

THE ROLE OF SOCIAL MEDIA IN PROMOTING PLASTIC SURGERY

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Annotation. Social media platforms have evolved from communication tools to potent cultural influence engines in the digital age. This article explores how social media influencers have a significant impact on how the general public views beauty and how this has led to an increase in the demand for plastic surgery. The study investigates how continuous exposure to idealized images impacts self-esteem by examining psychological elements including the "Snapchat Dysmorphia" phenomena and the function of filtered aesthetics. According to the study, although social media offers information, it also fosters unattainable beauty standards that encourage younger populations to undergo surgery.

Keywords: Social Media, Plastic Surgery, Influencers, Beauty Standards, Body Image, Digital Marketing, Cosmetic Procedures.

Introduction

People's perceptions of physical attractiveness have drastically changed over the past ten years, primarily due to the widespread use of social media sites like Instagram, TikTok, and Snapchat. Social media, in contrast to conventional media, provides a constant supply of carefully chosen, frequently filtered photos that establish a high and frequently unachievable standard for visual perfection. The emergence of social media influencers is a particularly noteworthy development in this field. These people, who have millions of followers, frequently share their cosmetic experiences on social media, making plastic surgery seem commonplace, approachable, and even fashionable.

Younger populations' demand for operations including rhinoplasty, lip fillers, and "Brazilian Butt Lifts" (BBL) has sharply increased as a result. This article's main research topic is: How has the emergence of social media influencers impacted how people view beauty and increased demand for plastic surgery? The goal of this study is to examine the relationship between digital impact and cosmetic medicine, assessing both the psychological effects and the social motivators.

Methods

The research methodology used in this study is qualitative. Information was acquired from numerous interdisciplinary sources, such as:

1. Psychological journals: To comprehend the connection between body dissatisfaction and social media use.
2. Market Reports: Examining data patterns in the cosmetic surgery sector between 2018 and 2024.
3. Influencer Content Analysis: Examining how sponsored posts and digital "Vlogs" present beauty procedures.
4. Medical Reports: Examining research on "Zoom Face" and digital dysmorphia from the American Society of Plastic Surgeons (ASPS).

Since they are the main consumers of social media content and non-invasive cosmetic procedures, the study focuses on the 18–30 age group.

Results

The results show a clear link between the desire for cosmetic enhancement and heavy social media use. A number of significant trends emerged:

1. Research on "Filtered Reality" and Snapchat dysmorphia reveals that a new psychological problem has been brought about by the extensive usage of AR (Augmented Reality) filters. Patients now bring "filtered" versions of themselves to clinics rather than pictures of famous people. They want the narrower noses, bigger eyes, and abnormally smooth skin that digital algorithms provide.

2. The Influential Impact Influencers, in contrast to conventional celebrities, offer "relatability." Influencers who discuss their recovery from plastic surgery help to dispel the stigma attached to "going under the knife." According to the study, adherents frequently see these treatments as "self-care" as opposed to medical intervention.
3. The global market for face rejuvenation has expanded by more than 20% over the past three years, according to Economic Growth of the Industry Market data. Gen Z's "preventative Botox" craze, which is actively promoted by influencers as a means of "stopping aging before it starts," is largely responsible for this development.

4. The "Zoom Effect" Self-scrutiny has increased as video conferencing and selfie culture have grown in popularity. Users become hyper-aware of apparent defects that they were previously unaware of because they are continuously staring at their own faces on screen.

Discussion

The findings show that, although at a high psychological cost, social media has essentially "democratized" plastic surgery. There are several layers to the problem:

Psychological Impact: Reduced body satisfaction results from always comparing oneself to "idealized" versions of other people. The brain frequently is unable to discriminate between reality and a picture that has been digitally manipulated. This creates a vicious loop in which the patient has surgery but is still unhappy since the physical body is not as perfect as a digital filter.

Ethical Concerns: A lot of influencers advocate for surgeries without talking about the long-term repercussions or medical dangers. Surgical procedures are treated as fashion trends in the "commercialization of beauty" movement. For example, "fox-eye" or "filler-heavy" styles may become out of vogue, but the actual alterations to the body are frequently irreversible or challenging to undo.

The Function of Regulation: Social media companies are increasingly required to identify photos that have been altered or filtered. To safeguard the mental health of younger audiences, some nations have already started enacting legislation mandating influencers to reveal when their images have been digitally manipulated.

Conclusion

In conclusion, a more "surgical" look has become the norm in the world thanks in large part to social media influencers. They have created a previously unheard-of demand for plastic surgery by making cosmetic procedures visible and socially acceptable. Although it is a personal right to change one's look, the influence of digital platforms frequently fosters an atmosphere of "forced perfection." A balanced approach is required: society must encourage digital literacy to assist young users discern between a filtered screen and human reality, while medical practitioners must prioritize ethical screening of patients

for body dysmorphia. The hazards of surgery should be made as widely known as the outcomes.

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