

The Correlation Between Technological Influence Of Globalization And Body Image Of Students

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Abstract: Globalization has influenced every individual, by means of technology, in every aspect of life. Technological influence of globalization and body image are subjects of numerous researchers, nowadays. Hence, finding the association between the two variables enabled existing literature to have a better understanding between these concepts. The descriptive type of research was used in the study to gather the needed data and information and information regarding the correlation between technological influence of globalization and body image of students. To achieve the objectives of the study, the researchers utilized a validated self-constructed questionnaire for 308 respondents. Random sampling was used in the study. The gathered information was analyzed using Spearman's Rho and its corresponding hypothesis testing. The study revealed that all of the student respondents are exposed to different global media that affect the ways they present themselves to others. The study revealed that there is a significant weak positive correlation between the two variables. Based on the results of the study, it is recommended that students should limit their exposure to different global media so that they will not be affected by the beauty standards set by the society that are usually seen on global media. Moreover, parents and teachers should work together in developing the students' self-concept for them to have a positive body image.

Keywords: body image, globalization, global media, technology

1. Introduction

The world is composed of different race that varies from its culture, tradition and behavior. Even though we differ from different aspects, the world tend to interconnect and influence with one another in different ways. Globalization is a growing interdependence of the world's population, economies, and cultures brought about by people, information and technology. According to Cole (2018), globalization is an ongoing process that involves interrelated changes in the social, economic, cultural, and political domains of society. It comprises the ever-increasing integration of these traits between nations, regions, communities, and even isolated places as a process. Globalization has many benefits to society as a whole, but there are also its negative effect. Globalization affects every aspect of an individual's life including, religion, food, transport, language, music and clothing. It affects each individual differently depending on a different number of factors such as education, location and self-concept. The rise of technology has improved and intensified networks of individuals throughout the world and it is one of the major gateways for globalization. Technology is the reason why people use different social media. It is an avenue for people to become exposed to different advertisements, movies, dramas and commercials that dictate their standards of beauty. These standards may affect the teens on how they perceive themselves. In relation to this, Javellana (2014) concluded in her study that Filipino youth are much exposed on different media and are affected especially on their body image satisfaction, such that magazines and advertisements on television highly influence their level of body image satisfaction. In line with this, the researchers aim to find out the relationship between globalization and body image of teenagers, particularly, the freshmen engineering students in Batangas State University.

2. Methods

This study used the descriptive type of research. The subjects of the study were first year engineering students of Batangas State University during the Academic Year 2018-2019. Out of 1329 respondents, 308 were chosen as respondents of the study. The instrument used in this study was a self-constructed questionnaire. In acquiring the essential data, Spearman's Rho was likewise utilized.

3. Results and Discussion

3.1 Technological Influence of Globalization to the Freshmen Engineering Students

Table 1 presents the technological influence of globalization to the freshmen engineering students of Batangas State University.

Table 1: Technological Influence of Globalization to Freshmen Engineering Students

No.	Technological Influence of Globalization	Mean	Verbal Interpretation
1	Daily, I see advertisements in different media platforms showing beautiful and handsome models representing the products.	3.22	Agree
2	I always use beauty products.	2.94	Agree
3	In watching movies and television shows, I am exposed to trendy fashion styles.	3.19	Agree
4	I follow bloggers and snapchat whose photos, videos and stories focus are fashion, food and fitness.	2.91	Agree
5	Advertisements influence my fashion statement and how I do my hair and/or make up.	2.97	Agree
6	Global media affect my fashion preferences.	3.03	Agree
7	Media and advertisements have changed the way I look before.	3.12	Agree

8	I try to imitate or copy models of different advertisements.	2.83	Agree
Composite mean		3.03	Agree

The result of the study shows that items nos.1, 3, 6, and 5 have a mean score ranging from 3.03 to 3.22. This means that among any other technological influence of globalization given by the researchers, these four items were most likely experienced by the student respondents. This also implies that through different media such as internet, and advertisements, globalization is widely introduced to the students. Furthermore, the item that has the highest mean score is item no. 1, which implies that the students nowadays are exposed to different media, particularly to advertisements shown on television and internet which may likewise influence their body image. The composite mean of body image is 3.03 interpreted as agree which implies that students are influenced by the technological aspect of globalization.

3.2 Body Image Experiences of the Freshmen Engineering Students

Table 2 presents the body image experiences of the freshmen engineering students in Batangas State University.

Table 2 Mean of Body Image Experiences by the Freshmen Engineering Students

No.	Body Image Experiences	Mean	Verbal Interpretation
1	I tend to be insecure of my looks, size and skin color.	2.72	Agree
2	Trendy people are beautiful.	2.89	Agree
3	Media and advertisements make me more conscious.	2.97	Agree
4	I compare myself with models from advertisements and celebrities.	2.60	Agree
5	I am obsessed with achieving my desired body weight.	2.56	Agree
6	I tend to conform to the society's standards of beauty.	2.55	Agree
7	I use skin care products to enhance my looks or appearance.	2.83	Agree
8	A perfect or healthy body helps build up confidence.	3.06	Agree
Composite mean		2.78	Agree

The result of the study shows that items nos. 8, 3, 2, and 7 have a mean score ranging from 2.83 to 3.06. This means that among any other body image experiences, these four items were most likely experienced by the student respondents. Furthermore, the item that has the highest mean is item no. 8, which implies that students give more importance on their physical appearance in building up their confidence. Finally, the composite mean of body image is 2.78 which is interpreted as agree. This means that the students do not have a positive body image.

3.3 Correlation Between Technological Influence of Globalization and Students' Body Image

Table 3 shows the relationship between the technological influence of globalization and students' body image.

Table 3 Correlation between Technological Influence of Globalization and Students' Body Image

Variables	r-value	p-value	Decision on H_0	Verbal Interpretation
Technological influence of globalization	0.37	0.0001	Rejected	Significant
Body Image				

It can be seen from the above table that the computed r-value is 0.37 which indicates a weak correlation and positive relationship between the two variables. It can also be noticed on the above table that the computed p-value is 0.0001 which is less than the level of significance $\alpha = 0.05$; therefore, the null hypothesis is rejected. In other words, there is a significant relationship between the technological influence of globalization and the students' body image.

4. Conclusions

All of the freshmen engineering students are exposed to different global media that affect the ways they present themselves to others. These students use these media to cope up and to be updated with the changing beauty standards of the world brought by technological globalization. Moreover, all of them are experiencing body image. They focus more on their physical appearance rather than on other aspects in presenting themselves to other people. There is a significant weak positive correlation between the technological influence of globalization and the students' body image. Although there is a weak positive correlation between the technological influence of globalization and the students' body image, one must appreciate his/her own self without giving in to the beauty standards set by the society.

5. Recommendations

Students should engage in other activities so that they will have a limited time of exposure to different global media. Students should limit their exposure to different global media so that they will not be affected by the beauty standards set by the society. Moreover, parents and teachers should work together in developing the students' self-concept for them to have a positive body image.

References

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Author Profile



Therezia O. Conti received the Bachelor of Secondary Education, Major in English and Minor in Filipino, from Universidad de Santa Isabel, Naga City in 1991. She likewise studied Master of Arts in Education Major in English at the University of Saint Anthony, Iriga City in 2002. She received her Doctor of Education Major in Innovative Education Management from the University of Makati in 2012. She also obtained her Doctor of Philosophy Major in Filipino from the University of Batangas in November, 2016. She is presently connected with Batangas State University as an Associate Professor teaching General Education courses.