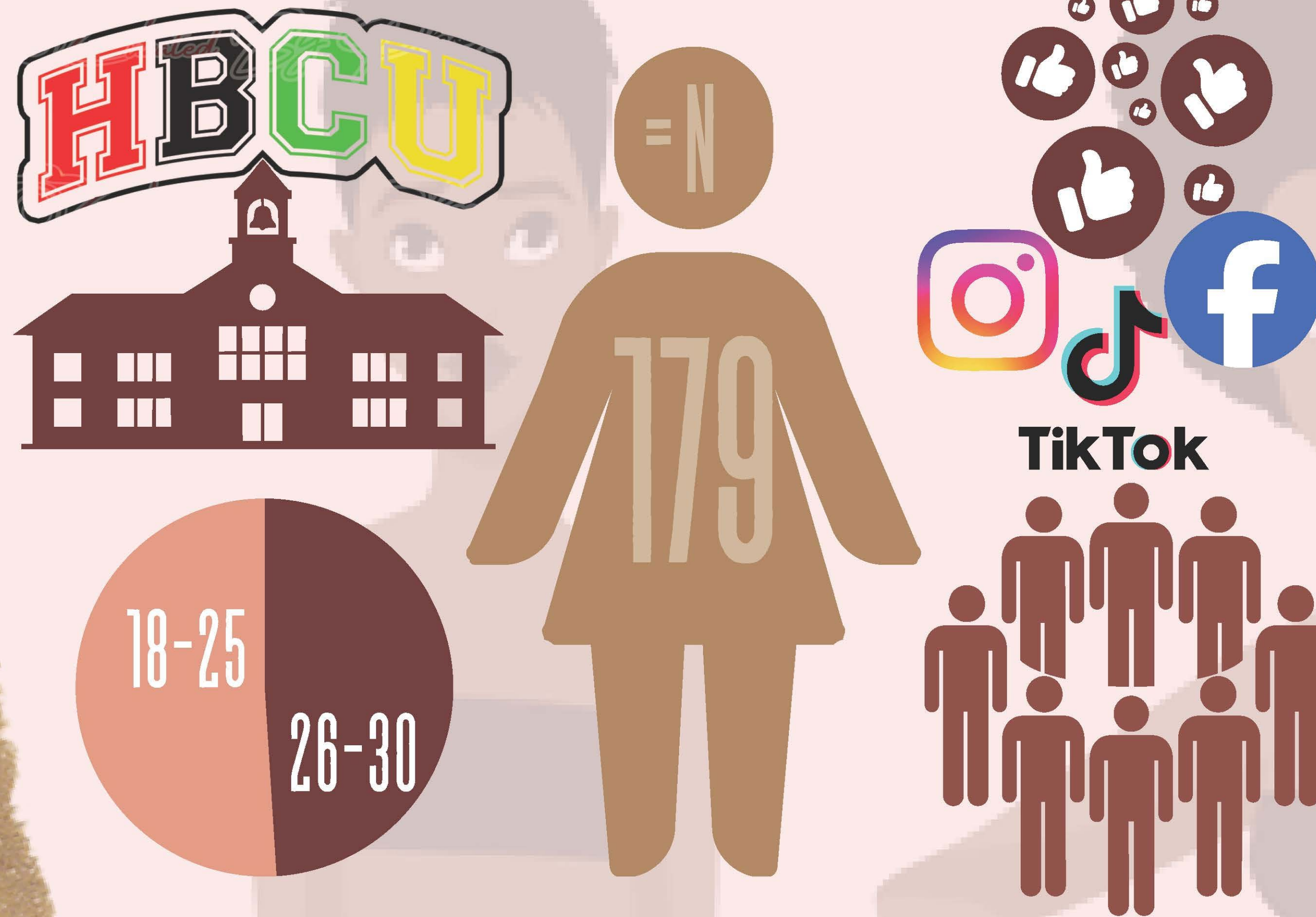


The Ebony Complex

The Effect of Body Enhanced Social Media Images on Black Women's Body Esteem Satisfaction and Attitudes Toward Cosmetic Surgery.

Dr. Leonna M. Davis

METHODOLOGY



179 Black/African American women (ages 18–30) were recruited from an HBCU and CloudResearch. After screening for eligibility and survey completion, the final sample met power analysis requirements established using G*Power. Participants represented diverse sexual orientations, education levels, and income ranges.

CONDITIONS



RESULTS CONT

Exposure to body enhanced images would **increase** attitudes towards cosmetic surgery.

Measure	Black Body Enhanced (n= 59)	White Body Enhanced (n= 58)	Travel (control) (n= 62)
Interpersonal	2.97(1.01)	2.94(1.15)	2.97(1.17)
Social	4.56(1.40)	4.37(1.45)	4.60(1.51)
Consider	4.40(1.78) *	4.02(1.79)	3.60(1.80) *

Viewing body enhanced images of Black women vs. Travel images, increased consideration for cosmetic surgery.

- Media Influence (Awad et al., 2014)
- Cultural Pressures (Capodilupo & Kim, 2014)

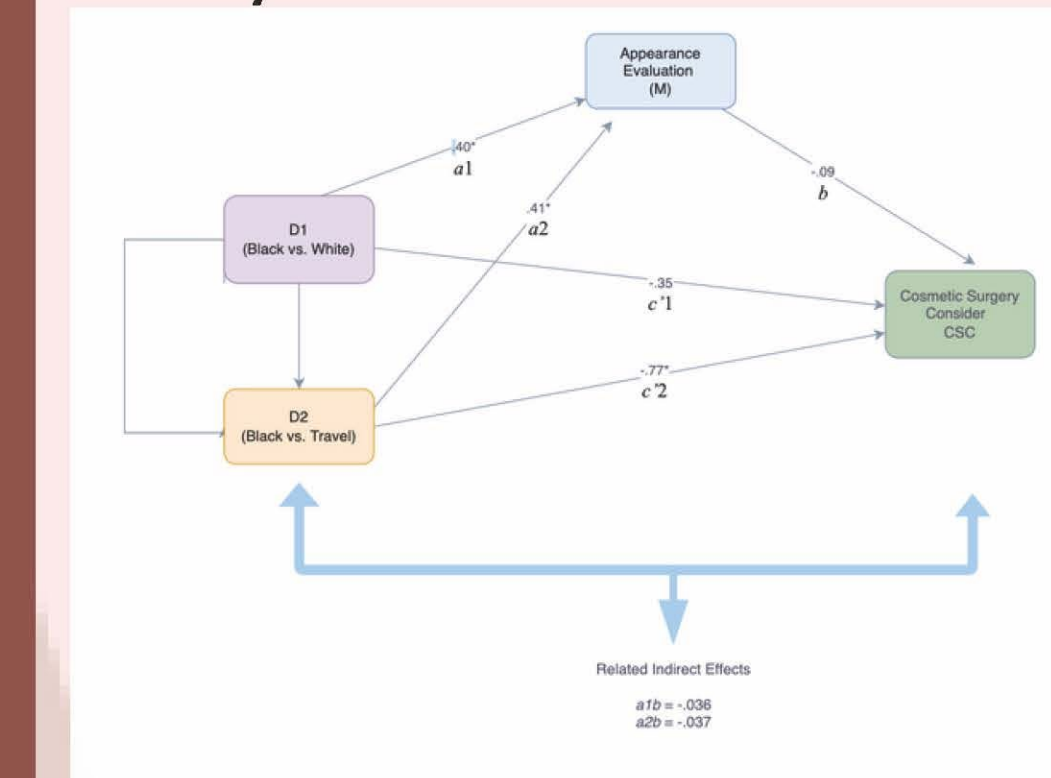
Exposure to body enhanced images would **decrease** body esteem satisfaction.

Measure	Black Body Enhanced (n= 59)	White Body Enhanced (n= 58)	Travel (control) (n= 62)
Appearance Evaluation (AE)	3.23(.89) a	3.62(.98) b	3.64(.79) b
Appearance Orientation (AO)	3.30(.90)	3.62(.98)	3.60(.76)
Preoccupation of Weight (WE)	3.76(.60)	3.70(.64)	3.90(.64)
Overweight Preoccupation (OP)	3.51(.86)	3.50(.70)	3.40(.77)
Body Area Satisfaction (BAS)	3.33(.73)	3.63(.76)	3.60(.83)

Viewing body enhanced images of Black women vs. White women, and Black women vs. Travel images, decreased body esteem satisfaction.

- Group Membership (Armer, 2017)
- Media Influence (Awad et al., 2014)

The relationship between exposure to Body Enhanced Images and Attitudes Toward Cosmetic Surgery would be **mediated** by Body Esteem Satisfaction.



Body esteem satisfaction (AE) did not mediate the relationship between exposure to enhanced body images and Black women's desires for cosmetic surgery (Consider).

- Extraneous Variables
- Further Research Needed

H3

Mediation



• **Advance Developmental Inquiry:** Expand empirical research examining developmental and generational variations in body enhancement attitudes among Black women to better understand long-term psychosocial and decision-making implications.

• **Deepen Mental Health Analysis:** Further investigate body esteem as a mediating mechanism linking exposure to enhanced images and cosmetic surgery attitudes, with attention to culturally specific risk and protective factors.

• **Scale Culturally Grounded Interventions:** Develop and rigorously evaluate media literacy and empowerment programs that promote critical consumption, identity resilience, and positive digital self-representation to buffer harmful exposure effects.

IMPLICATIONS & FUTURE DIRECTION

BACKGROUND

Social media use and influence has been linked to the rise of cosmetic procedures, intensifying comparison practices contributing to lower self-esteem and mental health concerns, as cosmetic advertising normalizes enhancements as accessible and a mainstream choice.

(Walker, 2019; Midgley, 2020; Woodley, 2020).



HYPOTHESES

H1: Body-enhanced image exposure increases favorable attitudes toward cosmetic surgery.

H2: Body-enhanced image exposure lowers body esteem satisfaction.

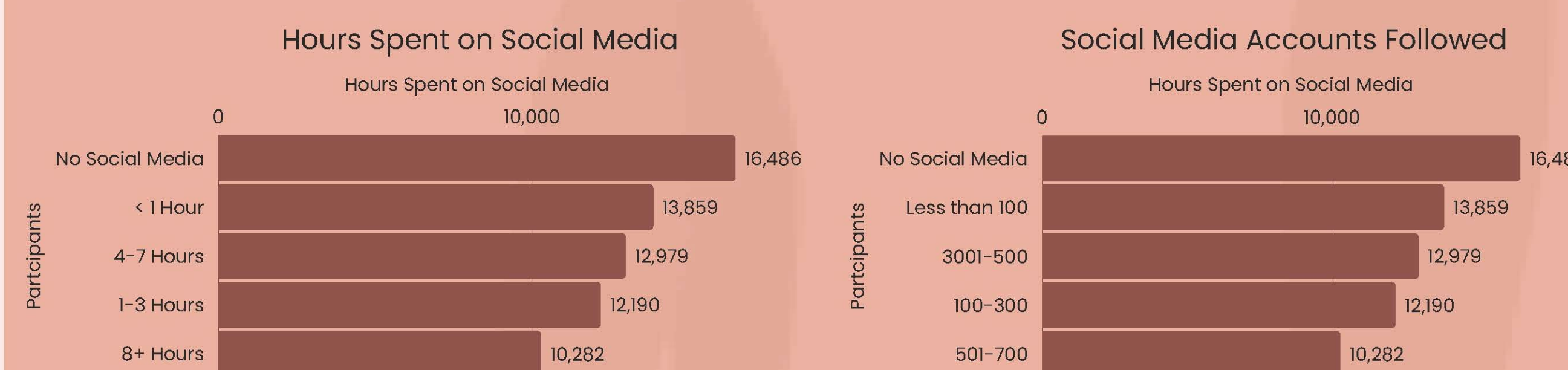
H3: Body esteem satisfaction mediates the link between image exposure and cosmetic surgery attitudes.

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RESULTS

Social Media Influence



Exposure & Impact of Enhanced Images

