



## Research Article

# Selfie posting behavior, self-objectification and body image dissatisfaction among women

Aqsa Khalil<sup>1</sup>, Maryam Qaiser<sup>2</sup>, Abeer Anjum<sup>3\*</sup>, Remsha Mustafa<sup>4</sup><sup>1,2</sup>Department of Psychology, Government College Women University, Sialkot, Pakistan<sup>3,4</sup>Department of Medical Education, Khawaja Muhammad Safdar Medical College, Sialkot, Pakistan\*Corresponding Author email: [abeer.anjum86@gmail.com](mailto:abeer.anjum86@gmail.com)

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## ABSTRACT

The purpose of this study is to explore excessive selfie uploading behavior on social media sites among young women and its negative effects on women concepts related to their self and body image. Researches reveals that excessive selfie posting behavior among young women enhances self-objectification behavior. They spend a lot of their time and energy in taking and posting selfies, in editing their selfies just because of the factor to look beautiful and to get more likes and comments under their posts, and to meet the thin ideal beauty standards of social media, they are continually trying to present their self's in manners that are perfect in every expect. On the other side these activities are disturbing their academic performances and their mental health as well. These activities also affect their interpersonal relationships with their families. A purposive sample of 450 women was taken from different areas of Sialkot, Pakistan from which 200 were screen out who fall on borderline according to the scoring criteria of selfitis behavior scale. A self- developed demographic sheet was administered along with Selfitis behavior scale (Balakrishnan & Griffiths, 2017), Objectified Body Consciousness Scale (McKinley & Hyde, 1996) and Body shape questionnaire (Evans & Dolan, 1993) was used. For data analysis, Inferential statistics, Pearson product moment correlational was used to assess the relationship and Multiple regression and T-test was used to compare different variables through SPSS (V-22). Results showed significant positive relationship of overall SBS score with self-objectification and body image dissatisfaction ( $p < .000$ ,  $p < .000$ ). moreover, the results of Pearson product moment correlational also shows significant correlation with overall SBS scores with self-objectification and body image dissatisfaction ( $r < .423^{**}$ ,  $r < .616^{**}$ ). As in Pakistan there are limited researches on these variables and the way we pair up selfie posting with body image dissatisfaction and self-objectification together. Findings of this study provide awareness about how social networking sites are promoting selfie posting behavior among women of Sialkot, Pakistan. which is further leading them towards self-objectification and body image dissatisfaction. It also provides a rough estimate about the intensity of this problematic behavior among women of Sialkot, Pakistan.

**Keywords:** *Selfie Posting Behavior; Self-Objectification; Body Image Dissatisfaction*

## 1. INTRODUCTION

Over the past few years, social media use (SMU) has gained attention due to growing concerns about its potential implications on mental health, particularly among adolescents as well as young adults (Karim et al., 2020). Between the ages of 17 and 25, adolescence and young adulthood are crucial developmental periods that are marked by significant psychological, physical, neurological, behavioural, and social changes (Paus et al., 2008; Wood et al., 2018). These changes take place in tandem with exposure to a variety of



sociocultural factors, such as comparisons of appearance, bullying, and social exclusion, which frequently perpetuate body dissatisfaction and are a reliable indicator of eating disorders and other mental illnesses (Prnjak et al., 2021). Now a days Social media has become an important part of people's daily life, especially among young people (Anderson & Jiang, 2018). For instance in China, in 2018 there were 673.5 million social media users, which is the highest number in the world and has been predicted that will increase in the next 5 years (Statista, 2022).

Sharing selfies and viewing photos and selfies of others on SNSs have been identified as a problematic behaviour that leads towards body image dissatisfaction and self-objectification (Cohen et al., 2017). However, selfie-taking is not limited to just taking a photograph. It also includes the editing of photos under its umbrella including (colour and contrast, and the addition of other effects before uploading) the addition of photo editing apps further popularized and enhanced selfie-taking behaviour, among teenagers and young adults.

The excessive involvement in photo activities on Facebook and Instagram was associated in manifesting thin ideal attributes and body inspection, thus supporting the sociocultural and objectification theories of media and body image (Fredrickson & Roberts, 1997a; Thompson et al., 1999). Users of social networking sites have been observed posing for, selecting and even editing selfies to confirm to thin ideals before putting them online to be judged by their peers (Chae, 2017; Chua & Chang, 2016; Fox & Vendemia, 2016)

Body surveillance, the persistent observation of the body's looks, is a behavioural manifestation of self-objectification that adds to women's susceptibility to eating disorders (Moradi & Huang, 2008).

Body image concerns and binge eating disorders may be exacerbated by social media selfie behaviors. Women's everyday interactions with sexual objectification perceptions, such as publicity to media representations of female body parts and interpersonal clashes, socialize women to internalize an observer's perspective about their own bodies as objects to be investigated, according to Objectification Theory (Fredrickson & Roberts, 1997b).

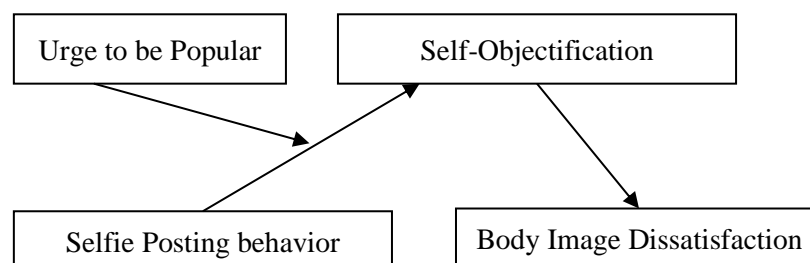
Meier and Gray (2014), found that body image issues and self-objectification in women is linked with picture activities on social media rather than their general use. Another study found that selfie sharing, specifically photo investment and alteration was linked to body dissatisfaction, food constraints, and thin ideal internalization. Photo investment refers to the effort and attention involved in picking selfies to post on SNS, whereas photo manipulation refers to the modification of the appearance of selfies before uploading (McLean et al., 2015).

Body dissatisfaction is a negative perceptual factor related to body image. Typically, dissatisfaction means a perceived inconsistency between an individual's current body and ideal body that instigate negative emotions related to body shape (Heider et al., 2018). There are two poles of body satisfaction: continuum of body image disturbance, in this a person is satisfied with some areas of his body and dissatisfaction, an individual is completely dissatisfied with his body .

Social networking sites are mostly appearance-focused on which users post their selfies and photos in which they think they are looking good and attractive, by the use of different filters or digital editing tools (Cohen et al., 2017). As a result, most of the pictures that are shown on social media are idealized and unrealistically attractive (Holland & Tiggemann, 2016). Given these trends, it is not surprising that multiple meta-analyses (Huang et al., 2020; Mingoia et al., 2017; Saiphoo & Vahedi, 2019) have discovered unfavourable impacts of social media use on body image. The use of social media and self-objectification have also been linked in a number of research involving samples of teenage girls (Markey & Daniels, 2022; Tiggemann & Slater, 2013, Tiggemann & Slater, 2014; Zheng et al., 2019). Several research has diagnosed sizeable body and weight dissatisfaction amongst women and girls, with social media serving as a critical catalyst for those concerns (Brown & Tiggemann, 2016; Holland & Tiggeman, 2016). Social media offers the risk for social comparison, similarly to acknowledgment to unrealistic allure expectations, body dissatisfaction is probably to result from not unusual place use (Fardouly et al., 2017; Tiggemann & Slater, 2013; Want & Saiphoo, 2017). Social media gift infinite idealized pics of skinny, lean/tone, beautiful, photo-shopped females, and the 'skinny ideal' and 'athletic ideal' are expressed as a natural, attractive, and doable body type for each woman (Kim & Chock, 2017; see also Meier & Gray, 2014).

Several correlational studies found that excessive selfie posting behaviour and excessive exposure of social media is strongly linked with body image dissatisfaction and self-objectification. Studies on pre-teenage girls and students of high school found that Facebook and Instagram users exhibit great desire for thinness, assimilation of thin ideal beauty standards, body shape examination, self-objectification and physical looks evaluation than non-users (Tiggemann & slater, 2014).

Images and videos of young ladies and girls that are viewed by millions of people each day on SNSs are frequently used in media to propagate standards of physical appearance. Sexual objectification is when material is excessively manipulated and emphasises the importance of an idealised sexy physical appearance over other qualities of human value. (Deighton-Smith & Bell, 2018; Ghaznavi & Taylor, 2015; Talbot et al., 2017; Tiggemann & Zaccardo, 2018; Wick & Harriger, 2018).



**Fig. 1.** Conceptual Model of selfie posting behavior their body dissatisfaction due to self-objectification

These statistics clearly shows how social media and the concept of selfie posting is getting prevalent among our young generation how baldy it is effecting their concept of body image and promotes body image dissatisfaction and self-objectification in them. The

purpose of current study is to find out this problematic behaviour among women of Sialkot and if these behaviours exists what was their prevalence so that we will identify how badly this problematic behaviour is affecting our young generation and leading them towards different mental disturbances. The significance of our research is that there are very limited researchers on this problematic behaviour in Pakistan especially in Sialkot.

## 2.1. OBJECTIVES

1. To examine the connection of selfie posting behavior and body image dissatisfaction among young women in Sialkot.
2. To explore the connection of selfie posting behavior on social networking sites with self-objectification behavior among young women.
3. To explore the occurrence of self-objectification and body image dissatisfaction among young women.

## 2. HYPOTHESES

1. There would be a strong association between selfie posting on social networking sites, self-objectification and body image dissatisfaction among young women.
2. Selfie posting behavior on social networking sites would negatively affect women concept about their body image.
3. Self-Objectification would increase body image dissatisfaction among women.

## 3. METHODOLOGY

### 3.1. RESEARCH DESIGN

A cross-sectional research design was used in the current study to check selfie posting behavior, self-objectification and body image dissatisfaction among women.

### 3.2. SAMPLE

A purposive sample of 200 women was recruited from different settings of Sialkot, Pakistan for data collection during (February-May 2022). The sample were consisted of 200 women and their age range was 13-29 years. They belong to rural and urban areas. They are from both public and private institutions.

### 3.3. INCLUSION AND EXCLUSION CRITERIA OF THE PRESENT STUDY

1. Women between age ranges of 13-29 was included and age below 13 and above 29 was excluded.
2. Women from both rural and urban areas were included.
3. Women from both public and private institutions were included.
4. Women who regularly take selfies and post selfies were included.
5. Those were included in our sample whose scores were above 40 (Borderline).
6. Those were excluded whose score would be below borderline (40).
7. Women who either use filter/don't use filter would be included.

### 3.4. MEASURES

#### 3.4.1. Selfitis behavior scale (SBS Balakrishnan & Griffiths, 2017)

Selfie posting behavior was assessed by using Selfitis Behavior Scale (SBS) which was developed by Balakrishnan and Griffiths. It contains 20 items with a Likert type scale of 5 points and its range is 1 (Strongly Disagree) and moving towards 5 (Strongly Agree). This scale comprises of six factors these are environmental enhancement, social competition, attention seeking, mood modification, self-confidence, and social conformity. Total score of SBS ranges from 20-100. This was further categorized as borderline, acute and chronic selfitis with score ranging 40-60, 60-80, and 80-100 respectively. The internal consistency coefficient of the measurement tool was calculated to be .94 for the total score, .91 for PES, and .93 for NEP.

#### 3.4.2. Objectified Body Consciousness Scale (OBCS, McKinley & Hyde, 1996)

Self-objectification was assessed by using Objectified Body Consciousness scale (OBCS) which was developed by McKinley and Hyde (1996). The OBCS is a 24 item Likert type scale having three subscales of body shame, body surveillance, and body control. Its range is 1 (Strongly disagree) moving towards 7 (Strongly agree) and NA being if they never experience the particular situation. It was scored by summing the participant responses with each subscale consisting of 8 items. Each scale score range was between 0-56. The internal reliability for the body shame subscale was 0.75. The internal reliability for the body surveillance subscale was 0.89. The internal reliability for the body control subscale was 0.72. The higher the score, the more the person is said to experience that particular subscale.

#### 3.4.3. Body shape questionnaire (Evans & Dolan, 1993)

Body shape questionnaire was used to measure the body image dissatisfaction which was developed by Evans and Dolan (1993). It contains 16 items with a Likert type scale of 6 points range between 1 (Never) and moving towards 6 (Always). Add up the scores on the item. Its equivalent is on the full BSQ by multiplying the score on the 16 item version by 34/16. The overall score range is between 34 to 204. BSQ was classified as no concern with shape (less than 80), mild concern with shape (80 to 110), moderate concern with shape (111 to 140), and marked concern with shape (over 140). The BSQ-16 showed excellent reliability (Cronbach's alpha =0.90), consistent with the previous studies and its one dimensional structure reached an acceptable adjustment (CFI = 0.95 and RMSEA = 0.05).

#### 3.4.4. Statistical Analysis

For data analysis, descriptive statistics, was used for Inferential statistics, Pearson product moment correlational was used to assess the relationship and Multiple regression was used to assess the different variables and T-test was applied for mean differences through SPSS (V-22).

### 3.4.5. Procedure

Initially the research synopsis was accepted by the Departmental Research Committee (DRC) of the Department of Psychology, GC Women University of Sialkot. Thereafter approval was obtained from the university official to conduct thesis for research and data collection. After that the scales were selected and the authors permission was taken, then the participants responses was collected from the different settings of Sialkot, Pakistan. Consent form, Demographic sheet, Selfitis behavior scale (Balakrishnan & Griffiths, 2017), Objectified Body Consciousness Scale (McKinley & Hyde, 1996), Body shape questionnaire (Evans & Dolan, 1993) were included for data collection forms. The data was gathered from different settings of Sialkot, Pakistan through questionnaires.

Participants willingness was taken into account and informed consent was attained from all participants during the research data collection. Participants first informed about the purpose, benefit and risk involved in the study. Once they have decided to be the part of the study by giving their consent, a questionnaire was shared to gather personal demographic information and other tools to measure Selfie Posting Behavior, Objectified Body Consciousness and Body Image Dissatisfaction. clear instructions were given to participants clearly on the form at the top of the section on how to complete the list of questions.

### 3.4.6. Ethical Considerations

First of all, approval of synopsis would be taken from Departmental Research Committee (DRC). Further, for conduction of research, and for necessary requirements permission would be taken from authorities of the university to conduct the research thesis. Permission to use the scales in the study would be taken from the authors of the scales. All ethical guidelines were practiced throughout the research course and progression. Through written consent form, willingness of the participants was obtained to participate in the current study. Participants was explained about the purpose, nature and procedures of the study. They were assured that their information would be kept confidential and were used only for academic purposes. And the participants were given the right to withdraw at any stage of the study.

## 4. RESULTS

This part grants the core statistical results and interpretations of the existing data. In order to analyze the data, Pearson product Moment Coefficient of correlation and independent sample t test method were used in SPSS V.22.

**Table 1.** Pearson product moment of coefficient correlation analysis of Selfitis behavior, objectified body consciousness and body shape among women.

Variables	1	2	3
Selfie posting behavior	–		
Self-Objectification	.423**	–	
Body image dissatisfaction	.616**	.578**	–

\*\* $p$ ,  $N=200$

Note: From the table above, it can be observed that SBS and OBCS have a significant positive relationship (.423\*\*) in women, whereas SBS and BSQ have a significant positive relationship (.616\*\*) in women. Furthermore, the analysis reveals that OBCS and BSQ also have a significant positive relationship (.578\*\*).

Results showed strong association between selfie posting on social networking sites, self-objectification and body image dissatisfaction. Thus, Hypothesis I was supported.

Results also showed that selfie posting behavior negatively affected women's concept about body shape and self-objectification increases dissatisfaction among women. Thus, Hypothesis II and III also supported.

**Table 2. Correlation of scales and subscales**

Variables	M	SD	1	2	3	4	5	6	7	8	9	10	11	12
Selfie Behaviour Scale														
Env.	15.46	2.166	-	.069	.118	.035	-.061	-.038	.339**	-.010	.261**	-.035	.393**	.498**
Attention	9.055	2.729	-	-	.300**	-.046	.109	.295**	.616**	-.040	.130	-.066	.290**	.549**
Social	12.61	2.817	-	-	-	.067	.089	.202**	.638**	-.042	.100	.067	.422**	.459**
Mood	10.46	2.451	-	-	-	-	.181*	-.037	.390**	-.023	-.048	.030	.076	.019
Self	9.790	2.506	-	-	-	-	-	.042	.442**	.086	-.076	-.009	-.004	.090
Subjected	9.470	2.506	-	-	-	-	-	-	.509**	-.027	-.013	.040	.061	.191**
SBS														
Objectified Body	66.85	7.478	-	-	-	-	-	-	-	-.023	.117	.011	.423**	.616**
Consciousness Scale														
Surveillance	30.41	5.932	-	-	-	-	-	-	-	-	.041	-.059	-.045	.023
Body shape	31.31	5.841	-	-	-	-	-	-	-	-	-	-.001	.195**	.218**
Control	13.61	3.721	-	-	-	-	-	-	-	-	-	-	.657**	.069o
OBCS	66.04	74.021	-	-	-	-	-	-	-	-	-	-	-	.578**
Body shape	12.09	13.16	-	-	-	-	-	-	-	-	-	-	-	-
questionnaire														

Note: The above table shows correlation between scales and subscales. The environmental enhancement subscale has no correlation with attention, social and mood. There is positive relationship between env, SBS, body shape, OBCS and BSQ. There is negative relationship between env, self, surveillance and control. The attention seeking subscale has positive correlation with social, self, sub, SBS, body shape, OBCS and BSQ. There is negative correlation with attention, mood, surveillance and control the social comparison subscale has positive correlation with social, mood, self, sub, SBS, body control, OBCS and BSQ and negatively correlated with surveillance. The mooded modification subscale has positive correlation with self, SBS, control, OBCS and BSQ and negative correlation and negative correlation with sub, surveillance and body. The self confidence subscale has positive correlation with sub, SBS, surveillance and BSQ and negative correlation with body control and OBCS. The subjective conformity subscale has positive correlation with SBS, control, OBCS and BSQ and negative correlation with surveillance and body. SBS has positive correlation with body OBCS and BSQ and negative correlation with surveillance. The surveillance subscale has positive correlation with body and BSQ and negative correlation with control and OBCS. The body shape subscale has positive correlation with OBCS and

BSQ and negative correlation with control. The control subscale has positive correlation with OBCS and BSQ. The OBCS scale has positive correlation with BSQ.

**Table 3. Regression Analysis**

Variable	Self-Objectification		Body Image Dissatisfaction	
	B (SE)	P	B (SE)	P
Selfie Posting behaviour	.39(.06)	.003	1.08(.099)	.002
Constant	39.48(4.06)		48.44(6.6)	
R2	.179		.379	

## 5. DISCUSSION

In present research, findings have illuminated the role of excessive selfie posting behavior in causing body image dissatisfaction and self-objectification among women in Sialkot. This study is designed to quantitatively analyze the relationship of body image dissatisfaction and self-objectification with selfie posting behavior.

The first hypothesis H1 of the present study that there would be strong association between selfie posting on social networking sites, self-objectification and body image dissatisfaction among women. The results of current study showed that there has been a moderate correlation and association between selfie posting behavior, self-objectification and body image dissatisfaction among women.

Results are consistent with objectification theory and it is clear that women who take selfies manifested greater state self-objectification than women who took pictures of objects. Thus, it has been observed that correlations exist between selfie behaviors and self-objectification in many studies (Veldhuis et al., 2020; Wang et al., 2019). It provides two important pieces of information. First, selfie posting, self-objectification and body image dissatisfaction are connected with each other in other words they have a connection between them and are interconnected. Second, is despite other factors of importance people who post excessive selfies on image based social networking sites reported body image dissatisfaction and are ignoring all other positive sides of their self-image and body shapes. So we can say that there is an association between selfie posting, self-objectification and body image dissatisfaction among women based on our results.

The findings of the current study are consistent with past researches in which researchers found that a moderate correlation exists between selfie posting behavior, self-objectification and body image dissatisfaction among women (Tiggemann & Zaccardo, 2018). Also, the current widespread use of social media platforms for interaction between active users/creators of visual content (no longer only between users with viewing rights) offers a new and easy means for self-objectifying experience and increasing objectified body awareness (Boursier et al., 2020; Caso et al., 2019; de Vries & Peter, 2013; Manago et al., 2015), based specifically on female body dissatisfaction (Casale et al., 2019).

A significant positive relationship was detected between selfie posting behaviour and body image dissatisfaction among women with regard to present results hence hypothesis H2 that Selfie posting behavior on social networking sites would negatively affect women concept about their body image is supported by these findings in this way that increase in

selfie posting behaviour decreases women satisfaction regarding their bodies and they become dissatisfied with their body shapes. Given the growing considerations regarding the damaging impacts of selfie activities on young women's body image (Mills et al., 2018), these findings are especially significant. Researches also state that the satisfaction level of women might be affected by their preferred selfie taking app. According to earlier studies, young women's body image is negatively impacted by exposure to Instagram selfies. (Chang et al., 2019; Wang et al., 2019; J. Yang et al., 2020).

Findings are also consistent with Social comparison theory” (Festinger, 1954) according to that all people have natural tendency to compare themselves with others this process is called self-evaluation process. Instagram users who have a high need for popularity may be more likely to care about the comments others leave on their selfies, which may make them less open to the benefits of those comments than users who have lower needs for popularity. People with a low need for popularity, however, might not be overly concerned with other people's opinions or feedback. They might upload selfies to maintain their self-worth by highlighting appealing aspects of their appearance rather than trying to get a lot of attention from others. Therefore, uploading selfies online may be a helpful technique for people who don't need to gain notoriety to boost their self-esteem, which will help them feel better about their bodies (Kim, 2020). Researchers have proposed that limiting SMU may reduce users' participation in negative social comparisons and ideal body internalisation, thereby facilitating improvements in appearance and weight-related esteem (Fardouly et al., 2015; Hogue & Mills, 2019; Jarman et al., 2021; Marengo et al., 2018; Tiggemann et al., 2018). For instance, a recent study indicated that the relationship between Instagram use and body dissatisfaction among young females was totally mediated by upward social comparison with social media influencers (Pedalino & Camerini, 2022).

Consequently, the H3 that self-objectification would increase body image dissatisfaction among women, has been proved by statistical results of the present study that these variables have moderately correlate with each other as According to "Objectification Theory" (see also Fredrickson & Roberts, 1997), women's daily encounters with sexually objectifying experiences, such as media representations of female bodies and interpersonal interactions, socialize women to understand and accept a person's perception of their own body as things to be judged. Women are taught that "looks" are important and that how others perceive them affects how they are treated. According to the theory of objectification, women might assume a "third person" perspective of themselves to influence how others treat them. (see also Fredrickson & Roberts, 1997).

## 5.1. IMPLICATION OF STUDY

Findings of this study provide awareness about how social networking sites are promoting selfie posting behavior among women of Sialkot, Pakistan. which is further leading them towards self-objectification and body image dissatisfaction. Our young generation especially young women are becoming mentally disturbed they are always in extreme tension related to their body image and are dissatisfied about their physical appearances and they spend a lot of their time and energy in taking and posting selfies, in editing their selfies just because of the factor to look beautiful and to get more likes and comments

under their posts, and to meet the thin ideal beauty standards of social media. It also provides a rough estimate about the intensity of this problematic behavior among women of Sialkot. The study has beneficial implication for women, researchers and mental health professionals to provide psycho education and counselling in these areas.

## 6. CONCLUSION

Data analysis, results and discussion permits a conclusion that finely summarizes the purpose and findings of present research. Selfie posting behavior, self-objectification and body image dissatisfaction are those factors of psychology that are rarely studied in Pakistan in combination with each other and therefore this research illustrates a new insight for the research by presenting empirical support for its incidence in city Sialkot, Pakistan. Findings reveal that there is significant positive correlation between selfie posting behavior, self-objectification and body image dissatisfaction among women. But several different factors including socio cultural background, societal beauty standards, preferred selfie taking app effects the association level between these variables. People who uses snap chat and Instagram filters are observed to be less dissatisfied with their bodies as compared to those who uses original cameras for selfie taking. Moreover, the findings of research indicate that 79% of women in current sample are on acute level of excessive selfie posting behavior according to the selfitis behavior scale categorization. Furthermore, findings indicate that a negative correlation exist between selfie posting and women's concept about their self-image and body. Findings also illustrates that body image dissatisfaction would increase self-objectification behavior among women.

### 6.1. LIMITATIONS AND RECOMMENDATION

The study contains quantitative research. For further research it is recommended to do a qualitative research on selfie posting behavior, self-objectification and body image dissatisfaction among men and women. Boundaries can be implemented while generalizing the findings that only women of age 13 to 29yrs were chosen as participants of the current study it is recommended for future studies to add women above age of 29 in their studies. The current study only consider women as participants and men were not included in sample. It is recommended to for future studies to add men along with women in their sample to see gender differences. In the present study all the data is collected from different areas of Sialkot city. It is recommended for future studies to gather data from different cities of Pakistan for a more generalized study.

### Author Contributions:

Conceptualization, A.K. and M.Q.; methodology, A.A; software, A.A; validation, A.K, M.Q, A.A and R.M.; formal analysis, A.A investigation, A.K.; data curation, M.Q; writing—original draft preparation, A.K.; writing—review and editing, A.A.;A.K,M.Q visualization, R.M.; supervision, M.Q. ;All authors have read and agreed to the published version of the manuscript.

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The study was conducted according to the guidelines of the Declaration of Helsinki and approved by the Institutional Review Board (or Ethics Committee) of Government College Women University, Sialkot, Pakistan (protocol code D/GCWU/SKT/DERC/22/002 and date of approval (1-03-22)).

### **Institutional Review Board Statement:**

N/A

### **Informed Consent Statement:**

Informed consent was obtained from all subjects involved in the study.

### **Data Availability Statement:**

Data can be provided on request.

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### **Conflicts of Interest:**

There is no conflict of interest.

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