

THE IMPACT OF BEAUTY STANDARDS ON THE CHOICE OF SURGICAL PROCEDURES AND THE INCIDENCE OF DYSMORPHIC DISORDER AMONG STUDENTS AT THE EVANGELICAL UNIVERSITY OF GOIÁS.

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ABSTRACT

Objective: To evaluate the growing wave of dissatisfaction with one's own image, leading to the adoption of excessive cosmetic procedures among young people. **Method:** This research is a descriptive cross-sectional study, in which the self-perception of young academics at UniEVANGÉLICA was evaluated with scientific rigor, based on BMI assessment and responses to the Beyond the Mirror and Body Shape Questionnaire (BSQ) questionnaires.

Results: Conclusion: it is believed that UniEVANGÉLICA students are concerned about their appearance and adopt measures such as diets, physical activities, and cosmetic procedures to feel better about their physical appearance, but without causing physical and psychological harm.

Keywords: Beauty standards; aesthetics; body dysmorphic disorder; self-perception; body.

INTRODUCTION

Body image refers to the perception and feeling that human beings have about themselves, their silhouette, their shape, and their particularities. It is based on multiple factors involving cognitive, emotional, physiological, cultural, and behavioral aspects. (Jiotsa, *et al.* 2021) (Lacerda, *et al.*, 2018) (Miranda, *et al.* 2018).

Multifactoriality can be summarized as a single, standardized construct for all members of a community, referred to as a beauty standard, which is disseminated directly and indirectly by the media (Machado, *et al.*, 2021). Consequently, social pressure, the imposition of aesthetic standards, and the stereotype of the perfect body affect people's perception of themselves. (Sousa, *et al.*, 2019). This promotes image distortion, which stems from the conflicting relationship between the real body and the ideal body, leading to a mistaken opinion about oneself. (Lacerda, *et al.*, 2018) (Jiotsa, *et al.*, 2021).

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METHODOLOGY

Academics from the Evangelical University of Goiás (UniEVANGÉLICA) underwent an initial interview, in which they answered a questionnaire designed to collect data established in the research. This instrument was based on the Body Shape Questionnaire (BSQ), which has satisfactory characteristics of applicability, validity, and reproducibility for use. In addition to the questionnaire, the Beyond the Mirror questionnaire was used, which has specific questions to meet the objectives of this study. Subsequently, they underwent a process of collecting their body mass index (BMI).

Data collection was carried out individually to avoid possible embarrassment. After this initial stage of completing the questionnaire, the research participant's weight was measured using a previously calibrated digital scale and their height was measured with a tape measure. This study was approved by the Research Ethics Committee (CAAE 78229224.6.0000.5076).

RESULTS

This study obtained a sample of 72 health professionals. It was observed that 77% were women and 23% were men, aged between 18 and 32 years, predominantly between 19 and 25 years.

The results obtained are shown in Table 1.0:

Table 1.0: aspects addressed, and data obtained in percentages.

Aspect:	Data
Color/race:	
- White:	60
- Pardo:	38
-Black:	2
Marital status:	
-Single:	55
-Married:	1%

-Dating:	44
Pressure Pressure in relationship relationship:	
- Believe it has not decreased:	65.8
-Believe it has decreased:	34.2
Self-perception:	
- Does feeling bored make you think more about your physical shape?	55.1% believe so
- Did concerns about your body shape lead you to consider dieting?	70.1% answered yes
- Have you adopted a diet?	66.1% have
- Are you afraid of gaining weight or getting fatter?	72.1% answered yes
- Are you concerned about whether your body is firm enough?	61.4% are concerned
- Have you ever cried because you felt bad about your body?	37.8% responded yes
- Do you feel at a disadvantage when comparing your body to someone else of the same sex?	69.5% feel
- Do you feel fat when you are naked?	37.7% said yes
- Do you avoid clothes that draw attention to your body shape?	65.9% do
- Have you ever thought about removing the fleshy parts of your body?	35.7% have thought about it
- Have you ever avoided going places because you felt bad about your body?	11.8% have
- Have you ever felt excessively round?	24% have felt
- Have you ever felt ashamed of your body?	56.9% felt
-Do you feel better with an empty stomach? empty?	71.4% feel better
- Do you believe that your body shape is due to a lack of self-control?	40.2% believe so
- Have you ever worried that your waistline would be visible? waist would be visible?	56.9% have been concerned
- Do you feel bad when you look at yourself in the mirror or see your reflection in a window?	40.9% feel bad
- Have you ever pinched areas of your body to measure the amount of fat?	75.1% yes

- Have you ever avoided situations where other people could see your body?	51.5% yes
- Do you feel uncomfortable around other people?	55.7% feel
- Have you ever felt that you should do some physical activity?	89.5% yes
- Have you ever taken laxatives to feel slimmer?	8% have
Cosmetic procedures:	
- Have you had any invasive cosmetic procedures?	10% have
Plastic surgery:	59.5% of the 10%
Facial harmonization:	34.5% of the 10%
3 or more procedures:	14.3% of 10%
Average age:	58.2% performed between 19 and 21 years of age
Regret rate:	0
People who intend to undergo the procedure:	56% of people
People who have not yet done so for financial reasons:	70% of the 56%
People who have not yet done so due to fear of regret:	15.3% of the 56%
People who have tattoos:	15%
Believe they got a tattoo for aesthetic reasons:	20.4% of the 15%
Believe that the tattoo improved their self-esteem:	50% of the 15%

Another point analyzed was the participants' BMI. Body mass index is calculated by dividing weight (kg) by height (m) squared. The results obtained can be classified as: very low weight (less than 16.9), low weight (17 to 18.4), normal weight (18.5 to 24.9), overweight (25 to 29.9), obesity grade I (30 to 34.9), obesity grade II (35 to 40), and obesity grade III (greater than 40). The sample in this study showed 84% normal weight, 13.8% overweight, 1.2% obesity grade I, and 1% obesity grade II.

CONCLUSION

It can be concluded that there is considerable dissatisfaction with one's own image even among people with an adequate BMI, which leads more than half of them to consider invasive procedures, which have not been carried out, mostly due to financial constraints. Another impact observed is the adoption of diets and physical activity aimed at improving image.

It is observed that factors such as being in a relationship can interfere with how aesthetic pressure influences some people and not others; a small portion of the sample felt that being in a relationship reduced the pressure. Another factor is related to sex; it is noted that females suffer more from comparisons, clothing, and fear of being out of shape.

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