Investigating the Cultivation Effect of Television Broadcasting and Online Media on Women, Beauty and Well-Being

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Abstract:

The aim of this study was to investigate the cultivation effect of television broadcasting and online media on women, beauty and well-being in Egypt. This study used mixed research approach in a sequential manner. The first phase of this study seeks to identify the false social reality, which the media cultivates into actual society in regards to women physical appearance. The purpose in this section is to reveal how media (including western media) has cultivated the Arabs' opinion of beauty and physical attractiveness. Five focus groups were conducted. Each group contained average of eight female participants of different age ranges. The second phase of this study assessed the cultivation theory impact of both the traditional and nontraditional media outlets - to find out the possibility of various media cultivating effect related to outlining and communicating messages on beauty and physical attractiveness. A cross-sectional survey was conducted amongst 384 female students, using consumers intercept data collection method. The findings indicated a strong relationship between television viewing and use of online media changes of the concept of social realities. Women who are heavy watchers of television and Internet, her concept of social realities will be changed. Thus, beauty ideals bursting in media is cultivating women's thoughts and behaviors. The findings also showed that there is a strong relationship between use of online media and behavior intentions, which means if an individual is an intensive user of online media, she would intend to follow certain beauty tips read.

1. Introduction

In the past, to be skin-and-bone was not favored because it was a sign of poverty and lack of resources. In fact, plumpness was considered prestigious and admired, a sing of accomplishment and success (Ford *et al.,* 1990; Mitchell *et al.,* 2014), especially in Egypt (Ansari *et al.,* 2014). Nowadays, as rates of obesity are rising, it is no longer a sign of triumph. In today's 21st century society, which focuses on physical

appearance, plumpness is looked down upon, while thinness is idolized (Serdar, 2015). Thus, wide-reaching societies are facing two problems: an epidemic of obesity and high rate of women who are unhappy with their bodies (Mitchell *et al.,* 2014).

There is an abundant global presence of beauty messages in the media, which effects a person's perception of beauty and the essence of body image perfection (Craik *et al.,* 2016). It is difficult to not be overwhelmed with images of the media standards of "ideal beauty" (Mitchell *et al.,* 2014). Thin models and actresses appear to be the standard in today's media - on television, and in magazines, movies, and Internet sites (Serdar, 2015). It is suggested that at least 56 percent of infomercials geared toward women speak about beauty. *"Major fashion and women's magazines provide readers with tips about how to look great by swimsuit season, how to get tighter thighs in one week, how to use makeup to camouflage wrinkles and how to look like a favorite star"* (Lagnado, 2004). Accordingly, this mediated thin-ideal is present in mainstream media, and mainstream media are a source women turn to for information about how to look (Craik *et al.,* 2016).

Consequently, women are heavy viewers of thin-ideal media (Craik *et al.,* 2016). Conferring to the *cultivation theory,* the danger of media lies in its ability to shape people's general beliefs about various matters found in the world (Mosharafa, 2015). The entire value system of people made of ideologies, assumptions, beliefs, images and perspectives is formulated, to a great extent, by media (Kotler and Armstrong, 2016). Mass media, in all its forms, portrays hidden and pervasive values, rules, and moral for what is right, what is important, and what is appropriate in a social discourse in an invisible manner (Mosharafa, 2015). Correspondingly, women today are constantly being reminded of what is considered beautiful through mass media (Craik *et al.,* 2016). By placing photo-shopped and computer-enhanced models in mass media, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women (Serdar, 2015). Further, with western ideals appearing globally, many Arab women look to them as a standard to follow (Ansari *et al.,* 2014). According to Ansari *et al.* (2014), these images are not relevant or achievable among these women, for example having fair-haired and skin tone.

Media exposure usually causes women to feel more discontent with their body shape, developing distorted body perceptions (Kerr, 2010). Many studies have been done to show the effects of media on women today, and most of the results indicate that the media negatively affects self-image (Shrum, 2009; Serdar, 2015). Few research has been done to investigate the extent women perceive and experience themselves as beautiful- level of content with their own beauty (Etcoff *et al.,* 2004; Mitchell *et al.,* 2014). This gap in information has encouraged this research study.

This study has two main objectives. The first phase of this study seeks to identify what false social reality the media cultivated into actual society in regards to women physical appearance in Arab region, specifically Egypt. The study aimed to explore to what extent women perceive and experience themselves as beautiful and the reasons why. The study tries to determine: how comfortable women are with using the word to describe themselves; their level of satisfaction with their own beauty; its impact on their sense of well-being; and, how important it is to them. The second phase of this study aims to assess the cultivation theory of the traditional and nontraditional media outlets. In the past few decades, Cultivation Theory was developed by George Gerbner, which examined the long-term effects of Television. However, other media outlets, such as online media, have similar function as Television. Therefore, it is important to find out the possibility of various media cultivating effect.

2. Literature Review

The widespread influence of television was a concern for many scholars and policy makers (Miller, 2005). Studies have declared that the Cultivation Theory is one of the most popular theories in mass-communication research clarifying this phenomenon (Bryant and Mirion, 2004). The Cultivation theory proposes that frequent viewing of television portrayals leads audiences to "cultivate" television information by incorporating it into their real-world perceptions and judgments (Gerbner, 1998). In other words, when people spend more time living in the television world, they are more likely to believe social reality is what is portrayed on television (Riddle, 2009). Images, concepts, and ideological media messages conveyed heavily influence perceptions of the real world (Potter, 2014). This phenomenon occurs relatively more for those who are frequent watchers of television - heavy television viewers hold beliefs about the social world that are more consistent with televised representations than light viewers do (Shrum, 1999; Mosharafa, 2015).

Television, for a long time, remained a vital source of repetitive and ritualized news enlightening the common consciousness of the most heterogeneous mass publics (Gerbner, 1998). However, nowadays, various forms of media have become a powerful source of information about social reality to many people, not just television (Kotler and Armstrong, 2016). Various mass media have the power to cultivate cultural change over time throughout society (Solomon, 2016). Thus, among the questions this research seeks to answer is whether such effects are visible and similar among other media outlets (Mosharafa, 2015).

Current research has attempted to apply cultivation theory to the study of different new media outlets (Morgan *et al.,* 2015). Research show that media technology has never been static, and that there will always be new forms of media (Croucher, 2011; Kotler and Armstrong, 2016). Research indicated that the Cultivation Theory focuses on the effects of long-term repetition of media messages (Mosharafa, 2015). If these constant media messages over time cause distortion of reality, then cultivation effect took place (Morgan *et al.,* 2015). Moreover, cultivation theory is applicable with new media since these media still use communication narrative that affects people (Croucher, 2011). The effects of media cultivation are intensified by a homogenized media landscape, where media outlets, become similar or uniform (Lau, 2015). If all people receive a similar media message, portraying uniform values, then audiences will more quickly perceive those representations to be accurate (Morgan *et al.,* 2015).

In the context of media and body image depiction, women are constantly being told what is considered beautiful through mass media (Craik *et al.,* 2016). Media: *"helps to shape beauty ideals by showing certain body sizes [as…] beautiful and desirable"* (Rumsey, 2012, p.217). The photo-shopped and computer-enhanced models in mass media have built up impossible standards of beauty, which has led to feelings of inadequacy among women (Serdar, 2015). The mediated thin-ideal is present in mainstream media, and mainstream media are a source women turn to for information about how to look, causing the cultivation effect (Craik *et al.,* 2016).

Media's *"ideal beauty and body image"* interpretations and portrayals spread through a variety of media vehicles (other than traditional media, such as television, magazines, etc.), which also set the cultural standard for appearance in society (Rumsey, 2012). For example, women can use the Internet's social networks to seek beauty information: *"scroll through their Instagram news feed and look at "thinspirational" images of girls, or click through Pinterest to look for fashion,*

exercise, and diet tips, or even read the gossip site, TMZ, to learn about new celebrity weight watch" (Klien, 2013, p.24)

The ideal models that are bursting in the media are cultivating women's thoughts and behaviors. These media images are: *"likely to be reflected in many women's self-concept, in the form of discrepancies between how their body is and how they would ideally like it to be"* (Dittmar *et al.,* 2009, p.45). The gap between the size of the average woman in real life and the average woman depicted in the media is widening, causing higher prevalence of body dissatisfaction among females (Klien, 2013, p.24).

With respect to the literature review, the hypotheses are as follow: (H1) the level of television viewing has a direct and positive relationship with the behavioral intention. (H2) the level of use of online media has a direct and positive relationship with the behavioral intention. (H3) the level of television viewing has a direct and positive relationship with the changes of concept of social realities. (H4) The level of use of online media has a direct and positive relationship with the changes of concept of social realities. According to the hypotheses and the proposed conceptual framework (shown in Figure 1), this study contain two independent variables: television viewing and use of online media. These media channels is assumed to impact viewers' concepts of social reality and their behavior intentions to try to look like the ideal body image and physical attraction shown by the media.
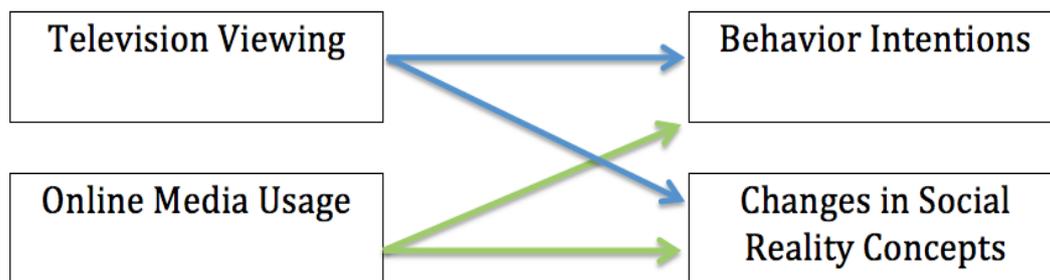
Figure 1. *Proposed Conceptual Framework –Cultivating Beauty Standards.*

3. Research Methods

This study used mixed research approach to develop its empirical conclusions. The research is divided into two phases: the first phase comprised of qualitative research methods and the second phase comprised of quantitative research methods. The time horizon of the data collection process was *cross sectional*. The studied population is upper middle class educated females of different age groups. These segments of females are usually exposed to additional media influences, both local and western media stimulus (World Bank, 2010). Several studies have concluded that this class of females, in general, has a higher tendency for conforming to weight ideals that they see on the media (Craik *et al.,* 2016). Prior studies discovered that problems related to body image appear to be most pronounced in this population segment (Rumsey, 2012).

3.1. Qualitative Research Approach

The qualitative research approach used *focus group discussions*, to explore and identify the social reality that the media cultivate into actual society in regards to women physical appearance (exploratory purpose). The study aimed to explore to what extent women perceive and experience themselves as beautiful, and the reasons

why. The sampling method was based on *nonprobability sampling* (according to convenience). The selection of participants was based on *purposive sampling* (judgmental sampling). The time horizon was *cross-sectional.* The researcher wanted to conduct different *homogeneous focus groups,* with age being the variable of variation. Thus, participants were placed in focus groups depending on their age range. Each focus group included a range of minimum 7 to maximum 9 participants. Themed analysis was used to analyze the discussions that existed among the focus groups.

3.2. Quantitative Research Approach

This study used a quantitative research approach, using *administrated questionnaires.* This research phase contained a *descriptive purpose*. This study tested specific hypotheses and examined the relationships among different variables - television viewing and use of online media and its impact on viewers' concepts of social reality and their behavior intentions. The questionnaire scales (variable measurements) were adopted from previous work of Lau (2015). All items in the questionnaire were assessed using a 5-point Likert scale, from 5 = strongly agree to 1 = strongly disagree. The questionnaire contained words that were simple and straightforward. The survey was originally created in the English language. However, an Arabic version was also created due to the fact that the native language in Egypt is Arabic. The researcher used the back-translation process to ensure that the language conversion was done accurately. Further, to ensure the validity of the study, a *pre-test* involving a sample of 30 people was conducted to refine and adjust the questions.

The *consumers intercept data collection method* was used to reach the respondents and to ensure the collection of large amounts of data in a relatively short period of time in order to test the hypotheses. The researchers stopped random females in malls, streets, sports clubs, and university campuses. The respondents who agreed to participate in the study were given an administrated questionnaire on the spot. Once the needed data were collected, the Statistical Package for the Social Sciences (SPSS) (version 18) software was used to analyze the data.

4. Results and Discussion (Qualitative Research Approach)

During spring 2017, the researcher conducted five different homogenous focus groups to collect data concerning their perception of beauty and physical attractiveness (to identify the social reality cultivated by the media). The focus groups were carried out with females from both Cairo and Alexandria. A total of 50 consumers were invited to join or become part of the study. However, 39 participants showed up; each focus group included a range of minimum seven to maximum nine volunteering participants. Each group composed of females of similar age range: teens, 20s, 30s, 40s, and 50s and above, but different demographic backgrounds in order to ensure a large enough variety in the studied population. The grouping of participants together facilitates discussion and allows for a variety of viewpoints at once. Table 1 illustrates the focus group participants' traits in the study.

***Table 1.** Focus Group Participants.*

Focus Group	No. of Females	Age					Education			
		15 - 20	21-30	31-40	41-50	51- Above	High School Graduates	College Graduates	Post Graduates	Other

1	8	8	0	0	0	0	3	0	0	5
2	7	0	7	0	0	0	2	3	0	2
3	7	0	0	7	0	0	0	4	2	1
4	9	0	0	0	9	0	1	4	2	2
5	8	0	0	0	0	8	0	6	2	0
Sub Total	8	7	7	9	8		6	17	6	10
Total Attendants	39						39			
Percentage	21%	18%	18%	22%	21%		15%	44%	15%	26%

Themed analysis was used to analyze the discussions that existed among the focus groups. Qualitative data was analyzed to build valid conclusions in the form of words. The researcher reduced, selected, coded, and combined the qualitative data (the reports and information) in order to evaluate the outcomes and develop themes (patterns of thoughts and opinions that the participants expressed). By examining and analyzing the previous dynamics mentioned in the literature review, the study will attempt to answer the following research questions: (1) what extent women perceive and experience themselves as beautiful (2) how is beauty portrayed in mass media - popular culture (3) what activities can women do to feel more attractive (4) can grooming and cosmetic surgery play a role in making women feel more positive about themselves (5) Does beauty and physical attraction come from within?

4.1. Self-Evaluations of Beauty and Physical Appearance: Are you Beautiful?

The first part of the focus group specifically asked women to reflect on their own beauty. The purpose of this question was to obtain as accurate understanding of women's relationship with their own beauty, with regards to the media ideals or stimulus that they are exposed to on a daily basis. This question required participants to reflect deeply on the concept.

The analysis revealed that "beautiful" is not a word women enthusiastically associate with themselves. In the study, the participants were asked to list positive adjectives that they feel comfortable using when describing their looks ("natural," "beautiful," "sexy" and "gorgeous"). The majority of the participants were most comfortable using the words natural (26%) or average (40%) to describe their looks. 10% of the participants choose beautiful to describe their looks. Few participants choose "attractive" (6%), "good-looking" (9%) or "cute" (9%). *Analysis reveals that across all age groups, women do not describe or identify themselves as "beautiful".*

Thereafter, the participants were asked to evaluate both their beauty and their physical attractiveness. The purpose of this question was to establish how women assess themselves, and partly to determine whether women evaluate their beauty any differently from their physical attractiveness.

The analysis revealed that the majority (75%) of participants rate their beauty average and their physical attractiveness average. They believed that beauty and physical attractiveness were overlapping terms. In order to be beautiful, women had to have physically attractive features – lips, eyes, body size, hair, skin tone and completion. The analysis showed that participants believed that they see themselves as somewhat less beautiful or physically attractive than the ideals shown in the media. However, they were a somewhat more attractive then existing "real women" in society. Nevertheless, *the substantial number of participants rated themselves as*

average in looks, indicates that women prefer not to distinguish themselves from other women in terms of either their beauty or physical attractiveness.

4.2. Perceptions of How Beauty is Portrayed in Mass Media

The next point that the focus group discussion evaluated was related to how media influences the way women think about and evaluate their own beauty and appearance. The questions asked allowed participants to *reflect upon media's popular ideas of beauty*. The researcher wanted to identify women's perspectives on the social cues about beauty that emerge from the mass media and popular culture. The purpose was to identify the degree to which external norms (media messages) drive society and women's assessments of their own beauty and physical attractiveness.

The analysis revealed that beauty standards are highly valued by society. Society believes that beauty is what drives women success in their lives, whether it is marriage or a job interview – seeing physical attractiveness as increasingly socially required and rewarded. 90% of the participants see that the norms of beauty that exist among people are developed through the media. Nevertheless, increased exposure to western media ideals increases weight consciousness and leads to the alteration of the perception of the ideal body images, reflecting the western culture. These images of beautiful and attractive women shown in the media are not mirrors of the traditional Egyptian beauty. Yet, they are the main motivation to achieve but judged almost impossible to attain. The analysis revealed that due to the media, society expects women to enhance their physical attractiveness" (74%). Furthermore, 61% of the participants strongly believe that *"women who are more beautiful have greater opportunities in life."* More than half of the participants (65%) strongly agree: *"physically attractive women are more valued by men."* According to the responses and reactions of the participants, **beauty and physical attractiveness are highly valued and placed on career and marriage opportunities by women and the importance of these to their happiness and self-esteem.** Thus, this perception can negatively impact life satisfaction and well-being.

4.3. What Makes Women Feel Beautiful?

Given women's self-evaluation of their own beauty and their assessment of how beauty is portrayed in media, the researcher sought to uncover what allows women to feel assured in their own beauty. Thus, the focus group discussions subsequently explored what could be the engagements taken or factors desired to allow women to feel beautiful in today's world. The aim of the questions in this section was to investigate how important physical attributes are versus other elements, and to assess the degree to which women feel beautiful - what personally makes them feel beautiful.

The analysis revealed that the participants rely primarily on personal practices and experiences (internal perspective) to feel beautiful. Participants indicated that feeling confident in one's own appearance is appealing regardless of their level of beauty. It is important to do activities the boosts positive vibes and good feelings. Thus, participants (24%) acclaimed that daily exercise and good nutrition (not dieting) are important factors in having healthier looking bodies and skin. Having healthy, glowing skin and fit (not skinny) bodies boosts self-esteem and increases ones opinion about their physical attractiveness. Other participants (36%) stated that hygiene and maintenance in appearance is a major role in boosting vibes. For instance, a person in a well-fitted and wrinkle-free outfit, clean fingernails, neat hair, and a little makeup is

generally a self-esteem booster. Some participants (28%) mentioned that being loved and having a strong relationship or marriage are of great importance in making women feel beautiful. Limited participants (12%) stated that leisure activities or hobbies are a mood lifter as well – doing something you love and taking good care of yourself. Thus, the researcher concluded that when *women assign an importance to self-realization, self-care, and social connections in making them feel attractive.*

4.4. Role of Grooming and Cosmetic Surgery

Given that the participants believed that self-realization and self-care aids in allowing women to feel assured in their own beauty, the researcher reviewed the degree to which personal grooming and care play a role in helping women feel physically attractive. The aim of this discussion specified that physical appearance is an important element of women's sense of their own beauty and that self-care is a powerful contributor to making women feel beautiful.

The analysis revealed that all the participants turn to hygiene and personal care products to make them feel more attractive: the use of makeup, deodorants, hair care products, perfume, body moisturizer and lotions, hair coloring, skin-lightening products, and facial care products. Furthermore, the participants mentioned partaking "cosmetic surgery," with only 48% considering cosmetic surgery and only 9% admitting to ever having cosmetic surgery performed on them. Participants stated that if people have surgery, it's about getting their confidence back. They're happy being themselves; they just have something they want to change. They just want to improve a part of themselves. They know cosmetic surgery probably won't change their life, but it will enhance their life. Thus, the researcher concluded that *women use personal grooming and care products or have cosmetic surgery to help them feel more confident in their appearance.*

4.5. Beauty From Within

The focus group successively discussed whether women see female beauty as consisting of a range of qualities and attributes. The aim of the inquiries was to assess the participants' opinion about whether they believed that inner qualities play a role in what makes a woman beautiful (other then physical appearance attributes). The researcher wanted to determine if women see beauty as richer and more complex than the physical ideals that dominate media messages (popular culture). The analysis revealed that the participants believe the physical standard of beauty imposed by society and the media over the years has undoubtedly left a negative impact on women. Participants further claimed that though society might impose an artificial standard of beautiful, people oblige to it (the media ideal physical and facial appearance and body weight and shape). However, participants did mention qualities such as kindness, confidence, dignity, and humor as powerful components of female beauty, along with the physical appearance.

5. Results and Discussion (Quantiative Research Approach)

The researcher conducted the quantitative data collection during summer 2017. Out of the 500 administrated questionnaires, the researcher received 384 that were complete and accurate, for a response rate of 77%. As shown in Table 2, the participants were of different demographic backgrounds in order to ensure a large enough variety in the studied population. The data were analyzed using SPSS.

Table 2. Respondents Socio-demographic Traits.

Demographic characteristic	N	%	Demographic characteristic	N	%
City of Residence: Cairo Alexandria	236 148	49.7 38.5	**Level of Education:** High School College Post Graduate Other	10 278 69 27	2.6 72.4 17.9 7.0
Marital Status: Single Married Divorced Widowed	200 152 21 11	52.1 39.6 4.4 2.3	**Average Monthly Income:** Less than 2,000 2,000 less than 5,000 5,000 less than 10,000 over 10,000	46 109 168 61	11.9 28.3 43.7 15.8
Job Status: Manager/ Executive Clerk Academic Self employed Laborer Other	57 78 94 82 16 57	14.8 20.3 24.5 21.3 4.2 14.8	**Age:** Under 20 20 less than 35 35 less than 50 50 less than 65 65 and above	20 200 119 40 5	4.2 52.0 30.9 8.4 1.1

When conducting the descriptive statistics analysis, it showed that the respondents were generally neutral between TV viewing and Use of Online Media to Behavioral Intention, Changes of Social Realities, with the mean value range from 3.08 to 5.00. Next, the researcher conducted the Reliability analysis. According to the analysis, the Cronbach's alpha values for each of the constructs exceeded the suggested threshold value of 0.7, with a range from 0.72 to 0.876. These findings indicate that the constructs were reliable and internally consistent. The following table (Table 3) illustrates the Cronbach Alpha of each construct and the data of mean and standard deviation of the summed mean score of each construct.

Table 3. Descriptive Statistics and Reliability Analysis.

Type of Analysis:	Descriptive Statistics				Reliability
Variable	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**	**Cronbach's alpha**
TV Viewing	1.00	5.00	4.35	1.2272	0.863
Online Media Usage	1.00	5.00	4.87	1.1547	0.723
Behavior Intention	1.00	5.00	4.32	0.8932	0.884
Changes in Social Realities Concept	1.00	5.00	3.4	0.8.234	0.891

The researcher examined the ANOVA (Analysis Of Variance), which tested whether the overall regression model was a good fit for the data. The results showed that the television viewing and the use of online media variables in the model predicted the dependent variable (Changes of Social Realities Concept). The variables were significant with an ANOVA value of 0.000. In addition, the results showed that the television viewing and the use of online media variables in the model predicted the second dependent variable (behavior intentions). The variables were significant with an ANOVA value of 0.000. The researcher also observed the adjusted R Squared value (coefficient of determination), which expressed how much of the variance in the dependent variable was explained by the model. In this study, television viewing and

the use of online media variables in the proposed model explained 43% of the variance in the changes of social realities concept (adjusted R squared value was 0.431). In addition, television viewing and the use of online media variables in the proposed model explained 36% of the variance in the behavior intentions (adjusted R squared value was 0.363). Table 4 illustrates the summary of model and ANOVA of TV viewing and use of online media.

Table 4. Summary of Model and ANOVA of TV viewing and use of online Media.

Model (Dependent variable: Behavior Intention)				ANOVA	
R	R^2	Adjusted R^2	Std. error of the estimate	F	Sig.
0.483	0.411	0.363	0.8385	20.123	0.000
Model (Dependent variable: changes in social realities concept)				ANOVA	
R	R^2	Adjusted R^2	Std. error of the estimate	F	Sig.
0.532	0.482	0.431	0.86233	10.091	0.000

With respect to the literature review, this study developed four hypotheses when it comes to the cultivation theory and women's perception of beauty and physical attraction. The hypotheses are as follow: (H1) the level of Television Viewing has a direct and positive relationship with the Behavioral Intention. (H2) the level of Use of Online Media has a direct and positive relationship with the Behavioral Intention. (H3) the level of Television Viewing has a direct and positive relationship with the Changes of Concept of Social Realities. (H4) the level of Use of Online Media has a direct and positive relationship with the Changes of Concept of Social Realities. In order to test these hypotheses, the multiple regression analysis was performed in this study to predict one variable on the bases of a set of variables. The researchers referred to the **Sig. value** in order to test whether the hypotheses were supported.

(H1) the level of Television Viewing has a direct and positive relationship with the Behavioral Intention. The impact of television viewing on behavior intentions shows a sig value of 0.211. This value is greater than the common alpha level of 0.05. The high sig. value (>0.05) indicates that this hypothesis is *not supported*. Conversely, the larger (insignificant) value suggests that a change in the predictor is not associated with changes in the response. The researcher concluded that this variable is not making a significant unique contribution to the prediction of behavior intentions.

(H2) the level of Use of Online Media has a direct and positive relationship with the Behavioral Intention. In the output, the predictor variable regarding the sender's perceived trustworthiness and the creation of influential WOM is significant, with the sig. value of 0.000; well below any conventional alpha level. This low sig. value (< 0.05) indicated that the hypothesis is *supported*. This predictor is a meaningful addition to the model because a change in the predictor's value is related to changes in the response variable; trustworthiness as an antecedent is able to impact the generation of prominent WOM. The component of the bivariate regression equation is statistically significant.

Thus, when testing which media outlet impact behavior intentions, there is only one factor "Use of Online Media" which is supported, with the Beta = 0.479.

(H3) the level of Television Viewing has a direct and positive relationship with the Changes of Concept of Social Realities. The sender's perceived expertise had a significant impact on the creation of influential WOM, with a sig value of 0.033. This

low sig. value (< 0.05), which was well below any conventional alpha level, indicated that the hypothesis was supported. This antecedent was a meaningful addition to the proposed model because changes in the predictor's value were related to the changes in the response variable; the sender's expertise as an antecedent was able to impact the generation of influential WOM. The component of the bivariate regression equation was statistically significant.

(H4) the level of Use of Online Media has a direct and positive relationship with the Changes of Concept of Social Realities. According to the outcomes, the use of visual aids has a significant impact on the creation of influential WOM, with a sig value of 0.000. This low sig. value (< 0.05), which is well below any conventional alpha level, indicates that the hypothesis is supported. This antecedent is a meaningful addition to the proposed model because changes in the predictor's value are related to the changes in the response variable; the use of visual aids as an antecedent is able to impact the generation of influential WOM. The component of the bivariate regression equation is statistically significant.

Thus, when testing which media outlet impact changes of concept of social realities, both factors "Television viewing" and "Use of Online Media" are supported, with the Beta = 0.394, and BETA = 0.243. Table 5 illustrates the result of the beta coefficient analysis and the Sig. value that tested whether the hypotheses were supported or not.

Table 5. Beta analysis.

Coefficient of TV Viewing and Use of Online Media on Behavior Intention				
Variables	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	Sig.
TV Viewing	-0.015	0.044	-0.021	0.729
Online Media Usage	0.453	0.047	0.479	0.000

Coefficient of TV Viewing and Use of Online Media on Changes in Social Reality				
Variables	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	Sig.
TV Viewing	0.322	0.053	0.394	0.000
Online Media Usage	0.212	0.047	0.243	0.000

6. Conclusions

A certain "female ideal image" has been constructed by society and by the media and women is expected to conform to it, even though at times these images are not representative of reality (Craik *et al.,* 2016). Many popular media channels tell women to focus on their physical, outside attributes (body shape, muscle tone, bone structure, hair, makeup, clothing, etc.) and rarely mention the importance of being smart, sophisticated, funny and other positive attributes that have nothing to do with physical attributes (Ford *et al.,* 1990; Mitchell *et al.,* 2014). Thus, media messages over time cause distortion of the concept of true beauty existence (Morgan *et al.,* 2015). Furthermore, the spread of western media played a role in influencing the minds of other females in different nations, like in the Egyptian context (Ansari *et al.,* 2014). Therefore, the researcher conducted this study for two main objectives. First, the researcher wanted to identify what false social reality did the media cultivate into actual society in regards to women physical appearance in the Egyptian context. The study aimed to explore to what extent women perceive and experience themselves as

beautiful and the reasons why. Secondly, the researcher aimed to assess the cultivation theory impact of both the traditional and nontraditional media outlets - to find out the possibility of various media cultivating effect related to outlining and communicating messages on beauty and physical attractiveness.

Craik *et al.* (2016) found that beauty is the core feature of femininity as portrayed by the media and the core factor in the attractiveness stereotype of women. The physical appearance of a female is a multidimensional construct involving self-perceptions and attitudes regarding one's physical appearance (Serdar, 2015). Two core facets of body-image attitudes include evaluation (body satisfaction) and investment (psychological importance one places on one's appearance) (Cash, 2002).

During the qualitative phase, the study revealed that the concept of "beauty" is a concept pursued by women and continuously communicated in the popular culture or acknowledged in the mass media. As such, the beauty standard remains unrealized and unclaimed. Media has defined beauty in a shallow manner - in ideals of physical appearance. Thin models and actresses appear to be the standard in today's media. It is media's ideal body image and physical attractiveness that many women measure them against and aspire to attain. However, because this ideal is unrealistic and difficult to achieve, women find it difficult to think of them as beautiful. Thus, most women describe their beauty as average and are search for various means to improve their physical appearance. Women turn to personal grooming and care products of have cosmetic surgery to help them to stop fixating on their perceived flaws and feel more confident in their appearance.

The quantitative findings of this study indicate a strong relationship between television viewing and use of online media changes of the concept of social realities. Thus, women who prolonged exposed (being a heavy user) in television and the Internet, her concept of social realities will be changed. Thus, beauty ideals bursting in the media is cultivating women's thoughts and behaviors. As Dittmar *et al.* (2009) stated: *"these media images are likely to be reflected in many women's self-concept, in the form of discrepancies between how their body is and how they would ideally like it to be"* (p.45). The quantitative findings also show that there is a strong relationship between use of online media and behavioral intention, which means if an individual is an intensive user of online media; she would intend to act in some activities. Craik *et al.* (2016) and Klien (2013) supported this finding by stating that women use websites or social media to: *"look for fashion, exercise, and diet tips, or even read the gossip site to learn about new celebrity weight watch"* (p.24). Thus, this study contributed practically by demonstrating to practitioners that various media outlets can have a cultivating effect on people, not just television.

When conducting this investigation, there were several limitations faced. First, this research took place only in Cairo and Alexandria, neglecting other cities in Egypt. Future research can conduct the investigation in other cities or in different Arab nations. Second, the sample consisted of mixture of different aged female. This population segment was useful for this particular study to gain general views of women in various age groups. For future research, a focus of a specific age group precise (significantly younger or older sample) may prove useful in gathering information related to media and body image perception. Future research can also use a larger, mixed sex sample. The third limitation in this study was that the researcher investigated the cultivation effect on only two media outlets, television and online sites. Future research can investigate the cultivation theory on other media outlets.

The final limitation in this study was related to the sampling method. This study used the consumers intercept data collection method, convenience sampling, in order to reach the respondents. Therefore, the results at the end were not truly representative. Future research should use probability sampling in order to gain generalized results.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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