

THE INTERNET AND SEXUAL HEALTH

Why don't I look like the popular people on social media?

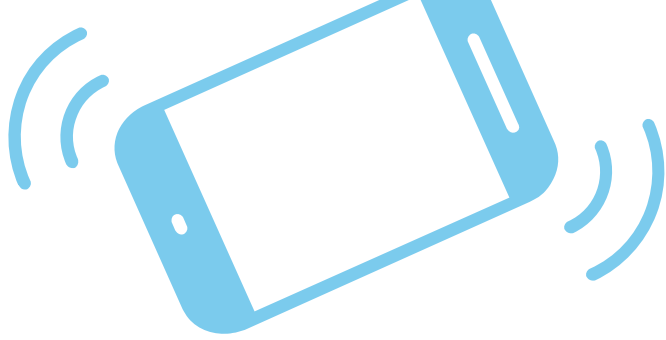
KEY WORDS

popularity | social media | distorting reality



Popular people on social media can be considered those that are **influencers**, who build their personal brand through posts and photos, or those who have **a lot of followers and engagement** from others. Because they aim to reach the largest number of other users, they create a **distorted view of reality** by tapping into the instincts and needs we all have, such as curiosity and intrigue, but also insecurity and harmful comparison.

By posting about their lives with photos and videos, influencers showcase flawless facial features, perfect backgrounds and amazing bodies. But actually...what's shown in their posts often deviates significantly from reality!



Even if these changes aren't solely due to **filters**, it's also important to remember that the image of a popular person is often crafted by a **team of specialists**, including hairstylists, makeup artists and stylists. Additionally, influencers typically present themselves on social media in **exceptional, unusual conditions**, such as distant exotic travels, stays in expensive hotels and spectacular events.

Attempting to conform yourself and your life to these ideals can result in negative effects on your mental health, which in turn can impact your sexual well-being. It's challenging to feel satisfied with yourself when your thoughts revolve around your body not looking like others' or that you're missing the perfect product to look better. This can lead to a **lack of comfort and acceptance** in sexual situations and with another person.



So far, various studies have suggested that to become a role model (both in the real world and virtual world), one needs to stand out with some distinctive above-average quality. However, this trend is no longer on the rise. For some time now, we have been witnessing a trend in the media often referred to as #PerfectImperfections, #TheRealYou, or #Normcore.

People are tired of unrealistic expectations and impossible roles being imposed on them. This optimistic shift can have beneficial effects on health, including sexual health.



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