

# Detection System of Social Appearance Anxiety of Chinese Young Females based on Big Data Analysis Technology

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## Abstract

In order to deeply study the anxiety of Chinese young female in social appearance, this paper proposes a novel detection system of Chinese young female's social appearance anxiety based on big data analysis technology. The detection system fully combines big data technology and gives full play to the characteristics of big data analysis technology, and its effect is higher than other science and technology. Based on this, the detection technology can also accurately analyze the root causes behind Chinese young female's social appearance anxiety, and improve female's confidence in their appearance from multiple dimensions. The results show that the detection system can clearly explore the anxiety of Chinese young female in social appearance, accurately let young female understand the root causes of their appearance anxiety, reduce their anxiety to a certain extent, and improve their self-confidence.

## Keywords

Social Media; Appearance Anxiety; Young Female; Big Data.

## 1. Introduction

Under the social media convergence environment, can you imagine a day without social media? Especially during the quarantine, I was using my cell phone for 9 hours a day. I am a fashion lover and I believe fashion is a language that creates itself in clothes to interpret reality. And social media is a good place to find someone like you, but it could also bring some problems to your life. People gain information through different platforms on their daily basis. The information overload and problematic social use has already become an issue for all of us. What is more notable is that for young generations, it could be riskier when they struggled with these problems. In this report, I would like to introduce social appearance anxiety among young females in China. Figure 1 shows the main components of social media.



Figure 1. Social media

## 2. Objectification of Female

Valuing female based on their sexual attractiveness rather than their skills is a pervasive tendency that still permeates most western societies. During the digital era, objectification is

no longer an unfamiliar word in China. It focuses on physical appearance rather than seeing them as a full human being.

On social media, there are a lot of tutorials for people to learn how to become a beautiful girl and boy. Countless internet celebrities telling people the product that they use is helpful for them to become healthier and more beautiful. As the generation grows up with the rise of the internet, we are the people who are being told the standards of beauty. You must be very slim and white; you must be wearing make-up to look shiny in the workplace. As a result, sunscreen is the most popular beauty product in the cosmetic industry. East Asian cultures share the same kind of beauty standards, female need to have a sweet and gentle look, not put too much glamorous makeup on their face [1].

A new internet words was created on social media called “纯欲风” meaning being both sexy and cute. It is a very contradictory style; it needs female to be mature and innocent at the same time. However, countless girls use filters and beauty cameras to create this look through social media platforms.

Moreover, this social phenomenon generates social comparison, it is the process when people come to know themselves by evaluating their own abilities and traits in comparison with others [2]. Social comparison could be very risky to those who have lower self-esteem. Especially for younger generations, they criticized about other's style and look all the time. The scrutiny is all over social media, when a girl posted a short video about herself having a good time in Disneyland, she received negative comments just because her appearance is not that beautiful in someone's eyes [3].

Based on the questionnaire that we sent, the results are not surprising. There are 50 young generations and 33 young females to answer this survey. 90.91% of young females said they are not satisfied with their appearance and 69.7% of them want to change it. The reason behind this is what I want to talk about today.

### 3. The Creator of Social Appearance Anxiety

Social appearance anxiety could be generated by inferiority complex, the prevailing monotony of aesthetics and expecting too much approval from others.

From the data we collect, people report there are few reasons, firstly, society and social media create it, others say we care about the other's opinion more than our opinion. When it comes to society, the business world always takes a part [4].

#### 3.1. Consumerism

Consumerism is another related topic of what generates social appearance anxiety. In the survey, 63.64% of young females report they spend over 1000 yuan to buy cosmetics products and clothes every month. Online shopping has already become a lifestyle for generation Z. In China, the young generations are the main force of consumption. Apps like Taobao and PinDuoDuo are the main online shopping platforms for young generations. Platforms are designed to be addictive; you need to spend a lot of time to select the product and the big data will guess what other similar product you may want to look at. Other than that, celebrities affect the beauty industry. When a brand is collaborating with a popular movie star, they tend to make more money from the people who love this celebrity. However, people should realize that the celebrities are the people who spend a lot of time on their appearance, reviewing a product through celebrities is not a smart way.

Beauty has already become a business, especially for generation Z. When people are good looking, they can take advantage and make money through the internet. More and more young boys and girls are becoming stars not only in the entertainment industry but also in the business world.

Live commerce is also contributing to social appearance anxiety. Especially nowadays people see personal brands as a good opportunity to create fortune. Internet celebrities are an example of this. Li Jiaqi is China’s top beauty influencer, the best salesman of beauty products. All of them from the business world tell people that beauty products are never enough to buy. You always need more lipstick to match your red dress. Fashion trends are always changing throughout the fashion world and nobody knows which product will be popular this year and no longer stylish next year.

To sum up, under the background of the rise of social media, the rampant consumption attention is likely to lead to a series of hazards, which are mainly reflected in four aspects, as shown in Figure 2.

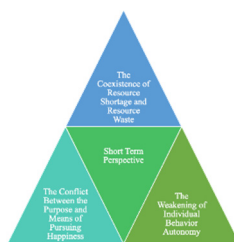


Figure 2. Possible harm of Consumerism

### 3.2. Social Media

Little Red Book (RED) as a tour guide for Chinese shoppers, providing a platform for users to review the product and share their shopping experiences online in this community. Young females are the core user of 80% of them and 70% of the users are generation Z. From the recommendation page we could see that makeup and dress up style are the most popular topics on this platform. Not only the high-quality content is provided, but people can also ask questions and they can discuss with each other. “How can I change my makeup to become more beautiful?” “Do I look great in this dress?” is the popular question on Little Red Book. When I do the research for this report, there are still countless questions asked from these young females. The good news is that many girls left messages under the comment section about having some confidence and being yourself, you don’t have to ask anybody to define your beauty [5].

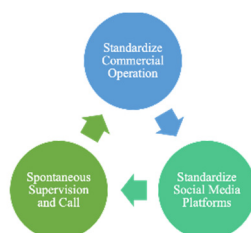
Platforms like TikTok also contribute to social appearance anxiety. As a short video platform, it is designed to be addictive. The algorithms can predict your preferences. Beautiful girls and boys you will never finish watching. Other than the loop videos, young generations need connection and a sense of belonging. Tiktok provides this opportunity and encourages them to post their own videos which is a good thing to boost a diverse environment [6]. However, there are still some gender stereotypes on these platforms. Internet celebrities are the crucial role for young people to know the diversity of beauty. Figure 3 shows the mainstream social media used by contemporary Chinese young female.



Figure 3. Mainstream social media used by contemporary Chinese young women

#### 4. Coping Strategies for Social Appearance Anxiety

Social appearance anxiety among young females affects them in many negative ways. Not only on a mental level, but also on a physical level [7]. According to a report from Chinese magazine Economic Weekly in July, a 33-year-old female died of a serious infection during her cosmetic surgery. And we know she is not the only one to experience tragedy because of cosmetic surgery [8]. The one reason is that the legal medical institution only accounts for 14 percent of the industry. And the other reason is the perfectionism of human beings. People always want more. The Figure 4 demonstrates the coping measures of social appearance anxiety in detail.



**Figure 4.** Coping measures of social appearance anxiety

From the survey we could see that young generations have their own way to deal with social appearance anxiety.

Some say they will work out or do something healthy to fulfill their time instead of stare at the screen. Some of them say they will search for psychotherapy. However, there are still few answers telling us they will do the cosmetic surgery to change their appearance.

Changing the lifestyle or think less about your appearance is a very superficial way to avoid anxiety. More importantly, we need to address this problem from the core issue:

Change your attitude towards beauty.

The whole society has the responsibility to tells young generations the beauty is diverse, and it is not exclusive; we all have different kinds of beauty and having confidence is the ultimate solution for social appearance anxiety. Stop involve yourself, young generations.

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