THE INFLUENCE OF AI-GENERATED IMAGES ON SOCIAL MEDIA ON APPEARANCE ANXIETY AMONG UNN UNDERGRADUATES

Cookey, Ibiere Tom
Ignatius Ajuru University of Education
ibiere.cookey@iaue.edu.ng
ORCID ID: 0000-0002-9647-490X

Kwani, Oforiokuma Isoboye
Ignatius Ajuru University of Education
oforiokuma.kwani@iaue.edu.ng
ORCID ID: 0009-0001-3453-3097

Nnadi, Chimuanya Marvelous

Corresponding Author: Kwani, Oforiokuma Isoboye, 08033130771; oforiokuma.kwani@iaue.edu.ng

Abstract

This study investigated the psychological effects of AI-generated pictures on appearance anxiety among undergraduates at the University of Nigeria, Nsukka (UNN). The study had four objectives, amongst which are: to find out the level of awareness of AI-generated pictures usage among UNN undergraduates, and to ascertain the level of usage of AI-generated pictures among UNN undergraduates. Adopting the survey research design, the study was anchored on three theories: social comparison theory, cultivation theory and media dependency theory. From a population of 35,130 (using the 2022/2023 academic session), a sample size of 380 participants was adopted using the multi-stage sampling technique. The instrument for data collection was the questionnaire. Findings from the study indicate that a high level of awareness of AI-generated pictures among UNN undergraduates exists. It is also found that while awareness of AI-generated pictures is widespread, not all students are utilizing them, possibly due to personal preferences, lack of interest, or concerns about the authenticity of digitally altered images. The study concludes that young adults, particularly those aged 20-24, are increasingly using AI-generated imagery for personal and social expression. To this end, the study made four recommendations, amongst which are: to organize awareness campaigns and workshops to educate UNN undergraduates about the

potential impact of AI-generated pictures on their self-perception and mental health, to develop and implement guidelines for responsible social media usage among UNN undergraduates, emphasizing the importance of authentic and realistic online representations.
Key Words: AI-generated images, Appearance Anxiety,
Self-Perception, Undergraduates

Introduction

Artificial intelligence (AI) is one of the wonders and perhaps the apex of man's invention. Since its inception in the 1950s, artificial intelligence has experienced different forms of evolution. According to Tableau, "the late 1950s through the 1960s was a time of creation: from programming languages that are still in use to this day to books and films that explored the idea of robots, AI became a mainstream idea quickly. The 1970s showed similar improvements, such as the first anthropomorphic robot being built in Japan, to the first example of an autonomous vehicle being built by an engineering graduate student. However, it was also a time of struggle for AI research, as the U.S. government showed little interest in continuing to fund AI research" (Tableau).

AI image- generator is a faction of Artificial intelligence that deals with image generation, especially text-to-art i.e. a text of the desired image is typed, and then process by the AI as it generates the image in few minutes or seconds varying on how complex the needed image is. According to sukhanova, the type of AI that generates images is often based on a technology called Generative Adversarial Networks (GANs). GANs are a type of deep learning system made up of two neural networks: a generator and a discriminator. The generator creates new images, while the discriminator evaluates them to determine if they are real or fake. This technology has been used in various applications like creating realistic images of people who don't exist, generating artwork, and even enhancing image resolution. (Sukhanova, 2024). These generators use deep learning techniques, particularly within the field of generative adversarial networks (GANs) or variational auto-encoders (VAEs), to produce images that mimic the style, content, or characteristics of a given dataset, (Gupta, 2024).

Benefits of Using AI Image Generators for Creatives & Designers, n.d.-b: AI image-generator is a go-to for fast project execution; it produces its results in few minutes sometimes seconds. Sevan also asserts that, by automating the image creation process, businesses can significantly reduce their expenses on hiring designers or outsourcing graphic design work. This makes AI image generators a cost-effective

solution for small businesses and start-ups with limited budgets. Whether you need one image or a hundred, AI image generators can scale up or down according to your requirements without compromising on quality. This scalability makes them ideal for businesses of all sizes, (Sevan, 2024)

According to the America Psychology Association (APA), Anxiety is an emotion characterized by feelings of tension, worried thoughts, and physical changes like increased blood pressure (Anxiety, n.d.). Some of the symptoms of anxiety includes, heart palpitation, nervousness, sweating and restlessness. Appearance anxiety has to do with the feeling of unease that individuals face as a result of their physical outlook. University students seems to be one of the major victims of appearance anxiety, this could be as a result of too much screen time on the cell phone and a host of many other reasons. According to Gao et al; as the main users of various social media, University students are overexposed to excessive attention and comparison of their appearance, thus increasing the risk of appearance anxiety, (Gao et al., 2023).

Statement of Problem

Undergraduates of the University of Nigeria, Nsukka (UNN) are not foreign to the concept of AI-generated images; they are not just spectators but active participants of the spread of AI-generated pictures.

These images have created unrealistic beauty ideals among the undergraduates of UNN by forging a culture of unattainable beauty standards. The images are often heavily edited and perfected to create a distorted representation of beauty that can significantly erode self-esteem and body image.

Furthermore, the pictures are manipulated to a level of flawlessness and perfection that when compared and contrasted with an actual physical appearance it might well up discomfort and anxiety from the individuals. The anxiety and uneasiness these AI- generated images may cause amongst UNN undergraduates is what this study is set out to explore, with special attention to the influence these pictures have on the self-esteem and personal perception of beauty among them.

Research Objectives

1. find out the level of awareness of AI-generated pictures usage among UNN undergraduates.
2. ascertain the level of usage of AI-generated pictures among UNN undergraduates.
3. investigate the reason UNN undergraduates use images that are AI generated.

4. ascertain the relationship between exposure to AI-generated pictures and appearance anxiety among the undergraduates of UNN.

Research Questions

1. What is the level of awareness among UNN undergraduates regarding the use of AI-generated pictures?
2. How often do the undergraduates of UNN use AI image-generators?
3. Why do UNN undergraduates use AI image-generators?
4. Do the level of AI images used by UNN undergraduates have any influence on the appearance anxiety they face?

Significance of Study

The significance of this study lies on its potential to contribute to the understanding of the impact of digital media on mental health, a subject that has rarely been given the attention it requires, particularly in the context of body image concerns and its relationship with self-worth and self-perception.

It also aims to provide insight for mental health professionals, educators, and policy makers to develop strategies for promoting positive body image and self-esteem among young adults especially the undergraduates of UNN. The findings in this research will contribute to the development of effective counter measures against the adverse effects of AI-generated pictures on the body image concerns.

Additionally, it adds to the existing literature on the psychological effects of social media and images generated by AI, highlighting the need for responsible Media practices.

Scope of Study

The geographical scope of this study is limited to the University of Nigeria, Nsukka, a premier institution of higher learning. The demographic focus of this study will be the male and female undergraduates of the University of Nigeria, Nsukka with the aim of investigating the relationship between AI-generated pictures and their influence on these students' appearance and self-esteem.

Operational definition of terms

AI-generated images: refers to pictures or posts that are created by artificial intelligence which are created or edited.

Anxiety: a psychological feeling of worry over fear of not meeting to expected standards, majorly standards created by the Internet, in this case artificial intelligence.

Algorithm: a set of instructions or steps that a computer follows to solve a problem or perform a task. It's primarily about feeding the AI with data; it processes the data and offers information and solution based on the data.

LITERATURE REVIEW

Overview of AI- Generated Images

While the integration of images with AI gained a lot of popularity in the 21st century, the history however, did not begin in the 21st century, according to Filimowicz. The story of AI in artistic expression dates back to the mid-20th century when computer-generated art first emerged. During this time, artists and computer scientists began exploring the potential of using computers as a medium for creating art. Early experiments in computer-generated art involved simple algorithms that produced geometric shapes and patterns, which gradually evolved into more complex forms as technology improved. In the 1960s and 1970s, the field of AI started to gain momentum, and researchers began to experiment with AI techniques such as neural networks to generate more sophisticated artwork.

This period saw the rise of computer-aided design (CAD) tools that allowed artists to create intricate digital designs, (Filimowicz, 2024). The history of AI-generated images can be traced back to the 1960s, when computer scientist and artist Harold Cohen created the program AARON, which was capable of generating abstract paintings. In the following decades, researchers and artists continued to explore the possibilities of using AI to create visual art.

As AI continued to advance, the 1980s and 1990s witnessed the emergence of AI-driven art programs that could autonomously generate artistic images. One notable example from this era is the work of Harold Cohen, a British artist who developed an AI program called AARON to create original artwork. AARON's creations were exhibited in galleries around the world, sparking discussions about the potential and implications of AI-generated art, (Filimowicz, 2024). One of the major breakthroughs in AI-generated images came with the development of Generative Adversarial Networks (GANs) in 2014 by Ian Goodfellow and his colleagues.

Some of the wonders of AI image-generators include:

- Restoration of old pictures: AI image generators work by analyzing the input image and using algorithms to reconstruct and enhance it. They can fill in missing details, remove noise, adjust colors, and overall improve the quality of the image. It's like giving those old pics a digital makeover.
- Interactive media experience and time saver: AI facilitates the creation of dynamic and interactive visuals, which significantly boost user engagement, allowing users to interact with content in new and exciting ways, (Upsurge, 2024). AI image generators provide a more cost-efficient solution than manually creating images from scratch or

searching through stock images. It helps save both time and money, (Sharma, 2024).

Appearance Anxiety

Appearance anxiety refers to the worry or fear individuals may experience about their physical appearance, often leading to feelings of self-consciousness, inadequacy, or dissatisfaction with how they look psychological condition characterized by excessive worry or fear about one's physical appearance, leading to compulsive behaviors such as excessive grooming, seeking reassurance from others, and avoiding social situations. Veale et al defined anxiety appearance as A psychological phenomenon characterized by constant preoccupation and distress related to one's physical appearance, often leading to social withdrawal, avoidance of mirrors, and negative self-perception, (Veale et al., 2013)

A major reason for appearance anxiety is comparison; that is, not meeting up with society standards of beauty. The media shows people such as Instagram models and celebrities that are "flawless" and "beautiful" when some of these images could be photo-shopped like spots on their skin. When we start to see this, we often think that this "perfection" is reality. This leads to comparison with people who may seem perfect on social media. And the truth is that in our everyday life, there is no Photoshop to hide things that make us human, and that's okay, (Esquivel, 2022).

Some causes of Appearance Anxiety:

- Social Media: social media refers to a variety of technologies that facilitate the sharing of ideas and information among their users, (Dollarhide, 2024). Social media has almost turned to a place where perfection is the standard. According to Pedersen, social media platforms often feature images of people with seemingly perfect faces and bodies, often using filters and photo editing tools to enhance their appearance, (Pedersen, 2023).
- Trauma: Trauma can indeed have a significant impact on appearance anxiety. When someone experiences trauma, it can lead to various psychological effects, including low self-esteem, negative self-image, and heightened anxiety. Appearance anxiety, in particular, can be exacerbated by trauma as individuals may develop a distorted view of themselves due to the trauma they've experienced. Anxiety, depression, post-traumatic stress disorder (PTSD), and chronic pain are among the most common issues faced by those affected by trauma, (Bethan, 2021).
- Family and Peer Pressure: Family and peer pressure can have a significant impact on appearance anxiety. When those around an

individual, whether it's family members or friends, place a lot of emphasis on looks or have certain expectations about how you should appear, it can create pressure to meet those standards. This pressure can lead to feelings of inadequacy, comparison with others, and ultimately contribute to appearance anxiety. A body image does not develop in isolation. Culture, family, and friends all convey positive and negative messages about the body, (Brazier, 2023)

Empirical Review

The following are some related studies whose relationship to this present study are viewed empirically:

Göringet al., (2023), Analysis of Appeal for Realistic AI-Generated Photos: This study explored the Realism of AI-generated pictures and how distinguishable they are from photographic images. The article is organized into four main sections: Section II offers a brief overview of the latest developments in text-to-image generation and image appeal, setting the stage for the subsequent sections. Section III delves into the details of the dataset, explaining how it was generated and prepared for analysis. Section IV presents a comprehensive evaluation of the results, considering both subjective and objective perspectives. In conclusion, the results gathered from the study shows that some generators are better for image appeal, and some for realism. It was therefore concluded that AI-generated images are still limited.

Maican et al. (2023) Factors Influencing the Behavioral Intention to Use AI-Generated Images in Business**:** The objective of this article's author is to further the current corpus of knowledge by investigating the elements that promote image dissemination artificial intelligence models' adoption in corporate settings. The moderating variables that influence how users behave with this technology are also examined in the study.

The study focuses in particular on comprehending the fundamental drivers of acceptability and intention to utilize AI-generated graphics, taking into account elements like perceived customer value, usability, accessibility of resources, habit, and social impact. The study also looks at how moderating factors like gender, experience, inventiveness, and English language competence affect users' intentions to use these systems. The paper provides fresh viewpoints on the adoption and application of AI-generated photographs in a professional context through this analysis.

Horváth (2022) camouflage – exploring the AI-generated beauty ideal: The study examined portrait photographs using an AI-based image editing program. The questionnaire included 8 picture pairs, with the

first being an unedited portrait and the second being a retouched version. The results showed that viewers' perception of image retouching was not influenced by the model's gender or age. However, participants' first judgment of the models' beauty influenced their attitudes towards both the model and the photograph. The study suggests that image manipulation is more acceptable in professional photography, where the subject is a professional model.

Theoretical Framework

Social Comparison Theory:

In 1954, psychologist Leon Festinger proposed the Social Comparison Theory; the theory explains how people evaluate themselves in light of other people in order to establish their own sense of value. Social Comparison Theory posits that people evaluate their own social and personal value by comparing themselves to other people. Students may compare themselves to the idealized images in the context of AI-generated photos, which could heighten their worry about their appearance. This theory offers support to this study which seeks to highlight the impact of AI-generated images on appearance anxiety in UNN undergraduates.

According to Festinger, people depend a lot on social comparisons to accurately assess their abilities, traits, and physical appearance and in situations where the comparisons are not effective or lead to inaccuracies in self-judgment, one might find his/herself in situations that are too difficult which may lead to a feeling of inferiority or social appearance anxiety. In line with the theory, UNN undergraduate students may constantly compare themselves to AI-generated images which may result in anxiety about their physical appearance.

Cultivation Theory:

The cultivation theory which was originally composed by G. Gerbner, and later expanded by Gerbner and Gross in 1976, is a communication theory which posits that the media shapes social reality by influencing perceptions, beliefs and attitude. Although, the cultivation theory primarily focuses on the impact of television, its principles are however applied to other forms of media consumption as well. With the rise of digital media and online platforms, the theory has been extended to include the effects of internet content, social media, and other forms of media that influence individuals' perceptions of reality.

The theory therefore proposes that heavy exposure to media content will put a psychological pressure on the viewers to replicate what they constantly view. This means that the more time people spend watching television, the more likely they are to perceive the real world in ways

that reflect the most common messages and themes presented on TV and this is also true for AI-generated images, the more exposed one gets to AI-generated images the more they feel the need to meet up to the supposedly flawless pictures.

Media Dependency Theory:

The media dependency theory was developed in the 1970s by communication scholars Sandra Ball-Rokeach and Melvin DeFleur, the theory emphasizes the interdependence between media and society, the theory posits that individuals rely on media to satisfy their social and psychological need, however, the theory is not one-sided; rather, it shows the mutual dependence of both the media and the society. Society counts on the media for information, entertainment, and shaping public opinion. Conversely, the media depends on society for audiences, feedback, and relevance.

In the context of the study on the influence of AI-generated images on appearance anxiety among UNN undergraduates, this theory suggests that students may become dependent on these images for self-evaluation and comparison, potentially exacerbating appearance-related concerns. This dependency on AI-generated images could intensify appearance anxiety among students as they increasingly rely on these media representations to shape their self-perceptions and beauty standards.

Research Method

Research design

The survey research design was adopted for this study.

Population Size

The population of this study is all 35,130 students of the University of Nigeria Nsukka, for the 2022/2023 academic session as provided by the Academic Planning Unit

Sampling technique

The study adopted the multi-stage sampling technique.

Instrument for Data Collection

This study adopted the questionnaire as its instrument of data collection.

Validation of Research Instrument

To ensure the validity of the questionnaire, it was submitted to the supervisor of this project for proper scrutiny.

Reliability of Research Instrument

The test-retest procedure was adopted. The researcher shared 20 copies of the questionnaire which was given to respondents as a form of test to answer the questions.

Method of Data Analysis

The collected data was analyzed using descriptive statistics. The descriptive statistics- frequency and percentage were used to summarize the items of the questionnaire. These analyses were done with the aid of frequency and percentages.

DATA ANALYSIS, INTERPRETATION AND PRESENTATION OF RESULTS

Description of Data

To conduct this study, a total of 381copies of questionnaire were distributed. Out of the total number of the copies of questionnaire, 381were returned representing 100%.

Data Presentation and Analysis

Demographic Data of Respondents

Table 1: Age Distribution of Respondents

S/N	Age	Frequency	Percentage (%)
1.	15-19	49	12.9
2.	20-24	282	74.2
3.	25-29	47	12.4
4.	30 and above	2	0.5
	Total	381	100%

The age distribution of respondents, as shown in Table 1, indicates 74.2% (282 individuals), fall within the 20-24 age range, aligning with the typical undergraduate age at the University of Nigeria, Nsukka (UNN).

Table 2: Gender Distribution of Respondents

S/N	Gender	Frequency	Percentage (%)
1.	Male	119	31.2
2.	Female	262	68.8
	Total	381	100%

The gender distribution of respondents, as shown in Table 2, shows that the majority are female, accounting for 68.8% (262 individuals), while males constitute 31.2% (119 individuals).

Table 3: Educational Level of Respondents

S/N	Level	Frequency	Percentage (%)
1.	100	30	7.9
2.	200	42	11
3.	300	54	14.2
4.	400	214	56.2

5.	500 and above	35	9.2
6.	Others	6	1.6
	Total	381	100%

The educational level distribution of respondents, as shown in Table 3, reveals that 56.2% are in their fourth year, highlighting that the findings will largely reflect the experiences of final-year students who face heightened academic and social pressures influencing their interaction with AI-generated pictures.

Table 4: Religion of Respondents

S/N	Age	Frequency	Percentage (%)
1.	Christianity	362	95
2.	Islam	6	1.6
3.	African Traditional Religion	5	1.3
4.	Others	8	2.1

The religious background of these undergraduates as seen in Table 4 shows that Christians are more exposed to social pressure influencing their interaction with AI-generated pictures.

Psychographic Data of Respondents

Table 5: How familiar are you with AI-generated pictures?

S/N	Response	Frequency	Percentage (%)
1.	Very familiar	188	49.3
2.	Somewhat familiar	126	33.1
3.	Not very familiar	49	12.9
4.	Not at all familiar	18	4.7
	Total	381	100%

Table 5 shows that 49.3% of respondents are very familiar with AI-generated pictures, indicating high awareness among undergraduates at the University of Nigeria, Nsukka (UNN), likely due to exposure through social media, digital platforms, or academics.

Table 6: Have you ever used AI image-generators to edit your appearance in photos?

S/N	Response	Frequency	Percentage (%)
1.	Yes	154	40.4
2.	No	227	59.6
	Total	381	100%

Table 6 reveals that 40.4% of respondents have used AI image-generators to edit their appearance, while 59.6% have not.

Table 7: What AI image generators are you familiar with?

S/N	Response	Frequency	Percentage (%)
1.	Primsma	35	9.2
2.	Remini	87	22.8
3.	Deep Dream Generators	18	4.7
4.	Retake	15	3.9
5.	Faceapp	120	31.5
6	Others	106	27.8
	Total	381	100%

Table 7 highlights the most familiar AI image generators among UNN undergraduates, with Faceapp leading at 31.5%, followed by Remini at 22.8%.

Table 8: How often do you use AI image-generators?

S/N	Response	Frequency	Percentage (%)
1.	Daily	16	4.2
2.	Weekly	39	10.2
3.	Monthly	28	7.3
4.	Rarely	187	49.1
5.	Never	111	29.1
	Total	381	100%

Table 8 reveals the frequency of AI image-generator usage among UNN undergraduates. While 4.2% use them daily and 10.2% weekly, the majority 49.1% rarely engaged.

Table 9: What do you use AI image-generators primarily for?

S/N	Response	Frequency	Percentage (%)
1.	Social media post	118	31
2.	To explore other versions of myself	114	29.4
3.	Academic purposes	93	24.4
4.	Personal projects	117	30.7

Table 9 highlights the primary uses of AI image-generators among UNN undergraduates. 31% of respondents use them for social media posts, while 29.4% to explore alternative appearances.

Table 10: Why do you use AI image-generators?

S/N	Response	Frequency	Percentage (%)
1.	To enhance my social media presence	74	19.4
2.	To create artistic content	244	64
3.	To boost myself-esteem	31	8.1
4.	To impress my social media mutual	32	8.4
	Total	381	100%

Table 10 highlights the primary motivations for using AI image-generators among UNN undergraduates, with 64% revealing that it is to create artistic contents.

Table 11: How concerned are you about your appearance on social media?

S/N	Response	Frequency	Percentage (%)
1.	Very concerned	121	31.8
2.	Somewhat concerned	113	29.7
3.	Not very concerned	98	25.7
4.	Not at all concerned	49	12.9
	Total	381	100%

Table 11 highlights the level of concern UNN undergraduates have about their appearance on social media, which plays a significant role in understanding their use of AI-generated images. A substantial 31.8% of students are very concerned about their online appearance.

Table 12: How often do you compare your physical appearance to AI generated version of you?

S/N	Response	Frequency	Percentage (%)
1.	Always	32	8.4
2.	Often	31	8.1
3.	Sometimes	58	15.2
4.	Rarely	100	26.2
5.	Never	160	42
	Total	381	100%

Table 12 explores how often UNN undergraduates compare their physical appearance to AI-generated versions of themselves, a behavior that contributes to appearance anxiety. The largest group, 42% of

respondents, reported never comparing themselves to AI-generated images.

Table 13: How does using AI image-generators affects your appearance anxiety

S/N	Response	Frequency	Percentage (%)
1.	It increases my anxiety level	64	16.8
2.	It decreases my anxiety level	27	7.1
3.	It has no effect on my anxiety	290	76.1
	Total	381	100%

Table 13 examines the impact of AI image-generators on appearance anxiety among UNN undergraduates. The majority of respondents, 76.1%, reported that using AI tools has no effect on their anxiety.

Discussion of Findings

The findings from research question one indicates a high level of awareness of AI-generated pictures among UNN undergraduates. A substantial proportion of respondents, 82.4%, reported being familiar with AI image-generation tools, with the most popular platforms being Faceapp, Remini, and Prisma. This suggests that AI-generated images have become an integral part of students' digital lives, likely due to the increasing use of social media platforms where such tools are commonly employed. The fact that only a small percentage of 4.7%, were not at all familiar with these tools indicates that AI-generated images are well within students' awareness, aligning with the global trend of digital technology's expanding influence.

Findings from research question two shows that 40.4% of the respondents had used AI image-generators, while the remaining 59.6% had not. While the majority of students had not engaged with AI tools to edit their appearance, the 40.4% who have used these tools reflect a growing trend of experimentation with digital technologies. This finding suggests that while awareness of AI-generated pictures is widespread, not all students are utilizing them, possibly due to personal preferences, lack of interest, or concerns about the authenticity of digitally altered images.

Findings from research question three indicates that, the most common reasons for using these tools were to create artistic content, to enhance their social media presence, and for personal projects. These results

suggest that students primarily engage with AI image-generators for creative expression and to improve their online identity.
Findings from research question four shows that, while 76.1% of respondents indicated that AI-generated images had no effect on their anxiety levels, 16.8% reported that using these images actually increased their anxiety. This suggests that for a minority of students, exposure to AI-generated images, especially when compared to their real selves, can contribute to dissatisfaction with their physical appearance, leading to heightened anxiety.

Conclusion

The study reveals that young adults, particularly those aged 20-24, are increasingly using AI-generated imagery for personal and social expression. This trend is significantly influenced by societal expectations around beauty and appearance, with a notable dominance of female participation. The pervasive use of AI-generated images among young adults underscores the profound impact of technology on identity formation, self-perception, and social interaction.
The Intersection of technology, identity, and social interaction is a critical aspect of this study. AI tools are no longer passive entities; instead, they actively participate in creating digital personas, which can have far-reaching consequences. On one hand, the use of AI-generated images can lead to appearance anxiety, as individuals strive to conform to unrealistic beauty standards. By acknowledging both the benefits and risks of this technology, we can work towards creating a healthier and more inclusive digital environment that promotes creativity, connection, and authentic self-expression.

Recommendations

1. Organize awareness campaigns and workshops to educate UNN undergraduates about the potential impact of AI-generated pictures on their self-perception and mental health.
2. Develop and implement guidelines for responsible social media usage among UNN undergraduates, emphasizing the importance of authentic and realistic online representations.
3. Encourage UNN undergraduates to engage in critical thinking and media literacy skills when consuming online content.
4. Provide counseling services and support programs for UNN undergraduates struggling with appearance anxiety.

Limitations of the Study

This study has several limitations. Firstly, the sample size is relatively small, which may impact the generalizability of the findings. Additionally, social desirability bias may have influenced participants' responses, as they may have withheld certain information to avoid stigma. Furthermore, the study's focus on the University of Nigeria, Nsukka limits its applicability to other universities in Nigeria and internationally, highlighting the need for future research to explore these dynamics in diverse contexts.

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