Research on the relationship between fitness videos in social media platforms and users' body anxiety

Ruiqi Huang
School of Shandong Normal University, Shandong Jinan 250399, China
Corresponding author E-mail: 15562656579@163.com

Abstract: With the platformization trend of the Internet, social media platforms have become the main place where netizens can independently produce and publish content for communication, and video symbols have become the most popular language. With the development of media technology and the virtual embodiment of social media platforms, body communication has re-entered the public's field of vision and has become a hot and popular symbol in video communication. Especially since the beginning of the epidemic, with people's attention to physical health, fitness videos have developed explosively, but under the pressure of staring and being stared at, the body has gradually become the object of social media consumption, which should be concentrated in the perspective of physical health. However, it is alienated as a rendering of body anxiety. Users have subtly accepted the discipline of power subjects on their bodies and fell into the trap of consumerism. This paper uses the research methods of questionnaire survey to analyze the negative impact of watching fitness videos on social media platforms on users from the perspective of health communication. At the same time, this article detected the social and mental reason for body anxiety from the perspective of cultivation theory, to discover how to properly deal with the impact of body anxiety in the media ecology.

Keywords; Social platform, fitness video, cultivation theory, Body anxiety, Health communication, Physical transmission

1Introduction

At the beginning of 2022, the global epidemic is spreading in multiple places, which greatly limits the space for people's activities. Social media platforms have become the main gathering places for users, and the attention to sports and physical health issues has greatly increased. Body is the most intuitive symbolic language that humans show to society. Body anxiety is a phenomenon that appears in many people in modern society. Since ancient times, people's pursuit of a good body has never stopped. With the rise of social media and the popularity of video culture, a large number of fitness bloggers have appeared on the Internet, full of topics and content with various fixed body standards, such as "vest line", "comic waist challenge", "backhand touch the navel" ,etc. There are different versions of the "perfect body" standard circulating on social media, where users show their efforts to get a "perfect body" by trying various body sculpting methods, such as exercise, diet control, and even In order to achieve their goals quickly, extreme people adopt abnormal weight loss methods such as dieting, vomiting, and taking diet pills, which

alienates the original intention of fitness. Through the observation of daily life and social media, it is found that the pursuit of body shape by some users has become a habit. Accurate calculation"of the"Calories" and"Calories" in the daily diet, in the social media platform to actively respond to the bloginitiated by the body topic. During this process, users' body anxiety aggravates and spreads. At this time, fitness is no longer just a healthy lifestyle, but a social pop culture and explicit pressure.

Foucault uses the body as a field of power in Discipline and Punishment, detailing how prisons, schools and hospitals exercise power through training and changing the shape of the body. In the new media environment, capital will also invisibly interact with the user's body through training and discourse, thereby creating a productive, tame, and easily controlled subject process that satisfies society's imagination about the body. Therefore, we have a question, if fitness videos really cause users' body anxiety, what are the social and psychological motivations that cause anxiety? How can users deal with the negative effects of body anxiety?

2Literature Review

2.1Literature review on body anxiety

The phenomenon of body anxiety has attracted research from multiple perspectives in the academic community. Chen Lin, a domestic scholar, put forward a new concept of anti-body anxiety in the social media environment in her paper "Research on the Discourse Presentation and Behavior of Women's Anti-body Anxiety - Taking Weibo Platform as an Example" in 2022. The discourse text characteristics of anti-body anxiety on Bo Shang conducted a more detailed study of their self-body monitoring and management practices and how to persuade women to reject body anxiety and be wary of self-objectification. The self-awakening and self-liberation of the body concept is conducive to establishing a healthy body aesthetic, while consciously resisting the words of body anxiety and cultivating a proper sense of pride in the body. In 2022, domestic scholar Yin Yanting published the paper "Research on the Body Anxiety Phenomenon of Young Women under the Knowledge, Belief and Action Model - Taking Xiaohongshu as an Example", which is represented by the Xiaohongshu App, focusing on young women to share on the platform. Body health information has become a current fashion. The classic "Knowledge, Belief and Action" model of health communication is used to analyze the body anxiety phenomenon in Xiaohongshu, which is mainly targeted at young women, to study its causes, and to explore in the context of interactive sharing. How to deal with body anxiety caused by the dissemination of body information. Its research shows that the body anxiety of young women accompanied by the dissemination of physical health information, under the combined effect of social, economic, media and other environments, the information about physical health on social media is slowly being alienated into an over-exaggerated symbol system of body anxiety. Xin Mingjing, a domestic scholar, published in 2021 the paper "Puzzles and Solutions: Body Cognition under Body Anxiety of Teenagers", which focused on the phenomenon of body anxiety and dieting and weight loss in the youth. Research on this phenomenon found that the body concept and

commercialized aesthetic standards in the current social consumer culture context not only change the adult group's body concept and aesthetics, but also profoundly affect the youth group through daily life and media communication, leading to the youth's body anxiety.

However, although these studies explored how to persuade women to reject body anxiety with words, be wary of self-objectification, and analyzed the phenomenon of body anxiety in young women and adolescents from the classic "Knowledge, Belief and Action" model of health communication. The research has been carried out, but the influence of the acculturation of fitness videos in social media on users' body anxiety has been ignored in today's highly developed social media.

2.2Literature review on acculturation theory of social media

In the paper "Perspective and Imagination - Research on Social Media Accumulation of Chinese Nation Community Consciousness among Migrants of Northwest Minorities" published in 2020 by domestic scholar Professor Li Juan, he analyzed the use of social media among the floating population of Northwest ethnic minorities in China. The role played by the construction of ethnic community consciousness is combined with the theory of cultivation, and it is proposed that social media contact has played a very positive role in the social integration of this group, so it is necessary to adjust the audience "perspective" of social media to strengthen the northwest minority ethnic group. The consciousness of the Chinese nation community among the floating population. Domestic scholars Shi Changshun and Zhou Li published in 2008 the paper "The Model Change of the Accumulation Theory in the New Media Context", from the perspective of the evolution of the cultivation theory in the new media context, reflected on the early linear model of cultivation, and constructed a new multi-cognitive model of cultivation. It shows that the breakthrough of the new model to the traditional model has transformed the theory of cultivation from a simple media effect theory into a social theory from a comprehensive perspective. Domestic scholars Cai Liyuan and Zhang Jinhai published in 2015 the paper " 'Media Accumulation Audience' and 'Audience Accumulation Media': Reconstruction of the Network Cultivation Model in the Environment of Big Data", which is the mutual cultivation of media and audiences. From the perspective of a more detailed study on the reconstruction of the network cultivation model in the big data environment, the research shows that the media creates personalized customized information according to the individual cognitive mode of the audience, and the audience cultivates the content of the media and the way of media communication. The information pushed by the media further strengthens and consolidates the original cognitive mode of the audience, and the media cultivates the audience; in the whole interaction process, the audience is constantly cultivated by the original self-cognition mode.

However, although these studies have studied the mode change of acculturation theory in the context of new media and the relationship between media and audience in the network acculturation mode in the context of big data, they have ignored that in the new media environment, capital will also be invisible through training, the role of discourse acculturation and the user's body, thus creating a productive, tame and easy to control process to meet the social body imagination. There is also no research on the relationship between fitness videos on social

media platforms and users' body anxiety, so there is no answer to the question about what the social and psychological causes of anxiety are if fitness videos really cause users' body anxiety.

2.3Problem posing

Therefore, starting from Gerbner's theory of cultivation and body communication, this article attempts to answer the following questions: Does watching short fitness videos increase people's body anxiety? What are the social and psychological motivations for users' body anxiety? How to guide users out of the trouble of body anxiety?

3Method

Through a questionnaire survey, this paper finds that users who watch more fitness videos tend to have more obvious body anxiety, individual users with more severe body anxiety to understand that the acculturation effect of social media and external discipline aggravate the user's body anxiety. At the same time, users are also awakening self-consciousness in the gaze and discipline of this large environment.

3.1Questionnaire survey method

3.1.1 Assumption establishment

Based on the above problems, the corresponding hypotheses are put forward here:

Hypothesis 1: The more the audience watches fitness short videos, the more anxiety they feel about their body.

Hypothesis 2: The more the audience watches fitness short videos, the more they tend to start exercising to lose fat.

Hypothesis 3: The more the audience watches fitness short videos, the more inclined they are to buy low-fat and low-calorie foods.

In order to prove the hypothesis, this study adopts the questionnaire survey method to sample the population and make a questionnaire.

3.1.2 Sampling method

The corresponding research object of this hypothesis is the users who watch fitness videos on social media platforms.

The survey will complete the data collection, sorting and analysis process on September 28, 2022. The survey mainly focuses on open and closed questions. The main contents are: (1) Confirmation of basic information: including age and gender. (2) The more the audience watches short fitness videos, the dimension can be reduced to frequency and frequency. (3) The sense of body anxiety can be reduced to the amount of weight loss and fat reduction consumption through

exercise, diet control and other methods. This questionnaire contains 11 questions, including 7 single choice questions, 2 multiple choice questions, and 2 matrix questions. The online questionnaire is distributed through WeChat group, circle of friends, Qzone and QQ group.

A total of 361 samples were collected in this questionnaire, including 323 valid samples. Through descriptive analysis, it was found that Tiktok was the social media most frequently used by the respondents to watch fitness videos, accounting for 31.2%. Among many types of fitness videos, the vest line video was the type most contacted by the respondents, accounting for 18%. From the perspective of viewing frequency, the respondents who watch 10-15 times a month have the highest frequency, reaching 42.7%; In terms of exercise frequency, the proportion of respondents who exercise 1-3 times a week is the highest.

Pearson correlation analysis found that there was a significant positive correlation between the number of users' contact with fitness videos and their body anxiety level (r=0.23, P=0.000), which indicated that the higher the frequency of individuals' contact with fitness videos, the more serious their body anxiety level are. The research hypothesis H1 was supported. There is also a significant positive correlation between the number of users' fitness video contacts and their willingness to reduce fat (r=0.192, P=0.000), which indicates that the higher the frequency of individuals' exposure to fitness videos, the more willing they are to try to reduce fat. The research hypothesis H2 is supported. There is also a significant positive correlation between the number of users' fitness video contacts and their willingness to pay attention to food calories (r=0.219, P=0.000), which indicates that the higher the frequency of individuals' contact with fitness videos, the more they pay attention to food calories. The research hypothesis H3 is supported.

4Research findings

In the era of social media, the communication subject is more diversified, and the gatekeeper status of traditional mainstream media is gradually disappearing. Users who are empowered by technology are more independent and active in acquiring and interpreting information and setting agenda more independently than in any era. But this also brings a lot of hidden worries. Because of the lack of information screening and positive guidance from gatekeepers, the audience's focus tends to shift in the face of more complex and diverse discourse networks in the new media environment. At present, the most typical is that when watching fitness videos, the positive perspective that should focus on physical health, self-discipline and other positive aspects of life has turned to the pursuit of "perfect figure" under the deformed aesthetic, which has caused a wide range of body anxiety in society and even fell into the flow trap of capital setting, becoming a "digital labor". This phenomenon is most prominent on social media platforms such as Tiktok and Little Red Book, which are connected by big data accurate push and social relationship chain.

4.1The role of society in body acculturation

The social media platforms represented by Douyin and Little Red Book use video language as the main symbol, and fitness videos show fission and multi-type dissemination on social platforms.

The symbolic reality constructed by the personalized content released by fitness bloggers cannot undertake the task and social responsibility of spreading the social consensus on physical health. This means that the personal orientation of fitness video content in the process of forming a view of health and body in the process of attention shift to new possibilities. The homogeneity of fitness videos is serious, and the values conveyed are similar to the sameness. Although users can stop, nomadic, and transfer at any time in different fitness videos, the negative effects all point to body anxiety, and users have long-term exposure to fitness videos will be subtly disciplined by the mimetic environment created by social media, gradually reducing the sense of identity with one's own body. The content released by it has gained a certain amount of traffic and established a certain fan base, so as to carry out multi-level diffusion and fission-type communication, attracting other fitness bloggers to express the same opinions, thus strengthening the constructed body image and achieving a kind of social consensus of "false prosperity". Through the survey data, it is found that the more the audience watches fitness videos, the more obvious the phenomenon of body anxiety, and the more inclined they are to change their lifestyle to achieve the ideal body image constructed in the video.

4.2KOLs play a key role in cultivation

Although every user in social media is a decentralized node that can disseminate information autonomously, in a certain vertical field such as fitness, many users have accumulated a certain number of fans and followers by taking advantage of their body or putting forward professional opinions which help them to become a KOL (Key Opinion Leader) in the fitness field. The KOL-led communication pattern can check the content, filter out high-quality content, greatly improve the communication efficiency, and at the same time improve the fitness level of the audience. However, in recent years, the aesthetic standards of various social platforms for the body have been solidified and tended to be extreme. Hashtags such as "vest line", "clavicular fish farming", and "backhand touching the navel" have begun to appear frequently in the field of social media users. At the same time, in the pursuit of these twisted social fads, fat-reducing meal tutorials and sharing weight-loss recipes have also become staples in fitness videos. In today's video age, the body has become a symbol of narrative, presenting the "healthy and perfect body" constructed by the media in front of the audience in a dynamic or static, on-site or virtual way, which has undoubtedly become a major blogger to attract audience.

The Hierarchy of Human Needs theory proposed by Maslow (Abraham H.Maslow) believes that human needs are a process of development from low to high, and slowly develop from the most basic physiological needs to the needs of respect and self-actualization. When people's basic physiological needs are largely met, considering self-realization needs has become the goal pursued by many users. KOLs in the fitness field are grasping the user's psychology and using the body as a carrier and visualization that affects the times. Symbol shapes itself into a "perfect figure" rendered in the social media environment, and gets more appreciation and attention while being stared at, achieving a "win-win" for traffic acquisition and self-satisfaction. Fitness bloggers show themselves on social media platforms. With the blessing of fitness, diet, and filters, they can perfectly present themselves and satisfy the individual's imagination of "perfect body", thus

gathering a group of loyal followers and The audience forms an original small circle, which spreads rapidly through the double chain of mass communication and interpersonal relationships, and communicates and integrates with other fitness circles. The definition and standard of "perfect body" generated by collision have become an absolute advantage. position of the dominant opinion. The KOL and followers' sense of identity and belonging to body standards presents a peculiar landscape of "two-way domestication". While showing the body or exporting anxiety for failing to achieve such a body, anxiety also presents a positive attitude. Feedback intensifies and spreads endlessly.

4.3Users complete self-identification through social expectations

Users' attention to fitness videos is largely due to the fact that today's social environment pays more attention to health and body than in the past. Especially since the outbreak of the new crown pneumonia epidemic, they are more inclined to search for fitness videos on social media platforms and follow the blogger to exercise at home and pursue a more perfect body on the basis of health. While exposed to this kind of information, the audience gradually agrees with the concept of building a body through fitness and a low-fat and low-calorie diet, which to a certain extent improves the user's common cognition level of frequent exercise and balanced diet. However, once this kind of attention exceeds a certain limit and does not provide timely relief and guidance, the focus on fitness will shift, from the pursuit of a healthy and well-proportioned figure to the brainless pursuit of "perfect body" like "white, thin and young" , low body fat rate", etc. so as to generate body anxiety and panic in a wide range of society, the purpose of pursuing a perfect body is no longer a healthy lifestyle, but has become an explicit pressure on users .

The interactivity and platform nature of social media allow users to go from one-way acceptance of opinions from opinion leaders to actively conveying their opinions and attitudes through feedback, performing self-performance on the Internet stage, and spreading fitness knowledge to achieve perfect interaction on social media . The interaction between the professors further clarifies the target audience and improves the information arrival rate. At the same time, the big data technology and platform algorithm can profile users to achieve accurate information push, and perfectly match the fitness information that users are interested in to the corresponding groups. Under the long-term "perfect body" performance of bloggers and the rendering of social media, many users regard the information they are in contact with and are interested in as the standard. Marshall W. Van Alstyne and Erik Brynjolfsson have proposed in a paper that the Internet can develop even weak preferences of like-minded people into Homogeneous small group, its internal communication greatly exceeds the external communication. Based on big data technology in social media, the "filter bubble" narrows the fitness information that they are exposed to, and the echoing gallery effect is infinitely enhanced. Users always tend to accept coordinated information and avoid or reject those that will cause cognitive dissonance. information. As a result, users are gradually infiltrated by fitness videos for a long time, and gradually identify with the image constructed by the video content, and then actively respond to the media's "standardized template" program to meet their own body shape needs, and generate body anxiety through the pressure of others. On the basis of satisfying social recognition,

gradually assimilated by the concept of "perfect body", self-motivation is externalized into action to shape self "perfect body", such as following bloggers for exercise or more inclined to buy low-calorie food .

4.4Body training in consumer society

In Digital capitalism: Networking the global market system, Dan Schiller argues that the Internet has not changed the fundamental nature of labor control in capitalist markets, and that Internet users remain an exploited group. Based on the logic of the attention economy, society has entered the stage of "symbolic consumption", and the narcotic effect of consumer culture is the first major challenge. In order to better promote symbolic consumption, social media platforms push a large number of fitness content through mechanisms such as push pop-up windows, and use fitness bloggers and other opinion leaders to carry out multi-level dissemination to users, thereby increasing user consumption stickiness and realizing "bloggers bring goods" possible. Users are paralyzed by the entertainment information of a large amount of platform capital, and on the basis of losing the ability to criticize the society, they also gradually lose the ability to control their bodies, becoming what Marcuse calls a "one-dimensional person" who only knows consumption. Baudrillard's Consumer Society disciplines the body, discusses the mass consumption society and the desire of the body, believes that the mass consumption society develops the market and pursues profits by continuously stimulating the desire of the body, and believes that the mass consumption society is a society with extreme expansion of body desires era. The mass consumption society is dazzling. As long as you have money, you can buy any kind of consumer goods. This includes the consumption of the body in the consumer society, but also the consumption of products by the body, making users subtly become the "digital labor of social media".

The discipline of body consumption in the context of consumer culture contains two meanings, one is that the body is consumed under the leadership of consumer culture, and the other is the active consumption of one's own body in the consumer culture atmosphere. These two layers of meaning have a close internal logical relationship. The consumption of the body under the dominance of consumer culture is actually a process of reconstructing the definition of "perfect body" by interest groups and KOLs using their strong discourse power. It is the user's "standardized image" of self-body consumption. The user's active consumption of their own body belongs to the process of internalization and practice. This is the effect of the consumer culture on the reconstruction of the user's physical conception, and it is also the ultimate goal of business groups to obtain economic benefits.

The body is not only a body, but also carries many contents. It is also a social expression, carrying many contents of economy, philosophy, politics and culture. According to Foucault, the body is the medium through which power is exerted. The discourse of power is often displayed in the dimension of the body to achieve its legitimacy. By posting videos on social media platforms, fitness bloggers conduct an indexed, parametric and technical treatment of Midea's indicators. Here, power shapes our somaesthetics in a silent way. Foucault places the body at the center of the operation of power. He points out that since the classical era, the body has been regarded as the

object and target of power, and has been controlled, transformed and disciplined. In the past few centuries, one of the most obvious changes in the relationship between power and the human body is: the control and punishment of power over the body in the past was expressed as direct and naked torture, and later it was expressed as training and normative treatment of the body which is a set of complex and sophisticated systems. Now, acculturation research in the era of social media shows that new technologies have resulted in the concentration of media ownership, and the profit model of new media may be completely controlled by commercialism. In the sense of power and relationship, Foucault discusses the "micro-physics of power", which manipulates the body through the "soul", and the control of the human body is the ultimate goal of power.

4.5 Self consciousness struggle and awakening in body anxiety

All kinds of dogmas on body in society are showing the discipline and gaze of the social environment on body. The American scholar Gerbner's "Nurture Theory" proposed to prove the influence of television on people's subjective concept shows that people of different social classes tend to think similar things because they receive similar information when watching TV.

Parenting theory is also applicable in the era of social media. With the development of the times, the aesthetic requirements for the body are not only focused on women, but the male body is also in a state of being watched by the public and socially disciplined. Whether in real society or virtual social media, whether in life or in the workplace, people with a good appearance and body that are recognized by the public are always more likely to be favored, while those who are too fat or thin are less likely to be favored. They will be discriminated against with stereotypes such as "not self-disciplined" and "low living standard". In the interview, the interviewees have mentioned the social and surrounding people's opinions on their own bodies. They have felt malicious towards obese people both in life and on the Internet.The ubiquitous body discipline in the social environment also inadvertently exacerbates users' awareness and anxiety about their own body. Behind this, the body is not presented in a natural and open state, but requires physical discipline.

Nowadays, many people have the courage to pursue multiple aesthetics, and have the courage to respond to stares and disciplines to post the label of "anti-body anxiety" on social media. For users, they need to get out of the self-shackles of "body anxiety" and break the rules of others. The determined "body regulation cage" restores the subject consciousness that has been concealed and tamed. This means encouraging diverse and free expression of body image for users. This expression is not a compromise to any external discipline, nor is it an acceptance of any "standard" or "norm". But after a sober understanding and alert reflection on the short video communication and consumption discourse, the awareness is generated independently according to the subject's wishes and self needs. At the same time, in order to realize the desire of users to speak for themselves, we must break the stereotype that users are "mobs" and "hooligans". The social development is spiraling, and the user's media literacy, technology application ability and content identification ability in the social media era cannot be the same as those in the past era of traditional media monopoly. Users are not "instant targets", nor are they all mobs who are threatened by emotions and easily incited in the post truth era. Only by tearing down these labels

that have been attached to users for a long time and eliminating media prejudice, can users be able to make "real voices".Users are caught in this social bias, they are all supposed to accept the virtual reality constructed by the opinion leaders in the social media platform and play by the rules set by the vested interests. These rules are clearly audible and obvious to all, but ignore the real voices of those involved in reality.

From the perspective of today's social reality, in order to break the central position of Phyllis' discourse, to change the aesthetic standard and the passive environment of body anxiety in which the user's body is shaped or even alienated into a deformity, it is necessary to subvert the widespread existence of social media. In the mainstream discourse of short videos, the stereotyped stereotyped image of body shape such as "thinness is beautiful", "eight-pack abs", "mermaid line", etc., is replaced by a free, healthy and diverse body image. The formulation of body beauty standards should be based on the physiological and anatomical characteristics of human beings, and on the idea of "health first". Health is its most basic starting point and destination, because a healthy person contains elements of beauty. Therefore, when doing fitness activities, respect your inner voice and your own needs, uphold the idea of "health first", and achieve a balance between mental and physical health. On this basis, it is reasonable and rational to pursue the physical characteristics promoted by social media.

5Conclusion

Through research, it is found that users in the social media era have greatly improved their media access and discourse rights, but under the powerful algorithm mechanism of new media, they are still vulnerable to the acculturation of society and opinion leaders. The body aesthetic is still a single or even deformed aesthetic. Users in the media society will be affected by many external factors and have doubts and even anxiety about their own body, And this phenomenon will become more obvious with the increase of exposure to fitness video content. Among them, the homogenized fitness video content constantly strengthens users' recognition of "perfect figure", which makes users struggle repeatedly in training. Users regard figure as a manifestation of self-image and self-identity, and believe that achieving "perfect figure" in social media regulation is the premise of obtaining social recognition and a sense of belonging.

Going out of the discipline of body aesthetic needs the correct public opinion guidance of social culture on human body aesthetic, the sense of social responsibility of the mass media and commercial interest groups, the construction of personal self-awareness, and the courage of users to resist the discipline of opinion leaders in social media. Only in this way can human beings live a healthy and rational life on the social media platform, receive positive and positive information, jump out of the cage of "body anxiety", have a real sense of physical initiative, and exert their maximum potential.

References

[1] Song, Y., & Gu, Y. (2016). On the Change of Media Communication Content from the Perspective of Audience Needs -- Analysis Based on Maslow's "Hierarchy of Needs Theory". The Press(22), 29-30. (in Chinese)

[2] Liu, Y. (2021). Discipline and Struggle: Female Body Anxiety and Self management in the Context of Social Media. Radio & TV Journal(11), 153-154. (in Chinese)

[3] Hu, Y. (2015). Discussion on New Words: Echo Room Effect. Journalism & Communication, 22(06), 109-115. (in Chinese)

[4] Zhong, J. (2009). Gymnasium:An analysis of body discipline mechanism. East China Normal University. (in Chinese)

[5] Wang, A. (2013). Aesthetic Regulations on Women's Body Shaping in the Context of Consumption Culture. Sports & Science(02), 79-82. (in Chinese)

[6] Foucault, M. (2012). Discipline and punish: The birth of the prison. Vintage.

[7] Linghu, K., & Yang, F. (2021). The Value and Risk of Short Video Body Communication. Youth Journalist(10), 44-45. (in Chinese)

[8] Li, Y. (2009). Foucault and Sex: An Interpretation of Foucault's History of Sex (Vol. 8). Inner Mongolia University Press. (in Chinese)

[9] Bryant, J., Thompson, S., & Finklea, B. W. (2012). Fundamentals of media effects. Waveland Press.

[10] Schiller, D. (1999). Digital capitalism: Networking the global market system. MIT press. BibTeX EndNote RefMan RefWorks

[11] Marcuse, H. (2013). One-dimensional man: Studies in the ideology of advanced industrial society. Routledge.

[12] Baudrillard, J. (2016). The consumer society: Myths and structures. Sage.