

“An examination of social media on body image,
a perspective of a male body builder in Ireland.”

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2.Abstract:

The purpose of this study is to examine the effect that images commonly distributed amongst modern social media sites have, on young Millennials male body-builders in Ireland. Festinger's (1957) social comparison theory will be used to determine how can those who use photo share on-line facilities like "Instagram" can be affected. While many studies have indicated that there is correlation between body concerns amongst young females (Meier et al., 2014;Rodgers and Chabrol, 2009; Halliwell and Dittmar, 2005) via the usage of social media sites, the males audience seems to be neglected resulting in noticeable knowledge gaps, in regards to male body builders.

Moreover, `Selfie` phenomena is constantly increasing and affecting more young individuals than before. The number of new active users is constantly growing along with the number of photos that are being uploaded on-line. According to Papisova (2016) Instagram has up to 250million #selfies up to date. Additionally, millennials seem to dominate in the 'selfie' world adding up to 55% of the total self portraits uploaded (Papisova, 2016). Pop culture along with the Hollywood cinematic characters seems to be `pumping the iron` and constantly growing in muscle shape. Ideal, muscular bodies are ubiquitous across all media which is having a dramatic effect on young men, their body image and body behaviours (Heid, 2017; Coffey, 2014).

New modern social tribes such as metrosexuality or spornosexuality (Brennan, 2007; Hall and Gough, 2011; Simpson, 2012) are being created and fed into the individuals. The need to be own perfect body hero trend just seems to be accelerating

in a shocking speed. Tanning salons, gyms and body building magazines sales are peaking throughout the whole country (CSO,ie, 2017; Notaro, 2017).

As much as 500,000 Irish adults participate weekly in over 700 different gym facilities around the country (National Sports Policy Framework Public Consultation Paper, 2017). Moreover, according to Valentine (2015) as much as 850,000 Irish adults are members of gym, representing almost 22% of the total population of Ireland (Valentine, 2015).

Furthermore, according to a report by McGeown (2016) Irish customers have spent on gym and fitness related services back in 2015 over 690Milion Euro and this figure is expected to further grow up to 749milion by 2021 (McGeown, 2016). This could indicate that there is more demand for fit, perfect bodies or customers are just more body aware. Some would suggest that modern social media sites such as `Instagram` or `Facebook` could facilitate the need to look fit via the `selfies` phenomenon (Eisenberg, Wall and Neumark-Sztainer, 2012; Fardouly et al., 2015).

This dissertation is going to further evaluate if there is a problem growing in the modern Irish society or just another fashion trend is taking place, which will pass on with time.

3.Introduction:

Ireland being a rather small country with a total population of 4,757,967 people in 2016 (Cso.ie, 2017) has a high percentage of social media users. According to multiple sources as much as 74% of the total Irish population (Ross, 2017) is using social media, with an average of 700,000 logins into their `Facebook`, `Instagram` and `Twitter` each day (Kane and Rarr;, 2017). Moreover, in line with Shaw (2016) Irish millennials`s favourite social networking site (SNS) is Facebook. A survey suggests that as much as 67% of the Irish population has a `Facebook` account (Shaw, 2016). Additionally, in line with the Social networking tracker (2017) Instagram (28%), Twitter (25%) and Google+ (21%) are the three biggest social networking sites (Farrelly, 2017) in terms of popularity amongst Irish Generation `Y`.

Modern literature suggests that young social media users as well as traditional media users are suffering a number of physiological and psychological problems in relation to own body satisfaction. According to Leit, Gray and Pope (2002), Cash (2012) and Argyrides & Kkeli (2013) viewing of muscular images via magazines and television can lead to own body dissatisfaction which can further develop into eating disorders.

Moreover, modern social media sites such as `Facebook` and `Instagram` are suggested to cause even more harm than traditional media. In line with, Arbour & Ginis (2006), Fardouly et al., (2015) and Eisenberg, Wall and Neumark-Sztainer, (2012) the ubiquity of edited muscular images seen via social media sites can lead to own

body dissatisfaction amongst young body builders which can result in steroids usage. Additionally, it is suggested that social comparison theory Festinger (1975) with the increasing number of `perfect bodies` seen via social media and traditional media can lead to narcissism (Freud, 1914) which can be directly linked with the escalation of metrosexuality tribe (Simpson, 1994) amongst the young gym users.

Furthermore, the increasing number of gym and body aware males in Ireland has increased according to Valentine (2015) since the economical down turn that took place back in 2008. While Crawford, (1980) and Alexandra (1999) suggests the government interaction to be the main drive for the increased body awareness. According to Hakim (2015), the increasing number of body awareness males is due to the social capital (Bourdieu, 1986) gained through own body.

To further understand the way in which young Irish Millennials are affected by viewing of the body image related media, a number of in depth interviews were concluded. Keeping in mind the interpretivism approach (Saunders, Lewis and Thornhill, 2014) due to the fact that all human beings are different and view the world around them individually.

Moreover, a purposeful sampling method (Patton, 2002) was employed to ensure that the interviewee would have sufficient knowledge within the area of the study. All the data collected was transcribed and main themes were identified to ease the process (Kvale, 1996) of connecting the similarities and differences within the area of the study.

While the existing literature identified a number of negative effects that social media has on young Millennials, this research only identified two main effects which

could be linked with the existing literature. Social media usage is age dependant and younger audience tends to spend more time `glued` to their phones. Moreover, metrosexual tribe was present amongst all of the interviewees, further validating work concluded by Simpson (1994).

While the results correlate with some of the existing literature, it would be suggested that a small number of respondents and small diversity in terms of location and age would somehow generalize the finding, therefore a further study aimed at a higher number of individuals from different locations could add to the finding concluded in this study.

4.Literature review:

4.1 Millennials are hyperconnected.

Strauss and Howe (1991) describes Millennials as individuals born between 1982 and 2003 (Strauss & Howe, 1991, p. 342). As reported by, Central Statistic Office (2016) there are roughly 265.200 males aged between 15 to 24 and 666.100 aged 25 to 44 (Cso.ie, 2017) in Ireland, which are referred to as millennials.

It is suggested that generation `Y` individuals are completely integrated into the technology world. Smart phones and social media being used daily for an average 3.2 hours daily, resulting in roughly 22.4 hours a week (McArdle, 2017; Hill, 2016). Moreover, on-line privacy seems to be a not a problem for young social media users. This results in sharing of self portraits without any hesitation daily, as a self promoting mechanism tool (Rouse, 2014). Furthermore, Naftulin (2016) suggests that technology

along with pop-culture, music and liberal mind set are the core characteristics of millennials.

Having said that, introduction of faster and more user friendly Web 2.0 seems like the milestone in terms of evolution of the on-line social media. Faster and more reliable internet was introduced to the public in the “fall of 2001 marked a turning point for the web”(Donelan, Kear and Ramage, 2010). At that time, hand held devices were only given access to `2.5G` also known as `general packet radio services` Internet connection (Bunker, 2013). `GPRS` connection did not allow their user to easily and enjoyably access internet nor upload any form of pictures to internet due to its transfer speed of 115kbps (kilobits per second) (Joan, 2012).

In 2003 `3G` mobile internet connection was introduced to the masses, with theoretical maximum speed of up to 2Mbps (Megabits Per Second) which equals to 2000kbps (Bunker, 2013). An increase of 1640% in speed was a huge step forward in terms of connecting general public to the world of the internet.

With this in mind, a year after the introduction of the 3G mobile internet, in February 2004, the first social media website was available to their users widely known as `Facebook`. Additionally the acceleration in terms of mobile phone usage could be further linked with the introduction of first `smart phone` in 2007 (Arthur, 2012) when first `iPhone` was available for purchase. Smart phones gave their users more functionality than any phone ever before. Big colour touch screens, with endless application that could have been purchased on the `app store` and most importantly two cameras for pictures and `selfie` taking. (Ritchie, 2017)

Furthermore, in 2010 `Instagram` was introduced to the world. “Instagram is

essentially a social media `app` made for sharing photos and videos from a smart phone” (Appleton, 2017). According to the Parker (2016), `Instagram` users share on average in 2015, 95Millions photos each day and `like` roughly 4.2Bilion posts per day (Parker, 2016). With this in mind, its not a big surprise that the word `selfie` was added to the Oxford English Dictionary in November 2013. `Selfie` is typically a self portrait taken with a smart phone with the purpose to share it on social networking sites. This only illustrates how much of an influence on-line sites have, since they can be the main reason behind replacing commonly known words with more modern equivalent words. Self portrait was quite quickly replicated with `selfie`.

Having said that, multiple studies (Lowery, 2017; Rosen et al., 2013; Rouse, 2014) suggest that being hyper-connected can lead to many problems, both physical and mental. In line with Sisson (2010) being constantly `glued` to a phone can lead to `Phantom` phone vibration, internet addiction and depression which can be all tied in with being hyper-connected (Sisson, 2013). Furthermore, eating disorders and own body dissatisfaction can further develop amongst internet addicts (Singyin, 2017).

4.2 Harm done by magazines and television content.

Since the introduction of paper and television advertisement masses have been influenced to buy certain products and behave in certain ways to fit in. Focusing on body image, there is some evidence in the current literature to suspect that both magazines and television advertising spots do impact on society (Leit, Gray and Pope,

2002; Cash, 2012; Argyrides and Kkeli, 2013). On the other hand social media sites are fairly `new` in terms of existence therefore, a smaller number of research was concluded in this area. This being said one would suggest that examination of current social media sites within Irish context could be beneficial.

Having said that, young adults are being exposed to a number of photo shopped, unrealistic body images for roughly forty nine minutes a day according to Heneghan (2017). Advertising campaigns and social media spots, in which muscular bodies are being shown are accelerating in terms of volume over the past few decades (Williamson, 2014). Multiple sources have suggested that exposure to muscular bodies via advertisements on television and magazines can have negative effects on their viewers (Merrick, 2014; Sherman, 2016). Eating disorders, mood change, lower self esteem are only few of the possible problems that individuals can suffer from, due to the exposure to purposely edited images (Loth et al., 2014; Leit, Gray and Pope, 2002).

In a study by Richard et al., (2002) in which college males were exposed to a number of advertising pictures, to examine the effects of exposure to images of muscular bodies and the possible effect it could have on young males. Leit et al., (2002) suggests that those who were exposed to a edited advertising “showed significantly greater discrepancy between their own perceived muscularity and the level of muscularity that they ideally wanted to have” (Leit, Gray and Pope, 2002).

Evolution of the perfect body demanded by the social media is continuously growing, raising up the difficulty to achieve such a high goal. This could possibly have a negative impact on modern males regarding their satisfaction with own body image in comparison with the bodies seen on television, magazines or social networking sites

(Loth et al., 2014)

According to Agiliata and Tantleffe-Dunn (2004), research that was carried out could further validate the harm that is done to the viewers of magazines as well as television advertising campaigns. A Study in which 158 male participants took part in, aged from 17 to 27 (mean age of 21) were exposed to a number of advertising campaigns. The group was divided into those who were exposed to edited muscular images versus those who were exposed to non edited ones.

Straight after the exposure to the above advertising, results were taken along with Multidimensional Body-Self Relations Questionnaire (MBSRQ) which is a “self-report assessment regarded body image as a reflection of affective, cognitive, and behavioural dispositions toward one’s own body” (Cash, 2015). In line with Thomas Cash (2012) the MBSRQ “is a well-validated self-report inventory for the assessment of body image” that allows to get a base line of individuals “attitudinal dispositions toward the physical self” (Cash, 2012; Argyrides and Kkeli, 2013)

Moreover, a study that was carried out in the late 1980`s by Silverstein et al., (1986) concluded that: “the current standard of attractiveness portrayed on television and in magazines is slimmer for women than for men and that the recent standard for women portrayed in magazines and in movies is slimmer than it was in the past” (Silverstein et al. 1986). Additionally, Agilita et al., (2004) further argues that individuals who were exposed to a high number of edited advertising spots via television or magazines “had significantly higher reports of muscle dissatisfaction” (Agliata and Tantleff-Dunn, 2004). With this in mind, author also indicates that: “exposure to media images of the ideal male body, defined as lean and muscular, can

have deleterious effects on mood and body sanitisation in men” (Agliaata and Tantleff-Dunn, 2004).

Additionally, as reported by Hargraves and Tiggemann (2002) in an experiment which consisted of total of 400 participants (195 females and 206males). Results showed that males viewing appearance related adverts “led to increased schema activation, although mood and body dissatisfaction were not affected” (Hargreaves and Tiggemann, 2002). Moreover, in line with a study by Cramblitt and Pritchard (2013) further validates that “those who read more magazines and watched more television would have higher drives for muscularity” (Cramblitt and Pritchard, 2013).

4.3 Harm done by Social media content.

Kim and Chock (2015) examined the relationship between body image satisfaction and the usage of social media and found “...significant differences between male and female participants propensity to engage in appearance comparison and body image concerns” (Kim and Chock, 2015, p335). The above finding suggests that there is a close correlation in body concerns and use of social media amongst users in the United States. Unfortunately, unrepresentative nature of the research as well as limited demographic diversity (75% Caucasian) of those who took part in the survey, might

only indicate that just one group of people might be said to have close correlation between the usage of on-line photo sharing websites and their own level of body image satisfaction.

Furthermore, in line with Eisenbers et al., (2012) which suggested that social media images have become increasingly muscular, could potentially have an impact on social networking sites users. Study confirmed that 34.7% of participants used protein powder or shakes and 5.9% used illegal substances like steroids to enhance their muscle mass (Eisenberg, Wall and Neumark-Sztainer, 2012). Moreover, research by Satici and Uysal (2015) further confirmed the previous hypothesis that general social media sites can have a negative impact on one`s own body satisfaction.

Likewise, in line with Arbour and Martin (2006) and their study which focused on the correlation of exposure to muscular and hyper-muscular social media images and body dissatisfaction amongst males, further validates the negative effects it has on young males. The authors suggest that body image dissatisfaction and muscularity concerns can be triggered in a negative way via exposure to the above muscular images (Arbour and Martin Ginis, 2006)

Moreover, a study by Rosen et al. (2013), was aimed to establish if the usage of technology and/or social media websites can lead to technology related anxieties/attitudes. In total 1143 participants took part in the research, which concluded that “technology and media usage, particularly social network ‘Facebook’ would predict clinical symptoms of psychological disorders” (Rosen et al., 2013, p.1247). The results suggested that negative outcomes that could be associated with the usage of social networking sites. Predictions of disorders in which `Facebook`

usage could cause narcissism or mood disorders regarding own body image could be further linked with the study (Rosen et al., 2013).

However, results would differ depending on ones attitude towards technology use. Focusing on Generation `Y` and their nature of being hyper connected. One would suggest that most of Millennials could be affected by the social networking sites (Rouse, 2014). This being said, one would suggest that age has a major role in how one is affected by the usage of on-line social media.

In line with the study that was carried out in 2015, the middle aged and older generation (Generation X) are significantly less affected than young adults (Generation Y) (Hayes, van Stolk-Cooke and Muench, 2015). This could suggest that those who were born before the introduction of internet are less dependant on technology, therefore less likely to be affected by it, in comparison to those who were born in the early 2000`s.

Having said that, advertisements on social media portraying thin, edited images do have a negative effect on males in regards of own body satisfaction (Blond, 2008; Rosen et al., 2013; Arbour and Martin Ginis, 2006) Additionally, emotional disorders such as `bulimia nervosa` can be further developed in some cases (Fardouly et al., 2015). To further understand the whole process on how one feels less attractive by being exposed to on-line advertising, a comparison theory has to be briefly explained.

4.4 Social comparison theory.

In line with Festinger (1975) theory of social comparison can influence one's self-esteem as well as self-concept by other people around us (Festinger, 1975). Resulting in benchmarking with others, which can boost individuals self esteem. On the other hand, it can equally do the opposite. According to Festinger (1975) there are two main types of comparison. Downward comparison, which is said to be comparing ones appearance with those who are worse than himself and upward comparison which is said to be done on those who are better looking than the individual (Festinger, 1975) which could have a very negative effect on one's self image, a toxic mirror as referred by a blogger Simmons (Simmons, 2016).

With this in mind, one would say that comparison lays within human nature, it states that individuals tend to compare themselves to others around them to determine their own opinion about their own body in order to define themselves (Croft, 2017). One would suggest that it's like a second nature, which is done on a regular basis without even noticing it. Comparison should not be a problem as long as comparing would stay within the realistic world that were existing in. Unfortunately, the increasing number of photos and marketing spots purposely edited, that are being uploaded to those social media sites are expanding in extreme pace facilitating negative comparison.

According to Grogan et al., (1996) when individuals are exposed to attractive same gender models, upward comparison is being used (Grogan, Williams and Conner, 1996). This can result in some cases, in worsening individuals mood as well as self

esteem. A feeling of `defeat` (being worse) is also greatly increased (Carmona et al., 2006), which could lead to individuals to copy styles fashion trends via social media sites (Buunk et al., 2001) to be equally good looking. One would suggest that young body builders might end up with abuse of illegal body enhancers such as steroids to `keep up` with what they see on social media platforms (Simpson, 2012).

Nonetheless, social networking sites (SNS`s) give plenty of opportunities for individuals to compare themselves to others, their friends or celebrities they follow. In some cases pictures that are shared on `Instagram`, `Twitter` or `Facebook` give an "impression that others are doing better than we are". As a result, the usage of these sites may lead to negative social comparison"(de Vries & Kühne, 2015). According to Vogel et al., (2015) this can result in "people to feel inadequate, have poorer self-evaluations and experience negative effect" (Vogel et al, 2015) leading to lower self esteem as well as possible mental disorders amongst young male users (Hummel and Smith, 2014). Furthermore, a study by Hobza et al., (2007) further suggests that exposure to more muscular individuals for example 'sport stars' can directly impact on ones self physical attractiveness scale (Hobza et al., 2007).

Furthermore, a similar study that was conducted by Galen (2014) suggests, that people comparing themselves to others via social media sites tend to feel rather negative. "I often feel like my Facebook friends are happier than me and leading more successful lives" (Panger, 2014) and 'Facebook' is often a reminder that I'm not as happy as others" (Panger, 2014). The above findings could further validate the negative effect that social media sites have on their users (Karazsia and Crowther, 2009). Irish

body builders could react in a similar way, worsening own body images and self esteem.

Moreover, the correlation of the total time spent on social networking sites and the magnitude of the harm done to ones mood and body image satisfaction could further suggest that social media sites do effect modern society(Grabe, Ward and Hyde, 2008). A high percentage of social media sites consumption results in the high number of individuals being exposed to “perfect body” images, which is believed to lead to potential problems (Grabe, Ward and Hyde, 2008).

Not to mention that “exposure to thin-ideal advertisements increased body dissatisfaction, negative mood, and levels of depression and lowered self-esteem” (Bessenoff, 2006). Moreover, “visual platforms like Facebook, Instagram and Snapchat deliver the tools that allow teens to earn approval for their appearance and compare themselves to others. The most vulnerable users, researchers say, are the ones who spend most of their time posting, commenting on and comparing themselves to photos” (Simmons, 2016).

However, Lup, Trub and Rosenthal (2015) examined the relationship of the frequency of ‘Instagram’ usage and possible depressive symptoms to occur. According to the authors, some of the participants were recorded to have developed poor own self image (Lup, Trub and Rosenthal, 2015). Having said that, one would suggest that the above study was quite limited in terms of the number of participants and gender diversity, therefore results should be treated with some degree of scepticism.

In light of the above studies, it is suggested that Social Media Sites (SMS`s) do have

a negative impact on one`s well being, eating disorders, mood changes, or well being can all be affected by long exposure to on-line sites. (Cohen and Blaszczynski, 2015, p.3). In agreement with, Karazsia and Crowther (2009) self images of young males can be effected via a downward comparison further worsening their own body image (Karazsia and Crowther, 2009).

Having said that, new trends are being pushed through advertisements at naive young audience. Super human like individuals motivating young males to join the gym and strive for the unachievable bodies as well as boost the sales of the gym related products that they advertise (HealthyPlace, 2017). For instance, one would suggest that young males will follow the trends just not to be seen as outsiders, which could result in increased spending in muscle enhancement products, more frequent usage of tanning and beauty salons just to get that 'Joey Essex look' (McLelland, 2015).

4.5 Narcissism, 'selfie' obsessed.

Sigmund Freud (1914) once described narcissism as : "person who treats his own body in the same way in which the body of a sexual object is ordinarily treated" (Sandler, Person and Fonagy, 2012). With this in mind, a hundred years later a narcissism phenomena broke out via usage of social networking sites in the form of 'selfies' (Jackson, 2017). One would suggest that similarly to an ancient Greek mythology character Narcissus, young males are becoming `self obsessed` with their own image (muscularity) and share their self portraits via social networking sites to

'show off' and possibly impress their peers (Seidman, 2015).

In a study by Shaun Davenport et al., (2013) which focused their research on the two most popular social media sites 'Facebook' and 'Twitter', concluded that both sites can equally develop narcissistic tribes (Davenport et al., 2014). Authors argues that 'Facebook' which is profile based is more preferable by adults, therefore affecting them to higher extent. By contrast, 'Twitter' which is 'micro-blogging' based platform is more popular amongst millennials. The nature of a blog like platforms, indicates that young users will be using that site more frequently to upload 'fresh' content daily, which could result in the development of narcissism tribes amongst Twitter users (Davenport et al., 2014).

Moreover, an experiment that was carried out, on a pooled sample of 1296 men and women had an objective to determine which gender shares more photos on-line. Individuals taking part in the experiment were asked to complete a Narcissistic Personality Inventory test (Raskin & Terry, 1988) as well as a Polish version of the narcissistic test (Bazinska & Drat-Ruszczak, 2000) which consisted of four different parts. The results of that study concluded that: "the link between narcissism and 'selfie' posting is stronger among men than women." (Sorokowski et al., 2015).

The above research indicates that males tend to upload less content on-line in terms of quantity. However the correlation of the narcissism is stronger amongst young males (Sorokowski et al., 2015). "Given that narcissism is associated with the usage of self-promoting social networking sites behaviours, it was expected that narcissism would be positively related to the frequency of posting 'selfies' on social networking sites" (Weiser, 2015).

Moreover, an experiment by Weiser (2015) measured total time of using SNS's, and posting frequency of 'selfie' to establish, if high usage of on-line facilities could have lead to the narcissism tribe. Findings indicated a positive correlation between the increased total number of social media sites and narcissism tribe, which is directly associated with the need of self promotion via `selfies` on social media sites (Weiser, 2015). Additionally, the author also suggests that "narcissistic individuals consider themselves to be physically attractive" (Weiser, 2015) That said, Carpenter (2012) suggests that some on-line individuals use self portrait to "allow one to present an inflated sense of self to as many people as possible" (Carpenter, 2012).

On the other hand, some studies may suggest that 'selfies' are being used by males as a means of communication and self promotion via social networking sites. However, Ritu Kela (2017) suggests that 'selfies' are "likely to cause addiction, mental illnesses and even suicide" (Kela et al., 2017). Kela et al., (2017) in a survey, in which 250 students (55% females, 45% males) aged between 18 and 25 took part of, concluded that "taking more 'selfies' makes people self obsessed narcissists" (Kela et al., 2017).

Multiple sources suggest that narcissistic phenomena is more frequent amongst males than females (Sorokowski et al., 2015; Dockterman, 2017). According to Eliana (2017) the main rationale behind this, could be linked with the drive for leadership and authority (Dockterman, 2017). Moreover, Jeffrey Kluger (2015) suggests that the desire for power which is usually grater in the males audience could be another factor to take into consideration when talking about narcissism (Kluger, 2015).

The above suggests the reason males are more likely to be affected by a narcissism

tribe. However, a study by Washburn et al., (2004) suggests that taking 'selfie' portraits have a close correlation with increased aggression among young adolescents (Washburn et al., 2004). Additionally, self-objectification and psychopathy traits were also identified between the male 'selfie' users (Seidman, 2015).

However, there are no significant personality trait differences between those who take self portraits and those who don't, according to the study by Qiu et al., (2015). The author concluded in his research that there is "no significant difference between 'selfie' and 'non-selfie' owners' personality traits after controlling for age and gender" (Qiu et al., 2015). In line with this, there are no clear indications to formulate an answer to why and if males are effected by social media and could narcissistic tribe be one of the side effects.

4.6 Social gratification, social identity.

Some of the recent studies would suggest that a social identity gratification (SIG) (Stryker, 1968) could be a main driver for young people to use social networking sites to their pursuit of celebrating muscular physiques. In line with Blumler (1985) social identity gratification is a "social group membership and affiliations formal and subjective, that might feed audience concerns to maintain and strengthen their social identities through what they see, read and hear in the media" (Blumler, 1985, p.50).

Millennials use the social networking sites mostly for: "presenting and managing a certain identity and person in a social context" (Dunne, Lawlor and Rowley, 2010).

With this in mind Tajfel (1979) suggests that social identity theory is all about being a part of a group which is a source of self esteem and pride (Tajfel, 1979). This being said, it is suggested that young millennials use social networking sites to create and maintain social identity via their body image (`selfies`) which is a source of self esteem booster (Dunne, Lawlor and Rowley, 2010). Getting `likes` and `followers` however, could lead to rivalry amongst similarly minded individuals, further pushing young males to `push` their bodies beyond competitors to stay on `top of the game` regarding their physique.

Furthermore, a study by Harwood (1999) also suggests that: "Individuals choose to view shows that bolster their identification with the social groups that are important to them" (Harwood, 1999). This indicates that individuals might be viewing certain videos such as `vlogs` and other `how to` clips to further develop on their knowledge in the area of body-building to expand on their current physique. Additionally, other fitness individuals might follow more experienced fitness `players` through the social media sites like `Instagram` or `Facebook` to "bolster their identification" and gain more knowledge (Harwood, 1999).

Nonetheless, in line with a blog of popular site `Vice` Body-building changed from doing it for passion and `greater me` to a money making machine (Chan, 2016) further indicating the existence of body-building social identity gratification. While interviewing a professional body-builder Renaldo Gairy, he admitted that thanks to social media sites like `Instagram` or `YouTube` he was able to create an identity and promote himself. Gairy said that "Social media has enabled the sale of the self to

happen on a level that we've never experienced before," "Instagram, Facebook, Twitter—they've all magnified the ability to present yourself" (Chan, 2016). The above could indicate how much influence the modern social media `starts` have on the young audience. Attracting like minded individuals to promote sport and sell products which are believed to accelerate their muscle gains.

On the other hand, in agreement with Barker (2009) "...those who felt negatively about their social group, used social networking sites as an alternative to communicating with other group members..." (Barker, 2009). This could indicate that taking part of a group resulted in additional way of communication for those within. Furthermore, the author suggests that "Males were more likely than females to report negative collective self-esteem and social networking sites usage for social compensation and social identity gratifications"(Barker, 2009).

4.7 Action toys evolution.

There is sufficient evidence indicating that commercialization of mass media and the evolution of physique of action toys does exist (Pope et al., 1999; Boyd & Murnen, 2017) having a negative effect on young audience. Evolution of muscularity of action toys could be directly linked to 'reverse anorexia', eating disorders and lower self esteem due to own body dissatisfaction (Cruz, 2014).

With this in mind, Pope et al., (1999) who examined the evolution of popular American action toys, that took place for over 30 years find some interesting results. Authors suggest that “figures have grown much more muscular over time, with many contemporary figures far exceeding the muscularity over the largest human body builders.” (Pope et al., 1999). Additionally, study by Liokaftos (2012) which was focused on the evolution of body-building, which was stated by the author developed from “classical” to “freaky” further provided evidence of the evolution of body building over the past years (Liokaffos, 2012) which could be possible linked with the evolution of shape of action toys.

More recent study by Boyd and Murnen (2017) examined the relationship between the shape of most popular action toys in United States and the association with heterosexual “success”. According to Boyd and Murnen, males action figures had noticeably more muscular bodies and their muscularity was directly associated with success and dominance. Additionally, “more muscular male action figures were more likely less muscular than the ones to be shown with hands in fists and with an angry, emotional expression, suggesting male dominance” (Boyd and Murnen, 2017).

Height, muscle size as well as muscle definition evolved over the past three decades from an average looking male to a super human with a six pack and big arms. This image is fed to young toy users which, will construct an image of how they should look when they grow up. In most cases unachievable physique, which could lead to lower self esteem or mood disorders regarding own body image (Diep, 2016).

That said, one would suggest that young individuals are being programmed to believe that this type of physique is the norm amongst similarly aged males, resulting

in reshaping ones view on perfect bodies. Moreover, one would suggest that young individuals playing with over sized action figures a couple of years later, could strive to achieve similar physique to those toys, resulting in 'bigorexia' which is also known as reserve anorexia or other forms of mental disorder which would evolve over up coming years (Pope et al., 1999).

Mosley (2009) studied body builders who had suffered depression and bulimia nervosa recording that "It is possible that some individuals with pre-existing psychopathology gravitate towards body building, eventually culminating in the development of frank muscle dysmorphia" (Mosley, 2009). Moreover, Olivardia et al., (2000) suggests the root cause of muscle dysmorphia could lay within the mental well being of individuals as well as past experiences. In a set of interviews on over 54 participants, results shown that those who suffered muscle dysmorphia often described: "shame, embarrassment, and impairment of social and occupational functioning in association with their condition." (Olivardia, Pope and Hudson, 2000).

In conclusion, it is suggested that action toy`s muscularity could be the drive for individuals root cause for muscle dysmorphia, that is being `feed` into kids heads since the young age via the above mentioned action toys.

4.8 Commercialisation of media.

It is suggested that commercialisation of social networking sites from its prime objective of connecting and building relationships between people (Mukerji, 2007) is

shifting more into advertising realm. Christofer (2014) argues that the nature of social networking sites are changing from an initially non-commercial nature to full of social media marketing site, allowing marketeers to 'push advertise' their products on social media sites users via modern social media 'stars' (Christofer, 2014).

Moreover, Schnider (2017) argues that the main objective of social marketing via social networking sites is to sell the desired behaviour rather than tangible product (Schneider, 2017). This being said one would suggest that marketeers are using manipulative techniques on social media sites to get to the desired outcome for them for example: change behaviour of customers.

With this in mind, Newhoff (2015) in his article talks about the digital utopia and the 'net neutrality' which states that internet service providers should allow to access to all the content on-line allowing individuals to choose what they desire rather than limiting the pool of possible resources. This could further suggest the evolution of the internet and social media is shifting its nature towards an crowded advertising space. Moreover, Newhoff (2015) suggests the ease in which social media sites can manipulate public opinion or view by the way certain information is being displayed or re-enforced with images or headlines which further suggests that internet just like physical world is becoming full of 'on-line advertising banners (Newhoff, 2015).

All things considered, it seems reasonable to assume that the above information with conjunction of manipulative advertising via television and magazines, could indicate that certain behaviours can be demanded from customers, motivating them to perform certain actions (Birkett, 2015; Fardouly et al., 2015; Kkeli, 2013). The increasing demand for perfect muscular body seen across all social platform could be

seen as a 'bait' to turn more male individuals to adapt certain body ideal targets.

4.9 'Spornsexual', evolution of metrosexuality.

It is suggested that metrosexual tribe, which is essentially the idea of a 'perfect body' could be another side effect that modern social media has on its users. In the early nineties Simpson (1994) was the first to identify the metrosexual tribe, in his article 'Here Comes the Mirror Men' he describes the new 'wave' of metrosexual males as individuals that were interested in the fashion and were not afraid to appear effeminate (Simpson, 1994).

Moreover, Carniel (2008) describes metrosexual individuals as straight males, who have particular interest in hair styling and whom attend gym primarily for aesthetic purposes (Carniel, 2008). Additionally, in line with Brennan (2007) a metrosexual individual can be defined as: "usually single with latest hairstyle, that grooms and buffs his head and body" (Brennan, 2007).

Matthew Hall and Brendan Gough (2011) studied the evolution of metrosexuality via men's lifestyle magazine in the 1980's in two contexts. The traditional context in which metrosexuality is being associated with feminised practices and second context which was linked with 'metrosexual' masculinity. The survey suggested rather negative results in regards to heterosexuality, with majority of comments associating the above mentioned tribe with gay community (Hall and Gough, 2011).

It is suggested that the evolution of metrosexuality to spornsexual could be directly linked with with the social media sites (Carniel, 2008). In line with the Simpson (2014) and his blog, "the metrosexual is no longer, as it evolved into spornsexual". The author using a famous footballer David Beckham as a prime example in his blog describing David as : " fragranced, buffed, ripped, groomed, selfie-adoring" (Simpson, 2014) being seen as a successful person, young audience might try to follow up on the his life style for example having a similar body physique as it could be associated with success.

In this in mind, Simpson (2012) suggests that males now take longer getting ready than females. Additionally the usage of steroids and prescribed drugs has increased just to achieve the 'hot' look argues the author of blog : "So. Men are obsessed with their bodies. Is that so bad" (Simpson, 2012) further validating the evolution of body awareness amongst young males.

More over, in line with this Harris and Clayton (2007) who studied Welsh rugby player Gavin Henson and the correlation of sport and metrosexuality, further validates the shift of physique of the modern sports man (Harris and Clayton, 2007). The above research could be linked with the idea of individuals `selling the dream` via the distribution of body images on social networking sites as mentioned by Hakim (2015).

By contrast, Hakim (2015) suggests that the rapid growth of the self body awareness amongst young males could be directly linked with the economical down turn that took place back in 2008 in Europe. Hakim (2015) suggests that young individuals were escaping their current economical situation which was caused by

uncertainty and lack of job security. Furthermore, Hakim suggests that the `social currency` that was gained via bodily muscularity and then shared via the usage of social networking sites was mainly done to cope with the financial issues at the time (Hakim, 2015)

Having said that Simpson (2016) suggests that modern young metrosexual males, are usually single, wealthy, muscular and only dressed in the designers clothing such as `Calvin Klein` or `Ralph Lauren`. Writer also indicates that beauty treatments once exclusively available for females are becoming more popular amongst young males, further indicating the growth of metrosexual community. Simpson (2016) suggests that having overlooked, muscular body can bring many benefits to individuals, self branding can lead to becoming a social media star resulting in becoming a brand ambassador which can be seen as full time job by millennials (Simpson, 2016).

Additionally, authors also suggests that the rapid growth in sales of protein powders and gym memberships is caused by two particular reasons. First to achieve desired body shape and body fat index and second to distribute particular type of image via social networking sites to not only look `hot` but also sell the dream of perfect body to other on-line users (Hakim, 2015; Simpson, 2016). Porn aesthetics by self branding via edited self portraits seem to be a trend amongst young body builders in modern times.

That being said, the predictions of sale of protein powders as well as last years sales for Irish company "Glanbia" have grown up by 13% in 2016 alone, adding up to total worth for that year to 10 Billion Euro. Protein market is further expected to increase in sales in up coming years (Burke-Kennedy, 2017). The tribe of

metrosexuality and increased interest in personal body image could be directly linked with the increased amount of gym and gym related products over the past decades (Burke-Kennedy, 2017; Simpson, 2012)

4.10 Social capital.

According to Pierre Bourdieu (1986) social capital is an “aggregate of the actual or potential resources which are linked to the possession of a durable network”. It is suggested that social capital is a relationship between individuals who have common goals, which create a network of like minded individual to gain benefits out of the relationship (Coleman, 1988; Szeman and Kaposy, 2011 p. 86). With this in mind, Brown (1999) suggested that becoming and being a body-builder can gain young males the recognition amongst peers and other people around him (Brown, 1999) via the erotic capital.

Having said that, there are currently four different types of capital. Financial, cultural, social and one which could be linked with body builders the closest would be erotic capital according to Catherine Hakim (2010). Erotic capital just like any other form of capital can be very beneficial to those who gain access to it. In a study by Udry and Eckland (1984) which used an attractiveness rating on a total of 1346 participants had the following results. According to the authors males attractivenesses can be directly associated with “achievement of status” (Udry and Eckland, 1984).

Furthermore, a study by Huang et al., (2013) which was focused on a relationship of social class and body image, further confirms the existence of the correlation of body image and social hierarchy (Kashubeck-West and Huang, 2013). Additionally, in line with Bridges (2009) who did a number of in depth interviews to determine if cultural and gender capital via muscle mass can gain additional benefits concluded that men want to be the 'number 1', especially amongst body-builders, which results in 'hegemonic masculinity' which is broadly defined as men's dominant position within the society and social hierarchy (Connell and Messerschmidt, 2005).

On the other hand, in the study by Ellison et al., (2007) concluded that: "Facebook appears to play an important role in the process by which students form and maintain social capital" (Ellison, Steinfield and Lampe, 2007) This being said one would suggest that using social networking sites could possibly increase the success of social capital formation (creating relationships with others) as well as helping to maintain it over the years. This being said, a closed, invite only body building forum via social networking sites could also bring a lot of expertise to the members with many benefits as mentioned above regarding their gender capital (Bridges, 2009).

A study carried out by Bruce Maycock et al., (2007) which focuses on the relationship of social capital seen as the existence within the closed group and usage of anabolic steroids amongst Australian body builders. The study concluded that social capital may influence certain behaviours within the group. Additionally, social capital formation via social networking sites can help with the distribution of the illegal anabolic steroids. (Maycock and Howat, 2006).

One would suggest that the ease of gaining access to steroids and `expertise` gain through social media might bring a lot of harm to young individuals who purchase unsafe products via the use of social networking sites.

Furthermore, Porter (1998) has further identified a number of negative aspects of social capital. One would suggest that increasing number of accidents in which illegal substances such as anabolic steroid were involved in Ireland have increased in past years, could be directly linked with the knowledge shared within the closed groups (Coleman, 1988).

4.11 Neoliberalism in recession.

It is suggested by multiple sources that the growth of Neoliberal politics also known as laissez-faire economic approach changed the culture within the country in many aspects. Government puts more emphasis on individuals, to take care of their own problems. Policy of minimum governmental interference its closely related to classical economics, which described by Adam Smith does not require much of the governments interactions due to tendency of market to regulate and fix it self (Glahe, 1978). In addition, since the health and well being of individuals is private, its one`s own responsibility to maintain it to the best possible standard.

Moreover, in agreement with, Anna Alexandra (1999) who further argues that both the first and second world war had an input in the formation of demand for fitter bodies. Government`s have adopted the global western trend of body-building via

convergence movement, resulting in more advertisements regarding body management as well as more supply of gym facilities targeting the working class (Carden-Coyne, 1999).

According to Robert Crawford (1980) who came up with the idea of “Healthism” which is defined as: “the preoccupation with personal health as a primary activity” (Crawford 1980) which is the prime example of how neoliberal governance can influence gym users. Crawford argues that the input of the social media via for instance, advertising campaigns can further motivate middle class males to follow the path of the gym users (Crawford 1980).

In contrast, Liokaftos (2017) argues that the middle class man is attending gym to overcome the weak physicality, as well as defining against the feminine side (Liokaftos, 2017 p.23). Furthermore, Zweininger-Bargielowska (2010) further validates the evolution of the hygienic regimen as well as body management to cultivate fitness that has evolved over past years amongst the working middle class (Zweininger-Bargielowska, 2011). Klein (1993) suggests that body building is class dependant and in most cases used as a source of compensation for poor self esteem amongst middle and lower class (Klein, 1993 p.186). Both of the authors suggest that body building is class dependant.

Furthermore, in line with the Alan Klein (1993) who suggested that males could have the tendency to amplify negative feelings and turn them into a motivation, it would be suggest that the outcome of not having a job could have lead young males to the gym to help them pass the time. Moreover, Hakim (2015) suggested that economical downturn can further turn discouraged workforce into extreme body-

builders. Resulting as suggested by Rob, the author of a blog “ Recession? What Recession? Let`s Open a Gym!”, Jordan (2009) that the gym industry seems to be a recession proof. Escapism and ability to work on the erotic capital could be the key in terms of success of gym in times of economical downturn (Jordan, 2009).

4.12 Conclusion of literature review.

The purpose of this review was to identify the risk associated with the use modern social media sites by millennials, focusing on the male body-building audience.

Studies suggest that millennials are hyper-connected and cannot function without the usage of hand held devices on a daily basis (Rouse, 2014). The usage of mobile devices daily, promotes social networking sites amongst young users (Skoric et al., 2015). Some studies also suggest that, young audience`s main drive to use such platforms are primarily for communication purposes (Whiting and Williams, 2013). However, other studies indicate that young body-builders use social networking sites to build their on-line identity via social identity gratification (Dunne, Lawlor and Rowley, 2010).

However, the literature is almost certain that there are some issues associated with the viewing of muscular bodies via multiple means of media, which could have a possible negative effect on some body builders (Satici and Uysal, 2015). Nonetheless

the extent in which individuals are effected by use of on-line media does depends on their age (Hayes, van Stolk-Cooke and Muench, 2015). Current literature suggests that viewing of muscular bodies by other males might be linked with the social comparison theory (Festinger, 1975). Depending on one`s physique, comparisons can either motivate to work harder on one`s physique via upward comparison or worsen ones self esteem along with their own body image via downward comparison (Hummel and Smith, 2014; de Vries & Kühne, 2015; Vogel et al, 2015; Festinger, 1975).

Moreover, social comparison theory can further be associated with the development of narcissism amongst young males (Freud, 1914; Sandler, Person and Fonagy, 2012). Many studies suggest that the higher frequency of self portrait sharing on social media sites can be associated with the narcissism phenomenon (Raskin & Terry, 1988; Sorokowski et al., 2015) Additionally, depending on type of social media sites different outcomes can be drawn. Microblogging sites such as 'Instagram' have more influence and tendency to amplify the narcissism effect amongst young males in comparison with profile based sites such as Facebook (Davenport et al., 2014).

The literature suggests that there is a shift in the muscular shape in many areas. Action figures have 'buffed up' dramatically over the past years according to some studies (Pope et al., 1999; Boyd and Murnen, 2017) Moreover, the evolution of muscular body images can be also seen amongst sports individuals (Simpson, 2014; Harris and Clayton, 2007). While action figure evolution could be associated with the commercialisation of mass media (Hargreaves and Tiggemann, 2002). The evolution of body shape amongst sport individuals could be directly linked with the new tribe of

metrosexuals (Brennan, 2007; Hall and Gough, 2011) which have evolved over the years and transformed into spornsexuality (Carniel, 2008; Simpson, 2014).

Moreover, according to the literature, governments action can also influence young gym users especially in the economical downturn (Zweiniger-Bargielowska, 2011) There is evidence in the literature that social capital and erotic capital are seen as a valuable resource in times of recession (UDRY and ECKLAND, 1984; Connell and Messerschmidt, 2005; Hakim, 2010) Additionally, neoliberal politics seem to create the idea of 'Healthism' and the need of individuals to look after their physical appearance (Crawford 1980) further promoting the need for fit body.

Additionally, some studies suggest that, social capital can allow for better knowledge exchange amongst users, resulting in an easy access to illegal substances such as anabolic steroids (Coleman, 1988; Adler and Kwon, 2002) Moreover, the amount of social capital gained can be directly linked with the position of one in the social hierarchy. Allowing for individual to be superior than others within the same group of like minded body builders (Bridges, 2009; Connell and Messerschmidt, 2005).

The cluster of studies in the area of social media and body images indicate the negative impacts it has on young male body-builders (Kim and Chock, 2015; Hayes, van Stolk-Cooke and Muench, 2015; Rouse, 2014). 'Selfie' obsession, eating disorders and steroids use could be associated with the usage of social networking sites (Eisenberg, Wall and Neumark-Sztainer, 2012). Additionally, the acceleration in the sales of proteins powders and other substances to enhance the muscle mass further validates the growth of spornsexual community.

5.Aim of the study

The primary objective of this study is to assess the `side effects` of the usage of modern networking sites on young body builders in Ireland. The usage of social media to gain erotic capital will be further examined. Moreover, this research should shine more light in the area of body muscularity amongst young Millennial Irish body builders society via the use of social networking sites by them. Moreover, the ubiquitous edited muscular pictures on most social media, be examined to determined whether they have any impact on males in Ireland and could be possibly linked with the new tribe of metrosexuality.

Secondary objective of this study is to evaluate the main reason of using social networking sites by males focusing on the new phenomenon of `selfie`. This investigation will focus its aim on the frequency in which `selfies` are being distributed to determine why young Millennials are so obsessed with social networking sites. Furthermore, times in which self portraits are being uploaded to social networking

sites will be further examined to determine which times are most `profitable` in terms of `likes` and `pokes` per `selfie`

Lastly, the age of individuals and correlation of age and technology dependency will be further considered in the study, to determine if there is existing correlation in self portrait sharing via social media site and age. Additionally, the main tools used to share self portraits on social media sites will be identified.

6.Hypothesis

Modern literature gives sufficient evidence to hypothesise that, social networking sites, television and magazines can all impact on male body builders (Loth et al., 2014; Leit, Gray and Pope, 2002; Arbour and Martin Ginis, 2006; Agliata and Tantleff-Dunn, 2004). Lower self esteem, o body dissatisfaction, depression and many other are associated with the use of modern technology along with social networking sites. (Leit, Gray and Pope, 2002; Cramblitt and Pritchard, 2013; Eisenberg, Wall and Neumark-Sztainer, 2012) Therefore, one could hypothesise that muscular images seen on media along with social networking sites could impact on individuals (Davenport et al., 2014; Washburn et al., 2004; Lup, Trub and Rosenthal, 2015).

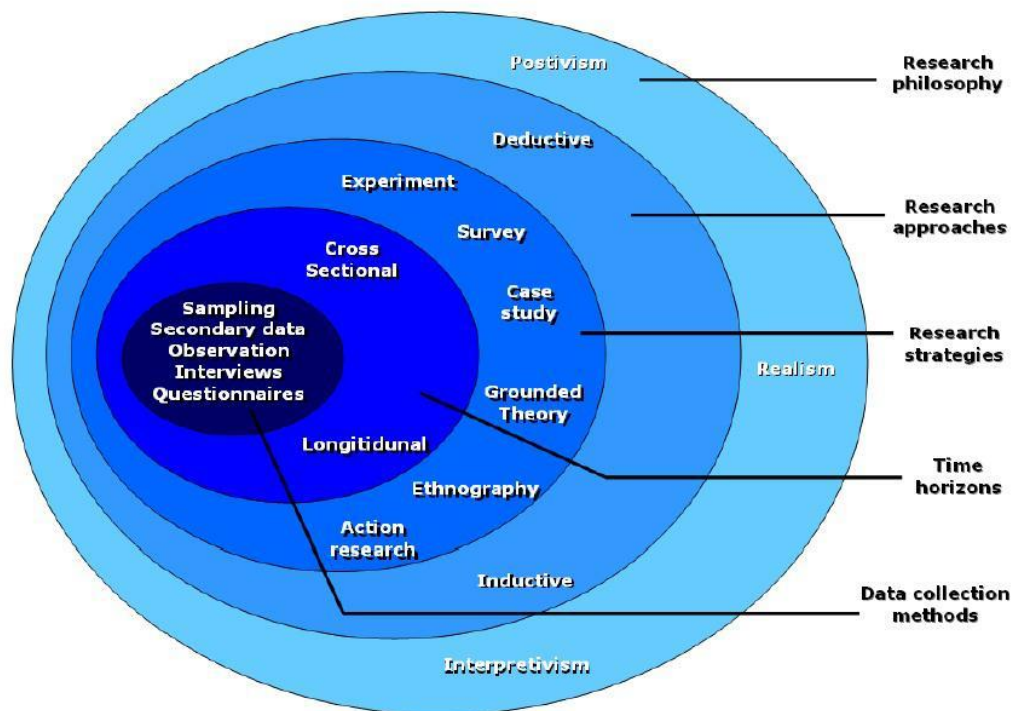
However, current literature is still not clear in terms of identifying the main

rationale of the usage social networking sites by millennials. Having said that, Kela et al., (2017) suggests that communication is the main reason for young individual to use social media. On the other hand, others argue that the usage of social media sites are primarily used to create and maintain a certain image on-line (Stryker, 1968), More research could be beneficial in this area to further validate the main reason to use social networking sites by millennials.

Additionally, there is some evidence in the literature to assume that age has a major input in regard to the technology usage. Younger users born in technology fulfilled environment, are more likely to use and possibly abuse internet provided media (Leung, 2004). On the other hand, Generation `x` is less likely to be effected by social media and internet to same extent as more modern generation y therefore, hypothesis that Generation `Y` is the main victim of the internet revolution could be proposed.

7.Methodology

7.1 Research Philosophy.



Saunders's Research Onion et al., (2014) illustrates the steps that are essential in crafting the methodology for any academic project. Going from the outer layer of the `onion` research philosophy also known as ideology is the first step that needs to be agreed upon (Saunders, Lewis and Thornhill, 2014). For the purpose of this study a interpretivism approach will be used. The main rationale behind choosing this above mentioned philosophy is the fact that research will be conducted amongst people rather than objects (Saunders et al., 2009 p.116). Having said that, all human beings are different and can see and experience objective reality in differently to other. Therefore, interpretivism in relation to epistemology and ontology which believes that reality is multiple and relative (Hudson and Ozanne, 1988), which is receptive to capture sense in human actions (Black, 2006) seems like a better match for this study.

With this in mind, interpretivism focuses on the “differences between humans in our role as social actors” (Saunders et al., 2009 p.116) which has “its roots in the philosophical traditions of hermeneutics and natural science” (Chowdhury, 2014; Eliaeson, 2002; McInotosh, 1997). Moreover, interpretivism looks “for meaning and reason behind people’s actions like: behaviour and interactions with others in the society and culture (Chowdhury, 2014; Whitley, 1984)

Furthermore, an inductive reasoning will be used, as it is “a study in which theory is developed from the observation of empirical reality; thus general inferences are induced from particular instances” (Collis and Hussey, 2009 p.8). Inductive research “involves the search for pattern from observation and the development of explanations ‘theories’ for those patterns through a series of hypotheses” (Bernard, 2011). Coupled with Gabriel (2013) which suggests that inductive approach is mostly used when research is based on a new phenomena. Having said that, previously researched phenomena could be also targeted from a different perspective, to formulate a research question that needs to be explored even further (Saunders et al., 2012).

Deldridge and Krikpatrick (1994 p.37) suggests that there is a great importance in the “immersion (by the researcher) in the research setting, with the objective of sharing peoples` lives while attempting to learn their symbolic world” (Saunders et al., 2009, p290). The symbolic interaction which was introduced and developed by George Herbert (1934), Charles Cooley (1902) and W. I Thomas (1931) is based on belief that people act according to to their view of the meaning of their world which changes in conjugation with those situations that individuals find themselves in. Moreover, in

agreement with Ashley Crossman (2017) symbolic interactionism theory “analyses society by addressing the subjective meanings that people impose on objects, event and behaviours” (Crossman, 2017).

The above is closely related to the number of new phenomenon that are occurring throughout the usage of social media amongst young Irish body-builders. While social media sites are mainly used to `interact and communicate`, it is suggested that those two components are believed to shape certain behaviours (Libai et al., 2010). Therefore, to understand the above mentioned interaction and communication, its vital to “enter the research world of the research subjects and understand their world from their point of view” (Saunders et al., 2009, p.116).

With this in mind, it is suggested that in depth interviews would allow to understand the existing phenomena from a range of different perspectives, allowing the interviewee to “...explain or clarify queries involved and also enhance the useful responses...” (Reddy, 2017). Moreover, when undertaking the study with the interpretivism approach which is based amongst human actors, it would be suggested that interview type of research could be ideal as “Primary data generated via Interpretivism studies might be associated with a high level of validity because data in such studies tends to be trustworthy and honest” (Dudovskiy, 2017) in comparison to focus groups or questionnaires which would not allow for such high level of validity of data gathered (Hutchinson, Wilson and Wilson, 1994).

Nonetheless, there are certainly many draw backs in relation to the usage of the above mentioned tool for a research. Silverman (2013) suggests that qualitative research tends to leave out contextual sensitivities and places more emphasis on

meanings and experiences (Silverman, 2013). The amount of data collected could be somehow challenging and complex to deal with, which could turn the whole process to be rather time consuming and monotonous which can discourage some (Richards and Richards, 1994). Moreover, smaller sample size could rise out of the issue of generalizability to the whole, based on data collected from few (Harry and Lipsy, 2014; Thompson, 2011). Lastly, in agreement with Berg and Lune (2012) who argue that “Qualitative research is a long hard road, with elusive data on one side and stringent requirements for analysis on the other” (Berg and Lune 2012, p4).

On the other hand, there are many benefits to the qualitative research approach. It facilitates the collection of detailed description of participants, their feelings, experiences and meaning of their actions (Denzin, 1989). Moreover, Kelin and Mayers (1999) suggest that interpretative research is a study of individual cases which allows to understand different points of views. Not to mention, flexibility in terms of change and ability to reconstruct the interview (Maxwell, 2012) as well as ability to facilitate a deeper understanding of social processes from different perspectives (Rahman, 2016), somehow out-weights the input that researcher has to put into his work.

By contrast, some may suggest that positivist approach would have been a better choice over interpretivism (Fuchs, 2017). However, every individual is different and positivist philosophy is based on an “assumption that social reality is singular and objective” (Collis and Hussey, 2009, p.56). Every body-builder is different in terms of their physical appearance or even approach to life, therefore body-building group would be classified as multi faced and subjective (Kozinets, 2010).

7.2 Design of the research.

This research will follow an exploratory approach due to the fact that new phenomena considering the effect of social media amongst body builders has not been conclusively dealt with up to date. Robson (2002) suggest that exploratory studies allow researcher to further “ask questions and to assess phenomena in a the new light; to seek new understanding” (Robson 2002, p.59). Additionally, Saunders (2009) further suggests that exploratory research is used when the problem is not fully understood and further research is needed to clarify the unknown within the area of the study. In line with Singh (2007), “exploratory research is the initial research, which forms the basics of more conclusive research. It can help to determining the research design, sampling methodology and data collection method” (Singh, 2007, p.64), which should further help with the execution of the study.

While keeping the focus within an interpretivism paradigm, this study uses qualitative methods to further understand the fairly new phenomena of body builders being connected to social media world. A number of unstructured in-depth interviews (4 different participants) which are also known as `discovery interviews` were used (see appendix 12.1 for the transcript of interviews).

The main rationale behind choosing a guided conversation, over non/semi structured interviews are the flexibility and adaptability, which allows the respondent to describe their motivations and view on social networking sites in more depth. This should results in understanding certain actions more clearly for the researcher (McLeod, 2014) therefore, bringing more value to future research based on same idea.

Furthermore, this study will use a grounded theory approach, which is mostly used in developing a theory that is “grounded in data systematically gathered and analysed” (Stauss and Corbin, 1994). Grounded theory is a “creative process that is appropriate to use when there is a lack of knowledge or theory of a topic” (Bluff, 2005; Glaser and Strauss 1967; Schreiber and Stern 2001) and the existing theories do not provide great solution to the existing phenomenon (Chenitz and Swanson 1986).

Moreover, grounded theory which is rooted in the symbolic interactionism that is believed that certain behaviours are purely based on how individuals view the world around them (Mead, 1934; Blumer, 1971) therefore, examining the different views on `selfies` from an Irish perspective. Additionally, a number of secondary sources such as existing data in the area of social media along with academical articles and media statistics were used as “such secondary sources can provide a useful source from which to answer, or partially to answer” (Saunders et al., 2009, p256).

Some may argue that, while participants will have sufficient knowledge in the area of body building, which might bring some more insight to the study. A small number of interviews may results in lack of generalizability to the population. Gummesson (1991) suggests that interpretivism approach tends to generalise their findings with similar cases. However, it is suggested that as long as the study record and focus on the main themes and characteristics of the phenomenon that are being studied (Norman, 1970; Gummesson, 1991) research should still be valid. Therefore, a small number of participants should be still efficient in terms of knowledge gathering.

7.3 Sample Selection.

“A sample is the segment of the population that is selected for investigation” (Bryman and Bell, 2011, p.176). Like many other qualitative research studies that follow a grounded theory, they tend to vary in size but are mostly small in capacity (Bluff, 2005). However, Patton (2002) argues that the sampling size is research usually dependants, on the unknown data as well as hypothesis itself which should determine the amount of questions that need to be asked in terms of formulating sufficient amount of answerers (Patton 2002).

For the purpose of this study a non-probability, `purposeful` sampling method will be employed, as it focuses on “indemnification and selection of information rich individuals” (Palinkas et al., 2013; Patton, 2002) that could bring more relevant data into the research. Having said that, a homogeneous purposive sampling was chosen, as it allows to gain as much insights as possible from a given phenomenon (Crossman, 2017). Additionally, homogeneous sampling allows to gather data from similar like minded individuals on the same social media/body building phenomena.

While it would be ideal to follow a random sample selection, which would minimise the bias within the research, selected individuals may not have any knowledge within the research area, making their interview irrelevant in formulating propositions to the hypothesis (Collis and Hussey, 2009).

Moreover, due to the nature of the study and difficult access to a body-building group, a chain referral also known as snowballing sampling will be employed. Chain

referral sampling allows for “one participant to inform the researcher of someone else who might be willing to participate in the study” (Bluff, 2005). The main advantage of the above mentioned technique is, the ease of getting more like minded individuals to interview . Additionally, snowball sampling might help discover more characteristics associated with the group that is being studied (Crossman, 2017; Brown, 2006).

7.4 Access and Research Ethics.

Negotiating access to participants somehow creates a lot of dilemmas especially in the area of social research. Dealing with social groups that are “heavily scrutinised, and associated with practices that are viewed as socially problematic” (Bengry-Howell and Griffin, 2012) may be somehow challenging from a researcher perspective. Moreover, the fact that some of the participants of this research could be using illegal muscle enhancement substances, such as steroid might somehow discourage them from taking a part in the interview (Burgess, 2007) due to fear of being identified.

In line with, Robson (2002) who argues that gaining access and full cooperation with the interviewees, is just a matter of developing the right relationship between the two parties (Robson, 2002). Having said that, past personal experience in the world of body-building should allow for an easier access to the individuals. Once the connection is made with one participant, from there the snowball method should allow for a `domino effect` and guide the researcher to other like minded individuals (Lewis-Beck and Bryman, 2007).

Furthermore, for the purpose of the research, all names and personal information will be kept anonymous and confidential to ensure that none of the interviewed participants could be recognised (Kaiser 2009). However, Scott (2005) argues that since the primary researcher knows who the individuals that are being interviewed are, it makes it almost impossible for a true anonymity to be achieved (Scott, 2005). In most cases in-depth qualitative research would not be carried out without breaching the anonymity, due to the fact that the researcher needs to meet the interviewee in person; therefore, anonymity should only be applied to “persons other than the primary researchers” while recording the data (Saunders, Kitzinger and Kitzinger, 2014).

Furthermore, a form of anonymity will be used. Each of the individuals will be given a pseudonym (unless participants wish not to). Many sources suggest that pseudonyms are one of the most effective ways of securing someone's real identity (Clark, 2006; Moore, 2012). To further ensure the safety and identity of the participants a six key area consisting of: people's names, places, religious and cultural backgrounds, occupation, family relationships and other potentially identifying issues will be kept anonymous (Saunders, Kitzinger and Kitzinger, 2014; Baez, 2002; Nespor 2000). (unless participants wish not to)

From the deontological ethics ideology that focuses on the rightness of actions themselves, this study followed “the ends served by the research can never justify the use of research which is unethical” (Saunders et al., 2009, p.184). All individuals who took part in the interview have given informed consent. Additionally, individuals who took part in the study, did it on the voluntary basis with an option to withdraw at any time.

7.5 Data Collection

This study uses a number of semi-structured, in-depth interviews as the main technique in collecting data. According to Robson (2002) this type of investigation allows to “find out what is happening” within the research area (Robson, 2002, p.59). Furthermore, Strauss (1987) suggests that at this stage of the study, the researcher should have sufficient “knowledge and experience of the topic” to facilitate data collection (Strauss, 1987). Moreover, Pidgeon (1996) indicates that without “some prior knowledge sense cannot be made of any research data”(Bluff, 2005; Pidgeon, 1996).

Moreover, Holloway (1997) suggests that an interview is a “conversation with a purpose” (Holloway, 1997, p.94), therefore it is important to note that an interview allows for “verbal interactions between two or more individuals”(Bluff, 2005) who have same opportunity to express their point of view on the topic. This being said researchers may apply their own ideas resulting in influencing the incoming data from the interviewee, introducing their own bias in the study. To avoid this from happening a number of themes were identified and were left as an open-ended type question to further allow to increase the depth in the discussion as well as lower bias (Easterby-Smith et al., 2008). (See appendices 12.3 for the list of questions asked)

While conducting the semi-structured interviewing approach, the researcher has focused on the main themes of the research that need to be further explored. Allowing

the respondent to answer the questions in the way it would make sense to them (Fisher, 2007), without `demanding` desired answers. Smith and Biley (1997) suggests that researchers while conducting their research, should put aside “any preconceived ideas” to minimise their bias and should focus on the knowledge and experience to facilitate the development of theory. (Smith and Biley, 1997). Moreover, while executing the semi structured interviews, it is important to remember that with increasing number of questions the interview might become more structured, resulting in the determining of the agenda (Bluff, 2005).

All of the interviews were audio recorded with the help of a high quality hand held device, after the permission was given by the participants (Bryman and Bell, 2011). Moreover, after concluding the interview all the recorded data was transcribed to maximise the trustworthiness of data collected (Robson, 2002) and also to identify the main themes within the study which should allow for more elaborate analysis.

7.6 Data Analysis.

The process of analysis of the data, can start as soon as the interview is undertaken and transcribed (Bluff, 2005) with the majority of themes identified to help to link them with the existing data. With this in mind, there are two main types of approach when dealing with analysing of the qualitative data. A deductive approach which

focuses on testing existing hypothesis and inductive approach, which is aimed to generate new theory from the data collected by the research (Blackstone, 2014). However, the literature review concluded in this study, will somehow make it impossible to keep out all the ideas and be open minded in terms of theory building therefore, it is said that inductive research will still use the existing knowledge from similar studies (deduction).

With this in mind, this study will use an inductive approach, but it is important to mention a hybrid approach as well. According to Fereday and Muir-Cochrane (2006) using both deductive and inductive (hybrid) approaches in one study is possible and can bring benefits of both (Fereday and Muir-Cochrane, 2006). Existing knowledge within the area of the study can be used with new findings to generate valuable data to deal with the hypothesis. This being said, the existing data gathered by other researchers should be considered in this research to validate the data concluded in this study to fill possible `gaps`. Additionally, inductive approach will further allow to generate new theories emerging from the findings.

As mentioned in the previous paragraph, the first step in data analysis is to transcribe the interview as soon as it concluded with the aid of the field notes that were taken while interviewing participants. (See chapter 8 for the transcript of main themes). In line with Kvale (1996) it is suggested to start processing data gathered from qualitative research straight after the interviews are concluded (Kvale, 1996). Allowing multiple hours for manual transcription, as well getting familiar with the data to fully understand phenomena from the perspective of the interviewee is the key in this part of the research. Many sources suggest that an hour of an interview could take up to

ten hours of transcription (Indian, 2011), making this part of the research most time consuming.

After successfully transcribing the interviews, data was compressed in size to shrink overall long sentences into short paragraphs. This allowed to further help and ease to identify main themes within (Kvale, 1996). From here a constant comparative method of analysis (Glaser and Strauss, 1967; Maykut and Morehouse, 2003) was used. Breaking down the data under `units` (Lincoln and Guba, 1985) and coding them into six main categories: best social media site, phone/internet addiction, metrosexuality, social identity and social capital, comparison theory (see chapter 8 for more detail) to allow searching for similarities and differences amongst the data concluded from the interviews.

Furthermore, as suggested by Braun and Clarke (2006) thematic analysis is a: “method for identifying, analysing and reporting patterns within data” (p.49) to determine patterns of meaning across a data to help to formulate a possible solution to the problem. Keeping in mind the inductive way of thematic analysis (TA) which is based on theme development which are directed by the content of the data (Braun and Clarke, 2006) to further deal with the phenomena. Keeping in mind that “thematic analysis is not just a collection of extracts strung together” (Braun and Clarke, 2006) it is important to focus on the analytic points within the data. While some would suggest that qualitative studies are seen as “airy fairy” or not real, there is sufficient evidence in the literature to state that indeed qualitative research can collect and analyse data equally good to quantitative research (Elliott et al., 1999; Parker, 2004; Seale, 1999)

With this in mind, as suggested by Taylor and Bogdan (1984) “in the constant

comparative method the researcher simultaneously codes and analyses data in order to develop concepts; by continually comparing specific incidents in the data, the researcher refines these concepts, identifies their properties, explores their relationships to one another, and integrates them into a coherent explanatory model” (Taylor and Bogdan, 1984, p.126).

8.Data analysis: Coding interviews by themes:

Coding interviews by following themes:

- 1.Best social media site (which one, why?)

2.Phone/internet addiction

3.Metrosexuality

4.Social identity

5.Social capital

6.Comparison theory

The below `chunks` (Glaser and Strauss, 1967) are extracted from the interview transcript (see appendix 12.1 for the full text) and are grouped by similar themes (code`s) (Lincoln and Guba, 1985) to further examine the correlation between each of the individual response. After successfully gathering similar answers, the constant comparative method (Taylor and Bogdan, 1984) along with the field notes and recording of the interview further allowed to search for similar themes along with some of the emotional aspects gathered from each of the interviewee.

Best social media site:

Luke: I`d say that `Instagram` would be the best and most popular platform now. You can reach out to tons of people, without being friends with them. Its easy to gain audience and reach out to possible sponsors. On top of that everyone has it.

*Luke: I got `facebook` too, but I only use it amongst my friends and people that I know. I mainly use it to **talk to people via the messenger**, I still post pics and all but not as often as on `Instagram`*

Kevin. Yeah I do it on regular basics, once every two, three days id say. I got **facebook, snapchat and Instagram**, while **facebook I use** it once in a while just **to chat** away to my friends, **`Insta` is my main thing to share picture from gym**, selfies and other stuff. I`d really like to get noticed and get some sort of sponsorship.

K. I`m trying to build up my profile, so I can get noticed by big clothing companies as well as supplement stores so I could get free stuff from them in return of using their products.

Paddy. Yeah , well I got **facebook, instagram and snapchat**. I mostly use **instagram though for the past years or so**.

Paddy. **Everyone is using instagram now days**, facebook used to be big back in the days but now its **instagram which is more popular**. You can share pictures, videos and follow people to see what they do on the daily basics.

Piotr. I got both, while I use **facebook more to talk to people, instagram I use more to upload picture to carry on with my career**. I only have instagram for past year or two and because of that I missed out on a sponsor which wanted me to **promote my self Via instagram**, facebook was not good to them.

Piotr. Defo, you can promote your self via your own picture, diet's, videos from trainings. You can really accelerate in terms of promoting your self via instagram.

When asked: `which of the modern social media site is most used?` without any hesitation all of the participant replayed `Instagram`. While it would be fair to say on the responses from the interviews that, `Instagram` seems to be the most popular

social media site amongst young body-builders in Ireland aged from 18 to 32, younger interviewed participants also named other social sites such as `Facebook`, `Snapchat` and `YouTube`.

However, when asked about the `best` social media site all of the interviewee named `Instagram` due to the ease of getting `spotted` and getting into sponsorship which were identified to be the main advantages over the outdated `Facebook`, which is still being used as a communication tool by all of the participants, as mentioned by one of the interviewee:

“I mainly use it to talk to people via the messenger, I still post pics and all but not as often as on `Instagram` “ (Luke)

2.Phone/internet addiction.

*L. **Phone 100%**, most of things I do via the mobile phone, taking videos, pictures, uploading stuff, even watching youtube with tutorials how to do certain excises I would do it on the phone.*

*L. To be honest it would be around **3h in total daily**, checking my facebook, instagram and youtube. Sure the first thing I do after I get up I lay in bed and flick trough my phone*

*K. I only use **my phone to do all the stuff**, pictures and uploading the pics on-line.*

*K. O yeah, I`m on the phone non stop, I`d imagine it could add up **to 4 to 5 hours a day easy**. Scrolling trough `insta` and facebook. I also like to watch stuff on youtube most of it would be gym related like.*

*P. **I don`t really use computers or laptops**, all of the tasks I do are done via my **Iphone**. Taking pictures, playing games or even watching youtube. I think there is no need for computers any more since everything can be done on the phone like.*

P. I do yeah, + - I never calculated that, but when you on your **phone** every hour it adds up. Would be more then **3 or 4 hours defo**.

The bulk of interviews concluded that, the phone is the best and most used tool in terms of managing the on-line profiles on multiple platforms. When asked about the PC or laptop, interviewees seem to be laughing at the `out dated` technology.

Daily usage would vary depending on individuals employment status. While unemployed individuals spend between 3 to 5 hours in total daily. Those who were employed spend between 3 to 4 hours.

Additionally, respondents mention that other than managing their on-line profiles they also enjoyed watching `vlogs` and `how to` videos via `YouTube` platform to further expand their gym related knowledge as mentioned by one of the interviewees:

“social media as well as youtube, I always watch things to up skill my self. We`re all self educated so you know” (Piotr)

3.Metrosexuality

*L. I do **sunbeds minimum twice a week** and more often during the winter to keep the tan up. I **shave my legs, chest, armpits and get my hair cut once a month** so I keep up my good image.*

*K. **Well I go sunbeds few times a week**, other than that I don't do nothing else.*

*K. If looking after your self would be considered as metrosexual then without a doubt **I`m metrosexual, sure everyone wants to look good and all.***

*P.Well, id **go sunbeds** once in a while but my skin is naturally tan so I`m grand, I`d **shave** as well and do the gym. That would be about it I guess.*

*P.If that's what it is I do, do it. I **can`t not be shaved like, legs, chest, armpits** I used to shave when I was small like, **Sunbeds I would do up to 3 times a week.** it annoys me when I`m white like you know.*

*P. Definitely, I use them my self, not the beauty stuff now but **fragrant creams**, my old one (wife) likes them, so I use them. Forest fragrant or cookies and all that. There is lots of that there so might as well.*

When analysing data under the metrosexuality theme, conclusion was drawn fairly easily and quick. All of the participants agreed when asked if `they consider them selves metrosexual` without any hesitation that they are. However, at first when mentioned the term `metrosexual` participants seemed quite negative and defensive,

which indicated lack of terminology and confusion with heterosexual community. As mentioned by one of the participants :

Kevin. "If looking after yourself would be considered as metrosexual then without a doubt I'm metrosexual, sure everyone wants to look good and all."

Additionally, a number of different beauty treatments were identified by the research indicating that sunbeds and shaving (legs, chest and armpits) were the `must` treatments which were done multiple time a week by all of the participants aged from 18 to 32. Moreover, older more experienced respondent (aged 32) also mentioned other beauty treatments such as: "fragrant creams" (Piotr) and other substances to make him look and smell better. Furthermore, when asked `if participants would consider beauty treatments in the near future` all agreed that they would use them, as long as the effect be visible.

4.Social identity

*L: That`s what I do for living. I don't have full time job so I **train and post `pic` on social media** I also try to do the `vlogs` as well which are related to gym too. Its a big thing in America, you can get really popular and rich. I`m hoping to do as my daily work and start making money out of it.*

*K. I`m trying to **build up my profile**, so I can get noticed by big clothing companies as well as supplement stores so I could get free stuff from them in return of using their products.*

K. That`s exactly it. Within two years I got over 3500 followers, I can get up to 200 likes a day and few comments under my posts. I hope to grow up to 100,000 followers and by 30 up to 1Million followers would be my dream.

*P. Defo, you can start from scratch and show **people what you want to show them** in the given time, which makes it quite handy. I was thinking to get into sponsoring as well at some stage but as I said I`ve to get some size first.*

P.Defo, you can **promote your self via your own picture**, diet's, videos from trainings. You can really **accelerate in terms of promoting your self via instagram**.

P. I have it private, just open for those I want to share things with. What`s the point of getting invitations from like `sex pages` and all that. **I care about the sport**, not to climb the success ladder and have as many people as possible. You know what I mean.

P.I do it for my self. Its not good I don`t think its good for me though in terms of `selling` my self to the public. **You see all the younger generation now posting as much as possible just to get followers and money out of it.**

While a number of different social media sites was identified by the study, themes concluded in the interview indicate that `Instagram` was the best tool to build and promote own social identity on-line with the usage of self portraits (selfies). However, depending on the age of the participants different aims were established. For the younger interviewees group aged 18 to 25, `Instagram` platform was mainly used to create a profile purposely in mind with gaining a financial gains from it via a sponsorships.

K. *"I`m trying to build up my profile, so I can get noticed by big clothing companies as well as supplement stores so I could get free staff from them in return of using their staff."*

Moreover, `Instagram` was proposed as a full time job by the younger interview group aged between 18 and 25.

In contrast to the above, professional body builder aged (32) who achieved a number of titles within the sport of body building, which had a full time job commented:

"I care about the sport, not to climb the success ladder and have as many people as possible." (Piotr)

This being said , it is suggested that age and employment status might influence individuals in terms of approach to social media sites.

5.Social capital

L: *That`s what I **do for living**. I **don`t have a full time job so I train** and post `pic` on social media I also try to do the `vlogs` as well which are related to gym too. It`s a big thing in America, you can get really popular and rich. I`m hopping to do as my daily work and start making money out of it.*

L: *Yeah, I know that. **Sure I`m only young plenty time ahead of me**. I already got 12,800 followers and **one clothing sponsor so far**, so I can say I`m on the right path.*

*K. I`d say so I have nothing to do, I go out see my mates go to gym and stare in to my phone most of the day. **If I had a job I wouldn't have time for that now.** Hopefully though I`ll **start making some money of instagram** so I wouldn't have to **go work at all.***

*Paddy. **100% I Would do it** .(give up on full time job to be sponsored)*

Piotr. Not really, **I don't want to be selling my self** for nothing like. I`m not into that.

Piotr. I do look at it and it does motivate me, more people look at it makes me feel better about my self like.

Majority of the interviewees were unemployed, stating that they would rather get sponsored via `Instagram` than look for a full time job which complements work concluded by Hakim (2015).

However, the eldest interviewed participant aged 32 had a completely different view on the social capital. Piotr having family on his own mentioned that gym is a `life style` but there are responsibilities that have to be taken care for too. This being said one would suggest that financial and personal situation could have input one ones view of seeking employment.

On the other hand when asked about the `likes` and `pokes` gained trough the facilitating `selfies` on social media all of the respondents agreed that it motivates them. Additionally, a high number of likes were seen as a reward, even though that small percentage of likes were given by family or friends. As mentioned by the professional body builder:

“...it does motivate me, more people look at it makes me feel better about myself like.”

(Piotr)

6. Comparison theory

L. *I **don't really do it**, if I see a big lad I'm like yeah he looks good and all but I wouldn't compare myself with them.*

K. *Nah, I **used to do it and then it kinda went away**, while I would look at people I wouldn't really compare myself with any, no point really.*

Paddy. *I'd say I do, **makes me feel smaller in most cases**, but I know I'm just starting so I'm on the right path already. On social media though you don't see small people at all, they all got six packs and huge arms. I know in most cases it's **steroids and photoshop** but be nice to get to that level one day.*

P..**Jealousy** is always there and have been you look at other and feel better. Like you got nicer arms than me which means you're doing something better. See I wouldn't call it jealousy just looking I suppose.

When analysing material under the comparison theory by Festinger (1975) some interesting results were identified. While individuals who are new to the gym and body building 'world' (aged 18) seem to be more affected by the negative comparison due to own size. Being small in contrast to bigger gym users gave them uncomfortable feelings about own physique. The youngest of the participants answered when asked about comparing one self to others:

“...makes me feel smaller in most cases, but I know I`m just starting so I`m on the right path already. On social media though you don`t see small people at all, they all got six packs and huge arms. I know in most cases its steroids and photo-shop but be nice to get to that level one day”

In contrast more experienced and older interviewees (aged 20 to 32) concluded that they are aware of other people around them but they would not compare themselves to others. While `admiring` and `jealousy` were mentioned, it seems like there was no side effect associated with negative comparison amongst older body builders other than motivation to work harder on own physique.

In conclusion, it would be suggested that social comparison theory is age and experience dependant and its not effecting Irish community in great manner.

9.Results

This study comprised a total of four participants aged between 18 to 32. Moreover, each of the individuals was involved in the body-building community for minimum of 3 years, with one of the interviewee being a professional body builder representing Ireland in world wide competition each year. With this in mind a constant comparison theory (Taylor and Bogdan, 1984) was used to connect the similarities amongst all of the interviews with the existing knowledge under six main themes: best

social media site, phone/internet addiction, metrosexuality, social identity and social capital, comparison theory and results were as follows:

Best social media site: While all of the interviewed participants use daily a number of different social media sites such as `Facebook`, `Instagram` and `Snapchat`. `Instagram` seem to be most popular social media side amongst young body-builders in Ireland aged from 18 to 32. The ease of getting `spotted` and getting into sponsorship seems to be the main advantage mentioned, over the outdated `Facebook` which is still being used as a communication tool as mentioned by one of the interviewees: *"I mainly use it (Facebook) to talk to people via the messenger, I still post pics and all but not as often as on `Instagram` "* (Luke).

In light with the above, younger participants of the interview agreed to be using more different types of modern social media sites daily: `Snapchat`, `Facebook`, `Instagram` and `YouTube` were all mentioned by the younger interviewees aged between 18 to 25. In contrast, the eldest aged 32 only mentioned two, `Facebook` which was mainly used for communication purposes and `Instagram` used as self promoting tool. This being said, it would be suggested that age and technology dependency does exist as proposed by existing studies (Hayes, van Stolk-Cooke and Muench, 2015; Rouse, 2014). However, focusing on the Millennials generation somehow limits the age group within the study. It would be suggested that refocusing the study on the Generation `Z` and `X` would allow for more validation in the area of technology dependency and age.

Despite the above, none of the interviewed participants mentioned the usage of work related social media site `LinkedIn`, which would suggest that body building community in Ireland only focuses on communication and self promotion through `selfies` which `LinkedIn` site does not facilitate.

Phone/Internet addiction: The bulk of interviews concluded that, phone is the best and most used tool in terms of managing the on-line profiles on multiple platforms. Daily usage varies depending on individuals employment status. While unemployed individuals spend between 3 to 5 hours in total daily. Those who were employed spend between 3 to 4 hours daily. As suggested by Hakim (2015) employment status might influence gym and gym related activities through social capital. The above further complements the existing studies which suggest that Generation `Y` is constantly `glued` to their phones (Sisson, 2010), spending almost a full day in a week staring into their hand held devices (McArdle, 2017; Hill, 2016).

Additionally, respondents mentioned that other than managing their on-line profiles they also enjoyed watching `vlogs` and `how to` videos via `YouTube` platform to further expand their gym related knowledge as mentioned by one of the interviewees "social media as well as youtube, I always watch things to up skill my self. We're all self educated so you know" (Piotr). With this in mind describing Generation `Y` as being hyper-connected further confirms the existing literature (Naftulin, 2016). However, a small number of interviewees in this case, could lead to generalization of the Generation `Y`, therefore it would be suggested to further test the hypothesis of Millennials being hyper-connected on a big group of individuals.

Metrosexuality: All of the participants agreed when asked if they consider themselves as metrosexual that they are. Tanning and shaving were the main treatments done by all interviewees on a regular (weekly) basis. Additionally, older more experienced respondents also mentioned other beauty treatments such as : "fragrant creams" and other substances to make them look and smell better. It is worth mentioning that at first when metrosexual tribe was mentioned, all of the respondents were confused, after explaining what it was they all agreed without hesitation. (showing lack of terminology knowledge)

Metrosexuality which was first identified by Simpson (1994) in the nineties seems to be still in the existence amongst modern Irish Millennial. All of the participants agreed that looking after one's self and doing gym for aesthetics its almost a minimum in the modern times (Carniel, 2008). Furthermore, the most experienced interviewee agreed to be using beauty treatments while other participants when asked : "if they would consider beauty treatments", all agreed. This further indicates the growth of the spornsexual community in Ireland, complementing research by Simpson (2012) who suggested that "Men are obsessed with their bodies" resulting in taking longer than females to get ready.

However, while most of the modern studies (Simpson, 2016; Brennan, 2007). would suggest that "metrosexuals individuals are single", all of the interviewed participants had long term partners contradicting existing assumptions. Despite this a small group of participants who took part in the research could generalize the results.

Social identity: `Instagram` was identified by the research participants as a tool to promote and build own on-line social identity with the usage of pictures (selfies). For the younger interviewees aged between 18 to 25, `Instagram` facilitated them to create and maintain a profile which was purely aimed to gain financial benefits in form of sponsorships from clothing and supplements companies. Additionally, being a full time `Instagram star` was considered as a full time job for the younger participants.

In contrast, the professional body-builder aged 32, who achieved a number of titles within the sport, had an ordinary full time job and when asked if `quitting job and becoming an `Instagram star` and gain money from being a brand ambassador for one of the fitness related companies replayed:

“I care about the sport, not to climb the success ladder and have as many people as possible” (Piotr).

This could indicate that age might influence individuals in terms of approach to social media sites.

In conclusion, the above results complement existing knowledge in terms of the main drive for the usage of social media sites by Millennials, agreeing that social identity would be the main reason (Stryker, 1968; Dunne, Lawlor and Rowley, 2010; Tajfel, 1979). Furthermore, all of the participants agreed to be following and watching via `YouTube` platform other individuals who are also gym enthusiasts, further validating the existence of social groups and their characteristics (Harwood, 1999).

Social capital: Majority of the interviewees were unemployed, stating that `they would rather get sponsored via `Instagram` than look for a full time job`. This further compartments study concluded by Hakim (2015) who suggested that escaping from financial uncertainty by expanding on social capital, is a growing trend amongst young individuals. Additionally, when asked about the feeling associated with `likes` and `followers` on social media, majority of participants agreed that: “motivate me, more people look at it makes me feel better about my self like” (Paddy) which could further motivate individuals to expand on their physique

In contrast however, one of the participants had a completely different view on the social capital. Piotr having family on his own, mention that gym is a `life style` but there are also responsibilities. In addition, the participant added that `it would be nice to get things for free, work has to be done`. This could indicate that personal situation, amount of expertise and age play a major role in the social capital subject. While the younger and less experienced interviewees agreed that body is a form of capital, elder and more experienced participant had different reasons in perusing body building life style.

Comparison Theory: Those who just started their gym career seem to be affected more by negative comparison (Festinger, 1975) due to their own size. Those individuals who are in the gym for a longer period of time agreed that they would look at others, but wouldn't be affected in any way. The professional body-builder mentioned `jealousy` which could be a good motivator to further expand on own body size. This being said, one could suggest that experience in the gym has an effect on comparison

theory. Starters were more likely to be affected, while more advanced (bigger) males weren't.

Despite the evidence suggested by the current literature, that comparison theory can affect individuals and make them feel worse of (Hobza et al., 2007; Lup, Trub and Rosenthal, 2015; Grogan, Williams and Conner, 1996) it is suggested that this does not apply within the Irish case. While the individuals would 'look' at others (Croft, 2017) and get more motivated to work harder, there is a lack of evidence to suspect that negative comparison would be present.

The primary objective of this study was to establish the correlation of the usage of modern social networking sites and possible site effects it could have on young body building Millennials in Ireland. In order to justify the correlation between the two above variables, six main themes were identified to ease the process. While literature would suggest a number of negative outcomes associated with the usage of modern social networking sites such as eating disorders, lower self esteem or body dissatisfaction (Williamson, 2014; Leit, Gray and Pope, 2002; Rosen et al., 2013) none of the mentioned 'side effects' were identified within the interviews conducted.

Moreover, it is suggested that Irish body-builders were aware of ubiquitous edited muscular pictures seen via social networking sites and television, but were not affected by them due to the lack of social comparison theory (Festinger, 1975). In line with the above, the only 'side effect' identified within the study was the metrosexuality tribe (Simpson, 1994), which has increased amongst the interviewees

due to increasing standards of how males are being portrayed via the social media and television. (mostly advertising of products)

Secondary objective of this study was to evaluate the main reason of the usage of social networking sites by the Millennials along with the rationale of uploading `selfies`. This study concluded that the main reason why, young Millennials use social networking sites was to promote their own social image via the pictures which referred to as social identity (Stryker, 1968; Dunne, Lawlor and Rowley, 2010; Tajfel, 1979). Additionally, some of the interviewed participants also mentioned the phenomenon of `selfies` as a full time job.

Having said that, Hakim (2015) suggested that employment status could facilitate the need to work on own social capital to overcome the financial difficulties. Hakim`s theory was further identified within this study proofing the existing hypothesis within Irish context.

Additionally, the ability to make money from the sponsorships seem to be `blinding` the interviewed participants from seeking full time employment, resulting in full dedication to become an `Instagram star` with full time daily schedule to when and how to upload `selfies` to the site. Daily upload times would depend on individuals approach and audience country of origin.

Third objective of the study was to identify the correlation between age and technology usage amongst the Generation `Y`. It is suggested that Millennials would

spend roughly a day (24Hours) on their phone within a week (Sisson, 2010; McArdle, 2017; Hill, 2016). This study has concluded that depending on individuals employment status, the total time spent on the phone would be between three to five hours daily, resulting in twenty one to thirty five hours a week. While keeping this in mind, the majority of the interviewed participants aged between eighteen to twenty five would spend more time on their mobile phones in contrast to the interviewee aged thirty two. Therefore, it would be fair to say that age and technology dependency does exist.

However being limited to generation `Y`, limits the age bracket significantly. I would be suggest that broadening the audience would further allow to validate hypotheses.

10. Discussion

The main purpose of this study was to evaluate if Irish body building Millennials are affected by the ubiquitous muscular pictures present on modern social media sites along with traditional media. While there is evidence within the literature to suggest that hyper-connected individuals would be suffering a number of mental disorders leading to body dissatisfaction, eating disorders or abuse of steroid (Williamson, 2014; Leit, Gray and Pope, 2002; Rosen et al., 2013).

This study has concluded that Irish Millennials do not suffer any of the above mental disorders associated with own body. While the comparison theory (Festinger, 1975) was identified by all of the participants, which is suggested to be the main cause of the mental and physical disorders amongst young media users (Croft, 2017; Carmona et al., 2006), interviewees within this study seem not to be affected by it.

However, this study complements previous study in the area of metrosexuality (Simpson, 1994; Brennan, 2007; Clayton, 2007) indicating that the Millennials body builders are more body aware and tend to use more services previously aimed at female audience, for instance: sun beds, or fragrant creams.

With this in mind, narcissism tribe could be directly linked with the evolution of body self awareness and metrosexual tribe. All of the participants agreed to be

`looking after one self` to look better, as stands seen via social and traditional media have risen significantly.

While the small number of participants in the study somehow limits the results to one given demographic area, it would be suggested that future research could expand outside the Dublin area to validate the results concluded in this study.

Furthermore, the literature suggested a number of reason for which individuals upload self portraits on-line. While some studies would suggest that `selfies` are used mainly as a communication mechanism (Kela et al., 2017) which allows for the users to share `snap shot` of a moment with their view's. In contrast other studies would suggest that young Millennials use social networking sites to build and promote their own social image (Lawlor and Rowley, 2010; Tajfel, 1979) to gain financial benefits via erotic capital (Hakim, 2010).

However, this study has concluded that the younger Irish Millennial body builders use `selfies` to promote and expand on their social identity which further complements previous research concluded by Stryker (1968), Dunne, Lawlor and Rowley, (2010) and Tajfel,(1979). However, the elder interviewee of this research concluded that:

“...gym is lifestyle...” & “...selling him self via social media is not for him...” (Piotr)

This above suggests that the approach to social media and `selfie` phenomena could be age dependant. A further study on the individuals aged thirty plus would further validate the findings.

Lastly, this study concludes that Millennials are hyper-connected, which further complements modern literature (Sisson, 2010; McArdle, 2017; Hill, 2016), depending on one's employment status individuals would spend up to five hours on their phones daily. While the above is just a suggestion to believe that addiction is present, further research could implement a "Facebook addiction test" to validate if some sort of addiction is present or is social media just being used to pass the free time individuals have.

Despite the above, this study also concluded that individuals would not edit their photos before uploading them to social media sites. However a number of photos taken would be greatly exceeding twenty. Additionally small adjustments in the 'colour' and 'brightness' section would be made to make the picture look darker, which according to the interviewees makes one look more 'cut'. Moreover all of the pictures would be taken after the training on 'the pump' while there is more blood present in the given muscle to make it look bigger. This could suggest that individuals are selective in what they upload to social media, suggesting that only 'happy' and 'good' content is being used.

11. Imitation of Research

This study was concluded within the Dublin area, which resulted in interview participants being fairly similar in terms of approach and view on the subject. Broadening the audience to different parts of the country could possibly result in different responses to the interview. Therefore greatly lowering the generalizability of the Irish body builders group to one county.

Furthermore, while the age bracket of the participants was quite broad (18 to 32), a small amount of interviewees, limits the amount of data gathered throughout the research. Additionally, the employment status of the participants (75% unemployed) reflects their personal view and reasons towards body-building. In contrast only one

employed interviewee had a different view on gym in comparison to the unemployed group. Therefore it would be suggested to gather data from more individuals with different employment status to further validate the key findings within the study.

Lastly, the time limitation in which study had to be concluded narrowed the focus of the study on the negative aspects of the modern social media sites. While the study identified a number of negative effects that Millennials body builders can be affected by, an examination for possible positive outcomes could bring contrast to the study.

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12. Appendices

12.1 Transcript of the interviews:

*All of the participants gave permission to disclose their name, age and current employment status.

`Luke` aka star

Age 20, "unemployed" (**Instagram - open profile**)

I= interviewers L=Luke`s response

Interviewer: What would you consider best social media platform and why this one over the other ones?

Luke: I`d say that `Instagram` would be the best and most popular platform now. You can reach out to tons of people, without being friends with them. Its easy to gain audience and reach out to possible sponsors. On top of that everyone has it.

I. Would `facebook` not be better and bigger in terms of audience ?

Luke: I got `facebook` too, but I only use it amongst my friends and people that I know. I mainly use it to talk to people via the messenger, I still post pics and all but not as often as on `Instagram`

I: You mentioned sponsors, would you post `selfies` on Instagram to gain sponsorship ?

L: That`s what I do for living. I don`t have full time job so I train and post `pic` on social media I also try to do the `vlogs` as well which are related to gym too. It`s a big thing in America, you can get really popular and rich. I`m hopping to do it as my daily work and start making money out of it.

I. You know it may take some time to start making money by doing this ?

L: Yeah, I know that. Sure I`m only young, plenty of time ahead of me. I already got 12,800 followers and one clothing sponsor so far, so I can say I`m on the right path.

I. That`s impressive amount of people that follow you. Would you have a daily schedule of uploading pictures? Times ect.

L. Oooo yeah (quite enthusiastic tone). Monday to Thursday I usually post around 6:30pm to 7:00pm as most people are back from work having their dinner looking into their phones. Fridays it would be around 5:00pm, Saturday 3:00pm and Sunday around 12:00.

I. So you have it quite organised I see. How many photos would you take and upload daily ? Would it be many ?

L. You have to be quite organised and consisted, other wise your followers loose interest in you and stop following you. Going back to pictures I`d say I would take around 20,

sometimes 30 photos and would only upload one or two depends on my day. Once in a while I get to share a video too to.

I. That`s a lot of pictures heh. Would you edit them in any way, photoshop ect ? Or just add them the way you took them?

L. I wouldn't edit them in any way, that`s why I take some many pictures so after I can pick the one that's the best, I just change the brightness to darker so my muscles look more defined, other than that no major editing. (adds) I take selfies after the gym on the pump so I look bigger too.

I. Right, so you do gym to look good, would you do anything else that would be classed as metrosexual (explained the tribe)

L. I do sunbeds minimum twice a week and more often during the winter to keep the tan up. I shave my legs, chest, armpits and get my hair cut once a month so I keep up my good image.

I. Would you compare yourself with any one in regards of your own size ?

L. I don't really do it, if I see a big lad I`m like yeah he looks good and all but I wouldn't compare my self with them.

I. Okay, now in regards of social media, would you use a pc/laptop or just your phone to manage your account?

L. Phone 100%, most of the things I do via the mobile phone, taking videos, pictures, uploading stuff, even watching youtube with tutorials how to do certain excises I would do it on the phone. I. So you would spend quite a long time on your phone throughout out the day ?

L. To be honest it would be around 3h in total daily, checking my facebook, instagram and youtube. Sure the first thing I do after I get up I lay in bed and flick through my accounts to see what happened when I was sleeping.

I. Would you say you're happy enough with your current physique ?

L. I cant complaint, I know there are few things I still got to work on but I`m on the right path so far.

I.Right, taking pictures aka `selfies` how would u describe them ?

L. Ehmm.., well its just taking picture of certain times in my life,

I.Would you consider them as snap shots of certain times in your life that you`d like to share with you followers ?

L. That`s it, it`s like a picture which means something to me and I`d like to share it with people who have similar interests as myself you see.

I. I see, last question now... Would you consider social media sites as just on-line websites or tools of making money for you ?

L. As mentioned already it`s my full time job for now, so I would say that while they`re just websites, I`d like to start making some serious money out of it, so yeah.

Kevin = K Unemployment , age 25 (open profile type)

I. Hey Kev, you seem pretty `buffed up` have you been working out for long ?

K. Yeah I have been doing gym for quite a long time now, I`d say around 8 years but I haven't been really consistent at it.

I. Would you be sharing many of your photos on-line ? if so what social media site would you use most ?

K. Yeah I do it on regular basics, once every two, three days id say. I got facebook, snapchat and Instagram, while facebook I use it once in a while just to chat away to my friends, `Insta` is my main thing to share pictures from gym, selfies and other stuff. I`d really like to get noticed and get some sort of sponsorship.

I. Why would you upload so many pictures on-line ?

K. I`m trying to build up my profile, so I can get noticed by big clothing companies as well as supplement stores so I could get free stuff from them in return of using their products.

I. So would it be fair to say, that you are creating a sort of on-line social identity via the instagram platform ?

K. That`s exactly it. Within two years I got over 3500 followers, I can get up to 200 likes a day and few comments under my posts. I hope to grow up to 100,000 followers and by 30 up to 1Million followers would be my dream.

I. What tools would you mainly use to share and edit your photos?

K. I only use my phone to do all the stuff, pictures and uploading the pics on-line.

I. Would you spend much time on the phone so ?

K. O yeah, I`m on the phone non stop, I`d imagine it could add up to 4 to 5 hours a day easy. Scrolling trough `insta` and facebook. I also like to watch stuff on youtube most of it would be gym related like.

I. Would you say that not having a full time job would make you use your phone more often ?

K. I`d say so I have nothing to do, I go out see my mates go to gym and stare into my phone most of the day. If I had a job I wouldn't have time for that now. Hopefully though I`ll start making some money of instagram so I wouldn't have to go work at all.

I. Back to gym topic. Other than working out, do you do any other stuff in regards of your own looks?

K. Well I go sunbeds few times a week, other than that I don`t do nothing else.

I. Would you consider some beauty treatments if they were to make lets say your skin or hair look better ?

K. O yeah, I would sure might as well look even better than I do now.

I. Would you consider yourself metrosexual then (explained the tribe)

K. If looking after your self would be considered as metrosexual then without a doubt I`m metrosexual, sure everyone wants to look good and all.

I. Right, see the `selfies` u add on instagram would you do anything with them or post them straight off your phone?

K. Well, I take a couple of pictures then might change contrast and brightness so I look a bit better, other than that I wouldn't mess with the pictures, I wouldn't even know how, to be honest with you.

I. What would be an ideal time to post for you ?

K. See I try to reach to American audience first, so I usually do it quite early in the morning, as time for them is minus 6 hours. I would post during the week at around 13pm so they first thing they see over in America are my `fresh` posts, Saturday would be around 15pm and Sundays around 12.

I. Okay great, now tell me if would you compare yourself to others in the gym at all?

K. Nah, I used to do it and then it kinda went away, while I would look at people I wouldn't really compare myself with any, no point really.

I. So would you say that you look quite good at the moment.

K. Well I`m happy enough with my body for now, but I want to get more weight and less fat on me. Ideally being 100kg with around 7% body fat.

I. You know that in most cases its impassible to achieve it with out steroids right ?

K. (smiled and shaked his head) Yeah, I know that.

I. Would you consider taking some(steroid) to get better physique at some stage in you carrier ?

K. I don't know!

I. Right, goin g back to pictures. How do you fell about the likes you get under your selfies?

K. It feels good to get lots of likes, I mean they are like a reward for the pictures you take, motivate you and make you feel better about yourself.

I. Would you check who liked your photos ?, or it's just a number for you ?

K. I might have a quick peek through the names, but wouldn't really care to be honest unless it's a famous person in the gym world then I would be over the moon like.

I. Right thanks for your time.

Patric = P, Student, age 18

(private profile)

I. Do you use any of the modern social media sites, if so which one is the best for you.

P. Yeah , well I got facebook, instagram and snapchat. I mostly use instagram though for the past years or so.

I. What makes instagram better than others?

P. Everyone is using instagram now days, facebook used to be big back in the days but now it's instagram which is more popular. You can share pictures, videos and follow people to see what they do on daily basics.

I. Would you be following many people on it?,

P. Yeah, I follow quite a lot of people on this. It allows me to see how they train, what food they eat to gain to such size as some lads are on there.

I. Would you have many people following you ?

P. I`m only on instagram for a while now, so I got around 1000 followers, but I keep my profile closed so only people I allow can view what I upload. I will change this when I get some size so I`ll be able to share my pictures with more people than I do for now.

I. Would you consider instagram as tool to create an on-line identity?

P. Defo, you can start from scratch and show people what you want to show them in the given time, which makes it quite handy. I was thinking to get into sponsoring as well at some stage but as I said I`ve to get some size first.

I. Have you been doing gym for long now ?

P. I started when I was 14. I used to always play football as well so I`m quite lean, but now days you see everyone with big arms and six packs, so I decided to hit gym and get some size as well.

I. Speaking of other people, would you say you compare you body with others in gym or what you see on social media ?

P. I`d say I do, makes me fell smaller in most cases, but I know I`m just starting so I`m on the right path already. On social media though you don`t see small people at all, they all got six packs and huge arms. I know in most cases it`s steroids and photo-shop but would be nice to get to that level one day.

I. You are aware that you might never look like those instagram `stars` without steroids ?

P. I know yeah, I wouldn't take them just yet, I`m still young and will grow. I`m currently taking some creatine and other supplements like proteins and amino acids to grow and they `re working quite well so far.

I. See when you upload your pictures, would you edit them in any way ?

P. Nah, I just get them up there just the way I took them,

I.What would be your main tool to manage your profiles, would it be a pc or phone ?

P. I don't really use computers or laptops, all of the tasks I do are done via my Iphone. Taking pictures, playing games or even watching youtube. I think there is no need for computers any more since everything can be done on the phone like.

I. Would you have any specific time in which you upload the pictures?

P. Not really, around 7pm everyday I would do it like .

I.Okay, that`s grand. Now other than gym would you consider doing other things that could be considered as metrosexual (explained tribe)

P.Well, id go sunbeds once in a while but my skin is naturally tan so I`m grand, I`d shave as well and do the gym. That would be about it I guess.

I. Would you give up on a full time job and start doing instagram as full time job?

P. 100% I Would do it .

Piotr aka Petter = P age:32 gym instructor

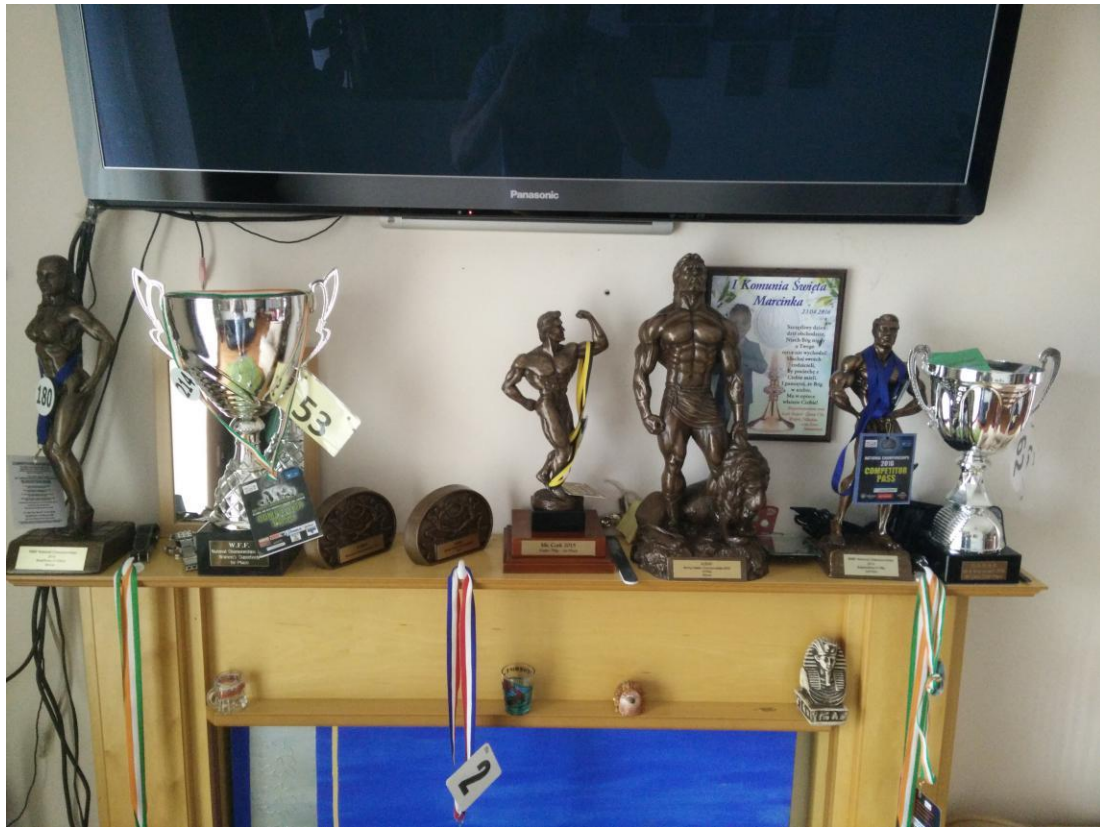
1st place up to 70kg Irish body-building 2015

Mr. Cork 1st place 2015

RBBF 2016 national body building championship 2nd place

NABA. 5th place Mr. Ireland

UFF `world` championship first 10



I. Facebook or instagram which is better and why?

P. I got both, while I use facebook more to talk to people, instagram I use more to upload pictures to carry on with my carrier. I only have instagram for the past year or two and because of that I missed out on a sponsor which wanted me to promote myself via instagram, facebook was not good to them.

I. Would you say Instagram is a good tool to promote yourself via social media site?

P. Defo, you can promote yourself via your own picture, diet, videos from trainings. You can really accelerate in terms of promoting your self via instagram.

I. Would you have many of the followers so ?

P. I dunno 800,900 below 1000 I`d say.

I. Is it private page or open?

P. I have it private, just open for those I want to share things with. What's the point of getting invitations from like `sex pages` and all that. I care about the sport, not to climb the success ladder and have as many people as possible. You know what I mean.

I. So would you say you don't do it for the `number`?

P. I do it for myself. It's not good I don't think it's good for me though in terms of `selling` myself to the public. You see all the younger generation now posting as much as possible just to get followers and money out of it.

I. You don't care about it ?

P. Not really, I don't want to be selling myself for nothing like. I'm not into that.

I. When you take pictures of yourself, do you edit them in any way or just throw them up there as they are ?

P. Sometimes I change colours, make pictures darker so I've better definition. Just like on the stage the more tan you got, the better you look. Veins and all you know.

I. No photoshop and all no?

P. No, no, no. You can do black and white as well but I don't do it often.

I. First thing you do in the morning ? you look into your phone checking facebook or instagram or you live your life?

P. I live my life, get up in the morning take my supplements, have some breakfast and while I eat I'll look into my phone and see what's going on there like .

I. Instagram or facebook first ?

P. Depends what comes first, there is no rules really here.

I. Do you spend much time on your phone daily + - ?

P. I do yeah, + - I never calculated that, but when you're on your phone every hour it adds up. Would be more than 3 or 4 hours defo.

I. Would it be just social media sites or lets say youtube too?

P. social media as well as youtube, I always watch things to up skill my self. We're all self educated so you know.

I. Would it be vlogs or how then ?

P. Yeah that would be it

I. So what competition are you getting ready for now ?

P. NABBA but different category, up to 70kg but wearing shorts (model with the muscle) no speedos like. You still do all the posing just wearing different underwear like Hugo Boss or some of them.

I. What age were you when you started gym ?

P. I used to always do when I was young, professionally for competition from last 3 to 4 years.

I. When all together?

P. Lets say from last 10 years I have been doing it so.

I. Right, and since when do you post pictures on instagram?

P. From last 3 years I would say. (2015) since I got best form of my life.

I. Why do you add them pictures ? To promote yourself ?

P. To promote myself defo, but also to give some hope to people and to prove those who don't believe that it can be done, that it was done by me. Proof that you can, some drink then go into gym.

I. You know the likes and pokes do they motivate you in any way ?

P. I do look at it and it does motivate me, the more people look at it makes me feel better about my self.

I. Do you look who liked your pictures?

P. I do yeah !, I really appreciate likes from my family and from others who have been in the business for longer than me at this stage. People that share same passion and love for body-building, as it's not just sports it's a life style at this stage.

I. Are you happy with your current physique ? why ?

P. You know yourself it's never enough for us, even when I won first place on stage I wasn't fully happy about it as I know I can still look better. Possibly it didn't get to me at the time or it just wasn't what I wanted back then. It's never enough.

I. Why is it never enough? Do you look at others ?

P. I've had few problems that I can't get over with even though I'm trying for years now.

I. You don't look at others saying, `oo he looks better I've to get bigger`?

P. Jealousy is always there and have been, you look at others and fell better. Like you got nicer arms than me which means you're doing something better. See I wouldn't call it jealousy just looking I suppose.

I. Would it motivate you to work harder if someone looked better than you ?

P. In some shape or form it would I'd say.

I. Have you got an idol or you just go your own way in terms of physique?

P. They wouldn't be by my idols now but Arnold would be still the guy to follow, classical perfect physique like. He's past, future and now, no one will ever beat him or look better than him.

I. Now when it comes to looking after yourself, (shaving and all) would you do it for yourself or for gym? Would you say you're metrosexual

P. What's that now ?

I. Lads looking after themselves, going beauty salons do their hair and all that not like doing nails but tanning salons ect.

P. If that's what it is I do, do it. I can't not be shaved like, legs, chest, armpits I used to shave when I was small , sunbeds I would do up to 3 times a week. It annoys me when I'm white, you know.

I. If you could use beauty products would you use them?

P. Definitely, I use them myself, not the beauty stuff now but fragrant creams, my old one (wife) likes them, so I use them. Forest fragrant or cookies and all that. There are lots of that there so might as well.

I. Do you think social media affects you in any way ?

P. It does, back in the days it used to annoy me, as everyone was selling themselves in some way or other. I woke up today, had 200g of chicken etc.

I. So showing off pretty much ?

P. That's it, get sponsored as fast as possible, what about exercising !? no point selling yourself fast if you do fuck all like.

I. So you'd rather focus on end product like being big rather than showing off?

P. That's it.

I. Would you add anything about the social media ? good or bad ?

P. They are good but used with head, if you're just after selling yourself no good. There are different kinds of people out there I personally don't like it. I know you can make money out of it and get famous, sponsors and all but what's the point of `selling your ass` everyday.

I. Would you say social media can motivate youngsters to take steroids ?

P. What we see on social media, the size of them, non of them are natural and they're photoshopped. Might push people to take some soft steroids, no injections now but some sort of pills, like `vinstrol` or something like it might.

I. Its interesting as you got private profile, other people I have interviewed have open profile.

P. See they want to sell themselves as fast as possible, I don't care about it to be honest as I said already. I do it for the beauty of the sport.

I. Would you say age plays a role in it as well?

P. I would imagine so, we were adapting to phones and social media. Young people were born within like. See I could possibly have a different approach as well if I didn't have family and kids but who knows.

I. Yeah that's right you got different priorities.

P. Yeah you see the young ones now, tensing showing their asses off all the time, fair enough they'll be seen by some rich lads who will throw some money at them and `do them` after that`s about it.

I. Yeah they seem to be all empty headed alright.

P.Yeah, most of instagram females are stupid `empty` sadly.

I. So you do it for yourself, what makes you do gym?

P. We didn't have many friends and a lot of free time so we were drinking a lot and there was time to stop and start doing something else so I went gym.

