Trait Form demonstrated good reliability with test-retest scores of 0.82 and 0.89 respectively while Cronbach Alpha score of 0.81 and 0.87 for State and Trait form Self-objectification Questionnaire respectively showed that the self-objectification scale is a valid and reliable measure of self-objectification.

Social-Media-Photo-Upload-Feedback Questionnaire (SMPUFQ)

The SMPUFQ is a 5-item scale developed by (Nweke & Egbuna, 2021), and is used to measure the extent to which a participant is affected by feedback received on his or her photo upload on social media. The ordinary principal component analysis was the aspect of Factor analysis used for the scale reduction. It was necessary to conduct the factor analysis because it helped to establish the validity of the items on the newly-developed scale. KMO and Bartlett's test results show a significant positive value at $p < .001$. The results show that items on the social-media-photo-upload-feedback are significantly correlated. Furthermore, the scree plot shows only one distinct dot (see appendix). The result of total variance explained revealed that only one factor was extracted. These factors were shown in the table of communities to be items 1, 2, 7, 9, and 10 (see Appendix). The reliability of these items is .79 for the 5 items. Inter-item correlation among the 5 items reveal a positive and strong significant relationship. Therefore, the social-media-photo-upload-feedback is found epistemologically robust for application on the local sample. The questions are all directly scored and have a 5-point Likert scoring with response patterns ranging from 1 (strongly disagree) to 5 (strongly agree). Sample questions include; "Derogatory feedback on social media affects my feelings negatively" and "I receive so much feedback on the pictures uploaded on social media"

Ten Item Personality inventory (TIPI)

The Ten Item Personality Inventory (TIPI) is a ten-item scale designed by Gosling et al. (2003) and is a summarized scale used to measure the Goldberg's Big Five personality traits (Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism). The items on the scale have a 7-point Likert scoring and response pattern covers 1 (strongly disagree); 2 disagree moderately; 3 disagree a little; 4 neither agree nor disagree; 5 agree a little; 6 agree moderately and 7 (agree strongly), which implies a score ranging from 10 to 70. Items 2, 4, 6, 8 and 10 are reversely scored. Sample questions include: "I am extraverted and also enthusiastic" as well as "I am reserved and usually quiet". The reliability and validity of the TIPI were tested in Portugal by Nunes, Limpo, Liman, and Castro (2018). The reliability was tested using the Test-retest method while the Cronbach Alpha was used to test for the validity of the questionnaire. The results revealed reliability coefficients (0.71), similar to the original version (0.72; Gosling et al., 2003). The findings also showed convergent validity ($r_s > 0.60$) with the Big Five personality inventory. The original TIPI scale showed a Cronbach Alpha of 0.68 while the Cronbach Alpha was 0.71 in the study of Nunes et al. (2018).

Procedure

The sample of the study was selected using probability sampling techniques. For instance, the participants were met in their respective classrooms. The researchers introduced themselves and informed them the study was strictly for academic purposes. The study was conducted in the Faculty of Management Sciences in Nnamdi Azikiwe University, Awka. Respondents who were willing to complete the questionnaires were issued with copies of the questionnaires without much delay. The researchers afterward assured the students of confidentiality and anonymity. The researcher distributed the questionnaires to 100 participants and maintained proximity until they had finished filling them. This was done to ensure that the participants could be cleared on certain issues encountered in the course of filling the questionnaires. It also ensured that there was no incidence of the unreturned questionnaire. The questionnaires were then retrieved directly by the researchers.

Design and Statistics

This study adopts a correlational design to examine the relationship between Self-objectification and the predictor variables. The Multiple regression analysis was used to examine this relationship and the data was managed using the SPSS version 20.0

Results

Table 1: Standardized Coefficients, Mean and Standard Deviation Results for Independent Effects of Social-Media-Photo-Upload-Feedback and Personality Traits in Self-Objectification

Predictor Variable	Adjusted-Rsquared	df1(df2)	F	Mean	Std Deviation	B	Std Error
Model1	.049	7(99)	1.73				
SMPUF				3.02	.402	-.04	.15
Extroversion				4.35	1.23	.22	.66
Openness				5.29	1.70	-.17	.05
Conscientiousness				5.32	1.82	.08	.05
Agreeableness				5.30	1.61	.04**	.05
Neuroticism				3.87	1.32	-.14	.06

****P<.01, *P<.05, Adjusted R² , SMPUFQ, Extroversion, Openness to experience, Neuroticism, Agreeableness, Conscientiousness.**

The results of table 1 showed that when enter method was applied to social-media-photo-upload-feedback and personality trait on self-objectification, the adjusted $R^2 = .049$. This means that the multiple models contribute 4.9% in understanding self-objectification. The ANOVA summary (F ratio) shows that the adjusted R^2 value is not significant at $F(7, 99) = 1.73, P > .05$. Specifically as shown in table 1, the beta value for standardized coefficients were; social-media-photo-upload-feedback $B = -.04, p > .05$, while personality traits: Extraversion, $B = .22, p > .05$, Openness $B = -.17, p > .05$, Conscientiousness $B = .08, p > .05$, Agreeableness $B = .04^*$, $p < .05$ and Neuroticism $B = -.14, p > .05$. Therefore, the above results show that only agreeableness (personality trait) predicted self objectification.

Discussion

This study examined social-media-photo-upload-feedback and personality traits as predictors of self-objectification among female undergraduates. The study was guided by two hypotheses and these hypotheses were tested using the multiple regression analysis. Based on the results of the regression analysis, the first hypothesis which stated that social-media-photo-upload-feedback will positively and significantly predict self-objectification was not confirmed ($B = -.04, P > .05$). The present result is not consistent with previous studies. For instant earlier studies by Bell, et al., (2018), found that more likes from the audience was positively associated with self-objectification or overall Instagram use among women in the UK. Also, Vendemia (2019) reported that receiving feedbacks increases objectification. Similarly, these findings were consistent with the study by Cohen, Newton-John, and Slater (2018) who found that online photo activities had positive correlations with self-objectification as well as the findings of Vendemia (2019) who found that receiving appearance comments on selfies exerts significant influence on women's state self-objectification. These findings may be explained in the Objectification theory. According to the theory of objectification, females have high tendency to feel dissatisfied with some parts of their bodies. As a result are motivated to receive reassurance about how the audience perceive them. In line with this thought, these feelings could be as a result of the social environment where the females find themselves or as a result of their inherent traits. Since the social media places individuals in a global village, the global environment is automatically activated with posts and feedbacks.

Accordingly, when individuals are dissatisfied with their body parts, they may be moved to post pictures of these parts, when these post are uploaded, audience sends feedbacks. According to the theory, positive feedbacks, may serve as a form of reinforcement that may in turn lead to individual to continue with more post in other to maintain the status quo. However, negative feedback may lead to more efforts work on those Parts of the body that audience are not comfortable with and a repost for confirmation or reassurance. However, if efforts to improve and receive assurance of acceptance by the audience fails it may likely lead to depression, anxiety and other forms of psychological and physiological challenges. From the present study, result shows that perhaps the study participants were not objectified. As a result, were not actually concerned about photo upload feedback. Therefore, this environmental state did not quite polarize them in such a way to objectify self.

On the other hand, the second hypothesis which states that personality traits will positively predict self-objectification was confirmed on agreeableness trait. This finding is inconsistent with the work of Carrotten and Anderson (2018) that reported positive association between neuroticism, perfectionism and narcissism on self-objectification. There appears to be paucity of studies between personality traits and self-objectification. However, the earlier work of Miner-Rubino et al. (2002) also used the Big Five personality traits and their findings however showed strong associations between trait self-objectification and extraversion or conscientiousness personality traits which is inconsistent with the result of the present investigation. Furthermore, the objectification theory may explain the discrepancy in empirical findings. For instance, the trait aspect of self-objectification holds that some individuals possess more traits that predispose them to objectify self. Therefore, depending on the prevailing state (environment), such persons may objectify self-more than others simply by virtue of possession of such traits. Therefore, in line with the present study, individuals with agreeableness may possess such traits.

Limitations of the study

Certain conditions limit the generalizations of the findings of this study. They include; a low sample size might not be representative of the population of the study. The study was only conducted in one University and as a result generalization to other universities may prove difficult. The study is based on self-reported scales distributed to the respondents.

Suggestion for further studies

It was recommended that female undergraduate with agreeable personality traits should avoid social media environment that has high tendency to respond to self-objectification. This is because their dispositional traits may place them in a compulsory behavior of being drawn to the dynamics of norm and culture of those likes, comments and feedbacks from online audience. It is suggested that more work is needed to explore the dynamics of self objectification among undergraduates. Also, efforts should be made to engage in such study among adolescents groups so that it will increase body of knowledge in curbing the challenges of self objectification.

Summary/ Conclusion

The study concludes that social media photo upload feedback did not predict self objectification among female participants of the present study. Also, personality traits predicted self objectification among participants of the present study on agreeable personality trait alone.

This means that other personality traits did not predict self objectification among the participants of the present study.

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Appendix

Social-Media-Photo-Upload-Feedback Questionnaire (SMPUFQ)

Instructions: Please for each of the statements, select one of the options from strongly agree to strongly disagree to indicate how much you agree or disagree with the following statements based on how it relates to you.

S/N	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am visible on the social media platforms					
2	I always upload my picture on the social media platforms					
3	I feel bad about dislikes on social media.					
4	Derogatory feedback affects the number of my followers					
5	I upload more photos after complementary feedback					