The relationship between the viewing of short outfit videos and women's "body anxiety" Research

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Abstract: With the progress of social economy, the short video industry has developed rapidly. Short video has attracted a large number of users due to its characters and attributes such as fragmentation, self-fulfillment and other cultural tendencies. Women are more prone to anxiety in the process of watching short outfit videos, specifically in terms of dissatisfaction with their own body shape and appearance. After collecting and analyzing the questionnaires, and the study finds that short video, by conveying the social idea that "value is justice", has an increasing impact on the audience's anxiety about body image and appearance, and greatly increases women's consumption of clothes and appearance, which influences the formation of modern consumerism and social values. The influence of video perceptions generally decreases as the level of education and social status increases.
Keywords: cultivation theory; body anxiety; consumerism; short video

1 Introduction

The rise of short outfit videos reflects popular body intentions, as women are influenced by the social culture of "white, thin and young", and such creation of body rules and regulations has heightened anxiety about themselves. Through the widespread dissemination of online platforms and the guidance of consumerism, the stimulation of short outfit videos has caused women to suffer from "body anxiety". Through observation, it is found that short outfit videos to a certain extent exacerbate women's denial of themselves and cause anxiety. This paper uses questionnaires and in-depth interviews to analyse the causes of women's "body anxiety" caused by short outfit videos, to verify the possible effects of short outfit videos on women's anxiety, and to discuss how women can face the anxiety caused by short outfit videos and guide women to face up to themselves properly.

2 Literature Review

2.1 A literature review of cultivation theory

As a form of video derived from the Internet, The rise of short outfit videos has upset the balance between television and audience under traditional cultivation theory, and much of the relevant research has been based around a single theory of argumentation .For example, from the perspective of television's influence on viewers' perceptions, Gerbner generally analyses the

violent messages delivered by television to audiences, pointing out that the connotation effect of audiences is positively correlated with the amount of television watched, and that audiences will have a certain connotation effect as long as they watch television.[1]The cultivation theory has been debated since its inception, describing the effects of television on audiences over time and the conclusion that the longer they watch television, the more they are affected. However, with the rapid development of the Internet, many scholars have argued that causes involved in this theory tend to be single. The complexity of the Internet has led to the diversity of audience, and the transformation of the audience from simple recipients of information to publishers. These bring a change in cultivation theory. In general, cultivation theory has been challenged because of its inability to provide a more appropriate explanation of modern consumerism.

2.2 A literature review of the phenomenon of combining culmination and practicality

This paper discusses the phenomenon of body anxiety brought by short videos based on cultivation theory. The development of the Internet has had an impact on the way people think, and the function of cultivation has increased significantly compared to television. In this way, Gerbner introduces new concepts to connotation theory by examining the audience's level of literacy in relation to reality and television -- empathy and hierarchical beliefs.[5]With the development of the Internet, more scholars are concerned with the shift of connotation theory and begin to combine more theories with connotation theory in order to be more in line with the further inferences of connotation theory. In China, Bao Rong combines the changes of audience psychology in terms of interaction and participation under the development of new media in China with connotation theory, suggesting that behind the new technology itself is still the concentration of media power.[4] Domestic scholar Tian Hongyuan combines the network and connotation theory in China's big data environment, and reformulates the structure of the network connotation model, in which the audience meets the connotation from the Internet in an active way.[6]The Internet environment has led to a change in connotation theory, with audience participation influencing the composition of the framework and the pluralistic network moving linear development in both directions. The importance of the audience in the communication process is increased by the output of their own ideas to influence the public.

2.3 Literature review of research on short videos, the phenomenon of body image anxiety

The entry of consumerism into people's daily lives is generally considered to have taken place at the beginning of the 20th century, when consumerism swept the world in the process of globalisation, and our country was inevitably affected. With the derivation of short videos, "consumption of the body" gradually reached its peak and body image anxiety arose. In Freud's theory of anxiety, anxiety arises as a reaction caused by ego conflict, a view that has received much attention from scholars at home and abroad and has led to more research results .[7]Sullivan, a scholar in the field of anxiety theory, added to this theory by studying the association between socio-cultural and audience: Anxiety is a sign that one's self-esteem is at risk, that one's position in the eyes of important people is at risk . Women's anxiety is also becoming more significant

in the consumerist environment. Jacobson examined the phenomenon of the ego and behaviour, suggesting that anxiety consists of four factors: stimulus, ego, competence and cognitive evaluation.[8][9]Anxiety arises from the combined effect of the self and external factors. In social media, the craze for body evaluation is constantly pushing women towards newer goals. More and more women are watching short videos, unconsciously comparing themselves to the ideal body in the videos, reshaping their atheistic value , and creating negative feelings such as anxiety.

2.4 Problem formulation

In order to fill the gap in the study of women's anxiety triggered by short outfit videos from a cultured theoretical perspective, the study chooses the research method of questionnaire survey and in-depth interview. Based on the questions related to the anxiety triggered by watching short dressing videos, the corresponding hypotheses are established:

Hypothesis 1: watching short outfit videos leads to a significant increase in body anxiety among women;

Hypothesis 2: Watching short outfit videos gives rise to a wider discussion on body anxiety among women;

Hypothesis 3: The viewing of short outfit videos , women compared to men triggered body anxiety after enhanced dressing consumption.

Hypothesis 4: Women's doubts on face and body shape are significantly enhanced after watching short outfit videos;

Hypothesis 5: Women's self-objectification increases significantly after watching short outfit videos.

Hypothesis 6: The idea of "appearance is justice" is associated with the literacy of Internet users themselves;

Hypothesis 7: The progressive spread of education among women diminish anxiety about body image;

Hypothesis 8: Education generally diminish the idea that "appearance is justice".

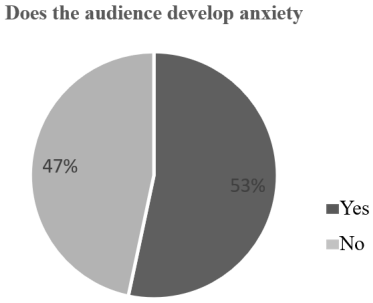
3 Research Methodology

Based on the above, this study proposes a hypothesis establishment, and the theorisation of sampling and interview findings on the phenomenon of consumerism, using questionnaires and in-depth interview method to answer questions about women's body image anxiety caused by short outfit videos. Representative sampling and semi-structured in-depth interview are conducted, with reference to previous researchers' methods. This study is expected to identify some of the mechanisms that influence the psychological disorders of users when watching short outfit videos, and to provide a factual basis for short video content to shoulder the responsibility to guide users to construct a healthy and scientific psychological perception.

4 Analysis and discussion

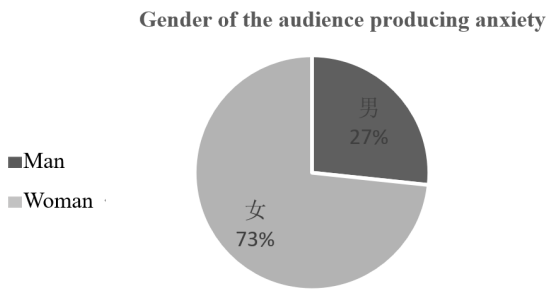
4.1 Audience anxiety and consumerism

The results of the study show that about 50% of the audience of the short outfit video are affected by the anxious thoughts conveyed by the video and have serious body and appearance anxiety, believing that "appearance is justice" is right.



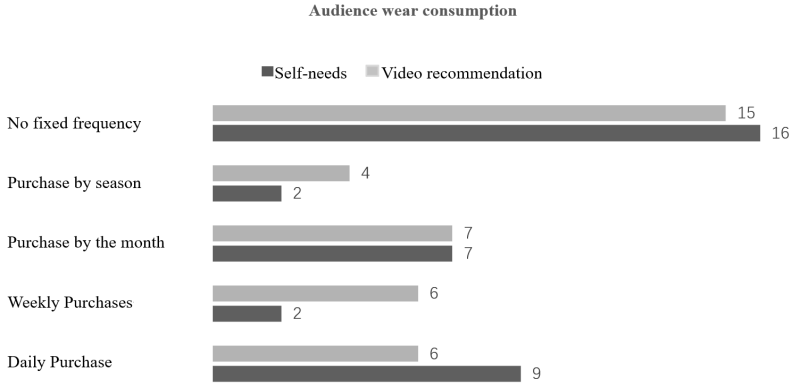
Most of the audience are relatively concerned about evaluation of their external image and are very anxious. Their main way of relieving anxiety is to change the existing external state of their bodies. Their aesthetic mentality tends to be assimilated, learning to imitate the daily dressing and make-up styles of various celebrities and online bloggers, and spending more on daily dressing and appearance, like new clothes, skincare products and cosmetics.

According to the survey, the proportion of audiences learning to dress according to the short video of Jitterbug dressing accounts for 70% of the overall; The average monthly spend on everyday wear is over $200, with 20% of the audience spending over $2,000 on wear; 40% believe that the frequency of buying new clothes is influenced by the recommendation of the dressing video, while making purchase decisions on dressing according to actual needs only accounts for 30%. It can be seen that wearing short video not only affects the audience psychology and even affects the consumers' daily life, making non-essential life consumption increasing significantly. It leads to extravagance and wastefulness prevailing, and has a greater hindering effect on the formation of positive social values.



The findings show that in the modern technological environment, media platforms are no longer just for PGC (Professional Generated Content), but are also open to the general public. Combining the the popularity of short videos in China with women's body anxiety, Hao Yu proposes that the definition of beauty ought to be rich and diverse, and aesthetics needs multiple dimensions, trying to create a "de-gendered" discursive space so that women can generally stay away from body anxiety.[10]Under the fierce competition in the media market, various channels are developed and the female body as a viewable still can certainly maximize the benefits, and the aesthetic domestication of the female body by short videos begins and ends there. Phrases such as "white, thin and young" also deepen the stereotype of the body. Misogynistic culture puts women in a deeper level of body anxiety in the domestication of the self and places them in a dillema where their self-worth is obscured from the aesthetic dimension of the body. Compared with male audiences, female audiences unconsciously compare themselves to the bodies in the videos after watching short outfit videos, with obvious psychological anxiety and an over-saturation of their own needs, easily generating an unhealthy consumer mentality of comparison, extravagance and following the crowd.

Women's doubts and anxieties about their appearance and body shape have increased significantly, especially among young university students who have not yet entered society, and who watch short videos more often than other social groups. Thus, their discussion on the ideas prevalent on the internet increases and their own objectification becomes more obvious. Nowadays, the aesthetics of society is unanimously pursuing "white, thin and young", believing that appearance is justice, and the prevalence of beauty, make-up and even cosmetic surgery is very likely to lead to anxiety about appearance and body shape, and even to excessive medical treatment and sub-healthy physical conditions, which have a negative impact on the psychological and physical health of female groups, and are not conducive to the establishment of good values and correct and reasonable consumption concepts in the society.



The results of the study point out that the more audiences watch short outfit videos, the stronger their anxiety about body image; the more audiences watch short outfit videos, the higher they agree with the idea of "face value is justice"; the stronger their anxiety, the greater the amount they spend on dressing and grooming; the higher their socio-economic status and education, the

less obvious their influence on the idea of body image anxiety; the higher the socio-economic status and education level of the audience, the less obvious is the influence on the idea of body image anxiety, while the influence on the idea of "appearance is justice" is less correlated with the quality of the audience.

4.2 Analysis of the correlation between the viewing of short outfit videos and women's "body anxiety"

In order to verify the effect of watching short outfit videos on the anxiety of the female audience, the two are transformed into corresponding constants and variables for observation and analysis, and the following analysis results are obtained.

4.2.1 Analysis of the correlation between viewing length and frequency and audience anxiety

Pearson's correlation analysis reveals that there is a significant relationship between "frequency of viewing" and "audience anxiety": the higher the frequency of short outfit videos, the higher the level of audience dissatisfaction with their own anxiety. Hypothesis 1 and 2 are supported.

4.2.2 Correlation analysis between viewing duration and frequency, and audience gender on monetary expenditure

Pearson's correlation analysis reveals a significant relationship between "frequency of viewing" and "audience spending": Female audience is higher than male in the group that watches short outfit videos. The more frequently they watch short videos, the more women spend on their own appearance and body image. Research hypothesis 3 is supported.

4.2.3 Analysis of the correlation between the length and frequency of viewing and the audience's own identity

Pearson's correlation analysis reveals that there is a significant relationship between "length and frequency of viewing" and "audience's self-identity": the number of times the audience watch short outfit videos is positively correlated with their doubts about their body image. Hypothesis 4 and 5 are supported, suggesting that the higher the length and frequency of viewing, the more dissatisfied the audience is with themselves and the deeper their self-objectification.

4.2.4 Analysis of the correlation between the level of viewing immersion and the audience's own quality and education

The analysis of the relationship between the immersion level of watching short videos and the audience's own quality and education level finds that the immersion level of watching also shows a significant negative correlation with the audience's way of thinking. Hypothesis 5, 6 and 7 are

supported, indicating that the higher the audience's own quality and education level, the lower the identification with videos, the more they are able to avoid the stereotype of "appearance is justice" and the more they are able to reduce their own anxious thoughts.

5 Analysis and summary

5.1 development of psychosocialisation of anxiety

This study, through a survey and analysis of the audience of Douyin short outfit videos, comes up with a trend of socialised psychological identity regarding women's "white, young and thin" and "appearance is justice", among which other productive associations arising from the diversified influences brought about by the development of the Internet, reflect The socialised anxiety of women and the streams of comparison, conformity and wastefulness have a strong reaction to the positive health of social thought and the formation of values, and have a negative effect on the psychology of social consumption and consumerism. Internet short videos already produce involuntary comparisons when audiences watch them, gradually influencing their psychology through the time and frequency of watching short videos, thus enhancing the intention of self-objectification more broadly. Chen Guangyao combines the symbol of the epidemic era in China, the "mask", with women's body anxiety of "thinness as beauty", suggesting that short videos pose a threat to users' body imagery disorder, which requires the attention of society as a whole and measures to prevent it.[11]In terms of social impact, the objectification of the self has caused women to lose the value of the self as a commodity, and instead of becoming a tool for women's liberation, Internet short videos have contributed to the male gaze on women, further emphasizing male aesthetic needs and relegating women to the "second sex" in the online world. Women's anxiety about being more critical of themselves leads to further objectification. The comparison of female audiences with the physical appearance of images in short videos causes women to focus more frequently on their own body image.

Additionally, this study proposes the correlation between short outfit videos and the psychology of body anxiety, reflecting the development trend of consumerism under the phenomenon of culmination, where the media's interpretation of women's body shape and appearance deepens the threat of the audience's perception of their own body. On the other hand, it also provides more discourse and attention for consumerism to prompt women's discussions about face and body shape in the Internet, and is the key for women to gradually take control of the media discourse, completing the reconstruction of the female group's perception of self. However, this study also finds that with a gradual development of education level, women's psychological identification with body image anxiety has decreased and they have a clearer and more reasonable understanding of themselves.

5.2 The awakening of the audience's sense of object

The threat to women's psychological anxiety posed by short videos requires the concerted

efforts of society as a whole to prevent and take certain measures, and this is a direction that researchers should be alert to and reflect upon. The most important thing is to enhance the cognitive education of female students' body science in schools, to help women establish a healthy cognitive view of the body and also to educate men to take a scientific attitude to female's appearance, change the anxiety and discrimination caused by the inherent concept; short video platforms should also make policies to regulate content and reduce the pushing of similar dressing short video operations, avoid the formation of information cocoons that bombard the user's psyche with a single message over a long period of time, and avoid negative ideas that tend to unify and create a subtle bending guidance on the audience's thinking.

In the context of the new era, short video platforms continue to prosper, providing more channels for audiences to create and disseminate information. However, this also pose certain challenges and threats to ideological and political education. The style of short videos should be closer to our core socialist values, promote the excellent ideology and culture of the nation, and block unpleasant words and talk. Short video ideas should go hand in hand with education , the short video platform fully exploits the aesthetic elements in the video resources, educates morality with beauty, constantly innovates thinking to inspire audiences to awaken their object consciousness and promotes networked ideological education.

5.3 Conclusion

However, numerous studies have not addressed how women can break the body image anxiety caused by short videos, so the phenomenon of anxiety needs to be studied from that perspective .In the face of various social media guiding the regulation of women's body image, it is vital for women to control the media discourse so that they can have a voice in society. The individual consciousness of women needs to be reconstructed urgently, and it requires joint efforts. In today's society, women have the same educational resources as men, and the advancement of the internet has given women equal access to media resources. Women need to improve themselves on the premise of relative equality.

However, this study is not comprehensive enough in terms of the data collection, and has shortcomings in terms of the correlation between consumerism and women's development. In future studies, researchers in the field of culmination may need to pay more attention to the in-depth impact of consumerism and expand the research and practices related to women under the development of Internet.

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