

THE RISE OF COSMETIC SURGERY AMONG TEENAGERS: SOCIAL MEDIA INFLUENCE AND PSYCHOLOGICAL IMPACTS

Ergasheva Umida Baxodir qizi

Scientific supervisor: Senior Teacher, **Ishqobilova Xulkar Shaydullayevna**

Uzbekistan State World Languages University

Faculty of Foreign Language and Literature, 1-Faculty

Third year student, group 2319

Email: ergashevaumida050@gmail.com

Annotation. This article explores the growing prevalence of cosmetic surgery among teenagers in the digital age. It highlights the role of social media, modern beauty standards, and psychological influences in shaping adolescents' perceptions of body image and self-esteem. The study is based on a qualitative review of academic sources and recent online trends. The results suggest that constant exposure to filtered images, edited photos, and influencer content significantly contributes to body dissatisfaction among young people. Consequently, this increases their interest in cosmetic procedures at an early age. The article also stresses the importance of developing digital literacy and psychological awareness to address these challenges.

Key words: cosmetic surgery, teenagers, social media, body image, psychological impact, digital influence.

Annotatsiya. Ushbu maqola raqamli davrda o'smirlar orasida kosmetik jarrohlikka bo'lgan qiziqishning ortib borishini o'rganadi. Unda ijtimoiy tarmoqlar, zamonaviy go'zallik standartlari va psixologik omillarning o'smirlarning tana qiyofasi hamda o'z-o'zini baholashiga ta'siri yoritilgan. Tadqiqot akademik manbalar va so'nggi onlayn tendensiyalarning sifatli tahliliga asoslangan. Natijalar shuni ko'rsatadiki, filtrlangan tasvirlar, tahrirlangan fotosuratlar va influencerlar kontentiga doimiy duch kelish yoshlar orasida o'z tanasidan qoniqmaslikni kuchaytiradi. Bu esa erta yoshda kosmetik muolajalarga qiziqishni oshiradi. Maqolada ushbu muammoni hal qilishda raqamli savodxonlik va psixologik xabardorlikni rivojlantirish muhimligi ta'kidlanadi.

Kalit so'zlar: Kosmetik jarrohlik, o'smirlar, ijtimoiy tarmoqlar, tana qiyofasi, psixologik ta'sir, raqamli ta'siri.

Аннотация. Данная статья рассматривает растущую популярность косметической хирургии среди подростков в эпоху цифровых технологий. В центре внимания находятся влияние социальных сетей, современных стандартов красоты и психологических факторов на восприятие подростками своего тела и самооценку. Исследование основано на качественном анализе научных источников и современных онлайн-тенденций. Результаты показывают, что постоянное воздействие отфильтрованных изображений, отредактированных фотографий и контента инфлюенсеров значительно усиливает неудовлетворённость своим телом у молодежи. Это, в свою очередь, повышает интерес к косметическим процедурам в раннем возрасте. В статье также подчеркивается важность развития цифровой грамотности и психологической осведомлённости для решения данной проблемы.

Ключевые слова: Косметическая хирургия, подростки, социальные сети, образ тела, психологическое воздействие, цифровое влияние.

In recent years, the way people think about beauty and who they are has changed a lot because of technologies. Social media platforms like Instagram, Tik Tok and Snapchat are significantly influence on people think about beauty in a way. These sites show people pictures that're not real because they use filters and editing tools. This can really affect teenagers. When people are teenagers, they are trying to figure out who they are and how they feel about themselves. Teenagers like to compare themselves to people and they want others to like them. When they see pictures online all the time they might not like how they look and they might feel bad about themselves. A lot of teenagers are thinking about getting surgery. This is different from before because teenagers spend a considerable amount of time online and often associate physical attractiveness with social acceptance. Social media makes people want to look away. This study is going to look at how social media and the way people think affect how many teenagers want to get surgery.

This study examines how social media influences teenagers' interest in cosmetic surgery. A qualitative research design was used to explore this relationship in a structured way. First, a literature review was conducted, during which various academic sources related to social media, teenage psychology, body image, and cosmetic surgery were carefully analyzed. This helped to establish a theoretical foundation for the study. In addition, a content analysis was carried out by examining popular social media platforms such as Instagram, Tik Tok, and Snapchat. The focus was on identifying current beauty trends, understanding influencer behavior, and observing how cosmetic procedures are presented to young audiences. Furthermore, the study is based on key psychological frameworks, particularly social comparison theory and self-esteem theory. These theories were used to explain how teenagers perceive their appearance and evaluate themselves in comparison to others. Finally, a trend analysis was conducted to explore common cosmetic procedures and emerging trends among teenagers. This was based on both online content and existing research related to cosmetic surgery and social media. Overall, these methods provide a clear understanding of the connection between social media and cosmetic surgery, as well as their impact on teenagers' perceptions and behavior.

Social media plays a crucial role in shaping teenagers' perceptions of beauty in the modern digital environment. Platforms such as Instagram, Tik Tok, and Snapchat constantly expose young users to images of influencers and celebrities who often present highly edited and filtered versions of themselves. These images create unrealistic and often unattainable beauty standards. As teenagers repeatedly encounter such content, they begin to compare their own appearance to these idealized images. This comparison frequently results in dissatisfaction with their natural looks and creates a belief that their appearance is somehow inadequate or inferior. In addition to influencing beauty standards, social media has a significant psychological impact on teenagers, particularly on their self-esteem. Adolescents are naturally sensitive to external opinions and tend to seek validation from others. Continuous exposure to idealized images can lead to various psychological issues, including low self-esteem, anxiety, and negative body image. Many teenagers start to internalize these unrealistic standards and believe that they must look like influencers or celebrities in order to be accepted or valued. This constant comparison undermines their confidence and negatively affects their overall sense of self-worth. Furthermore, social media contributes to the normalization of cosmetic surgery among teenagers. Influencers frequently share their personal experiences with cosmetic procedures, including detailed explanations and before-and-after images. Such content makes cosmetic surgery appear more common, accessible, and safe than it may actually be. As a result, teenagers begin to perceive these procedures as

a normal and acceptable way to improve their appearance. This normalization reduces the psychological barriers that might otherwise prevent them from considering cosmetic interventions. Popular procedures among teenagers include rhinoplasty, lip fillers, eyelid surgery, liposuction, and various non-surgical skin treatments. The increasing visibility of these procedures online highlights the strong influence of social media on young people's attitudes toward beauty and self-improvement. Another important factor is the use of digital filters and photo-editing tools, which significantly distort reality. These tools allow users to alter their facial features, skin texture, and body shape, often creating an illusion of perfection. Teenagers who regularly use or view such edited images may begin to believe that flawless appearance is both normal and necessary. This distorted perception can create unrealistic expectations and increase dissatisfaction with their real appearance. Over time, this may lead to a stronger desire to change their physical features, sometimes through cosmetic surgery, in order to match the idealized images they see online.

This study demonstrates that social media is a key factor contributing to the increasing interest in cosmetic surgery among teenagers. It significantly influences how adolescents perceive beauty, evaluate themselves, and understand how they are viewed by others. The constant exposure to unrealistic beauty standards, combined with psychological vulnerability during adolescence, creates a powerful environment that encourages body dissatisfaction and the desire for physical change. To address this issue, several important measures should be implemented. First, promoting digital literacy is essential. Schools should educate students on how to critically analyze online content and understand that many images on social media are edited or manipulated. Second, emotional and psychological support should be strengthened. Parents, teachers, and counselors need to help teenagers develop self-confidence and a positive body image, encouraging them to value themselves beyond physical appearance. Third, raising awareness about cosmetic procedures is necessary. Teenagers should be informed about the potential risks, limitations, and long-term consequences of such interventions. Finally, further research should be conducted to better understand teenagers' motivations and experiences, including direct engagement with adolescents to explore their perspectives. In conclusion, reducing the pressure created by unrealistic beauty standards and supporting teenagers in developing a healthy self-image can help decrease their interest in cosmetic surgery. It is important to emphasize that social media does not always reflect reality, and young people should be encouraged to accept themselves without striving for unattainable perfection.

References

1. Fardouly, J., & Vartanian, L. R. (2016). Social media and body image concerns. *Current Opinion in Psychology*, 9, 1-5.
2. Perloff, R. M. (2014). Social media effects on body image concerns. *Sex Roles*, 71, 363-377.
3. Tiggemann, M., & Slater, A. (2013). Internet and body image in adolescents. *International Journal of Eating Disorders*, 46(6), 630-633.
4. Rodgers, R. F. (2020). Social media and adolescent body image. *Journal of Youth and Adolescence*, 49, 128-140.
5. Sarwer, D. B., et al. (2019). Psychological aspects of cosmetic surgery in adolescents. *Plastic and Reconstructive Surgery*, 143(4), 123-131.
6. Levine, M. P., & Murnen, S. K. (2009). Media influence on body dissatisfaction. *Journal of Social and Clinical Psychology*, 28(1), 9-42.