

***Machobook: A critical analysis of how Facebook is effecting the amalgamation of male body insecurities known as the Adonis Complex.***

**Abstract**

This research paper analyses the ramifications of social media in terms of body image. The presented study details the rise of male body insecurities through the depiction of the male form in Hollywood and the objectification of masculinity by the advertising industry. Through the proliferation of idealised male forms into the mainstream media, the male bodily ideal has shifted toward a muscular physique, which is notably difficult to attain. Furthermore, an examination of cognitive facets of body imagery and social media is delved into to present the findings of how the physical self is represented on the site. The manner in which one manifests themselves can have an effects on how one perceives themselves, whereby they make comparisons socially or to an idealised version of the self. Finally, the paper juxtaposes facets of the male bodily insecurities and the psychology of Facebook to contemplate how on may influence the other. Comparisons are made between how one depicts themselves through social media and how body imagery is susceptible to extraneous determinants in a social context.