How does negative appearance perception amongst high school students in East China contribute to their social avoidance issue

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Abstract:

This study investigated the influence of negative appearance perception on the social avoidance behavior of high school students in East China, and focused on the mediating role of self-esteem. Through a mixed method combining quantitative investigation (N=100) and qualitative interviews (N=5), the research shows that the higher the level of negative appearance perception among teenagers, the stronger the tendency of social avoidance and the lower the level of self-esteem. The gender differences are obvious. Compared with men, female students report significantly higher levels of appearance-related anxiety and social avoidance. Through Pearson correlation analysis and mediation model analysis, it was found that self-esteem plays a partial mediating role between negative appearance perception and social avoidance, accounting for 15.6% of the variance. The research results highlight the significance of interventions that promote positive body image and self-acceptance. Although this study provides valuable insights, its regional focus and gender imbalance in the sampling indicate the approach for future research on a more diverse population.

Keywords: negative appearance perception, social avoidance, self-esteem, High school

1. Introduction

In this era of developed Internet, people begin to have a variety of aesthetics and have a lot of different understandings of beauty, but people always feel insecure about their appearance and feel that they are not perfect in terms of appearance, height, weight and so on. This is where "negative appearance perception" comes in. Negative appearance perception refers to the fact that an individual has a serious negative evaluation of their own appearance (Jin, 2022). Specifically, people with this cognitive style often lack objective and comprehensive thinking and analysis of their appearance, and their minds are filled with various negative suggestions, and they feel negative, pessimistic and unsure of themselves.

Therefore, these people are afraid of going out to socialize, so that they have the psychology of "so-

cial avoidance". Social avoidance is the act of feeling extremely upset and anxious in social situations, so as to avoid interacting with others as much as possible (Jin, 2022). Social avoidance is one of the main manifestations of avoidant personality disorder. People with avoidant personality disorder often feel extremely anxious and upset about social situations and may avoid interacting with others or feel very uncomfortable in social situations. For them, socializing is a drain on their own energy, and they will worry too much about others' evaluation of them, resulting in anxiety. One hundred high school students from eastern China filled out the research's questionnaire, and 70 percent of them had appearance anxiety. The purpose of the researchers is to understand the degree of knowledge of high school students in East China about negative appearance perception and whether they have social avoidance problems, and to use "self-esteem" as the mediating variable. In the questionnaire, it is found that a large number of high school students in eastern China have negative appearance cognition, and negative appearance cognition also affects social problems in life, that is, social avoidance. Therefore, this is a problem that needs social attention.

2. Literature Review

2.1 Negative appearance perception

Negative appearance perception refers to an individual's distorted or negative perception and evaluation of their own appearance (Jin, 2022).

To be specific, negative appearance cognition is usually manifested as that an individual does not have abnormal appearance, but because of his distorted cognition, he thinks that his appearance is ugly, and this cognition will cause extremely painful psychological disorders in the individual.

Social avoidance refers to the behavior of individuals who feel highly nervous and uneasy in social situations, and thus tend to avoid contact and communication with others (Jin, 2022).

In recent years, research on negative appearance perception has also included articles on social avoidance, self-esteem, and differences between male and female students. In Jin Yajie's article, there are many reasons for negative appearance perception, among which gender is a major factor. Studies have found that women are more likely to have negative appearance perception than men. (Jin, 2022). At the same time, the "self-objectification" mentioned in this study, when women find that the outside world pays more attention to the appearance rather than the character of the person, they begin to choose to

avoid social interaction and reduce the frequency of social interaction, which is also a reason for women's negative appearance cognition (Bai, 2023). Both suggest that women are more likely to suffer from appearance anxiety than men, and that sexual objectification causes them to criticize their appearance and feel less confident.

Also from Shawna's study, 89% of women had high levels of appearance anxiety, compared to just 11% of men. It is also very clear that negative appearance perception is a major influence on gender factors (Shawna et al., 2016).

2.2 Social avoidance

Social anxiety refers to the fear of being watched or judged by others in interpersonal communication, fear of improper behavior, often negative self-evaluation, and then experience distress emotions, often accompanied by avoidance behaviors (Zhou, 2021). Research shows that most social avoidance is due to the fear of hearing others judge you. Studies have shown that many people are afraid to socialize because they fear both negative and positive judgment from others. (Zheng et al.,2021).

2.3 Self-esteem

In the study, "self-esteem" was used as a mediator to link negative appearance perception with social avoidance. As teenagers grow up, they begin to evaluate their body image. With more and more contact with the Internet, teenagers will see their ideal body image online, so there will be more appearance anxiety, and also low self-esteem. (Ertuğrul et al. 2014)

In Ezgi's study, it was found that adolescents with occlusal problems undergoing orthodontics had lower self-esteem and higher social avoidance, and orthodontics was equivalent to appearance anxiety, which had a certain impact on their self-esteem and social interaction. (Ezgi et al. 2020). Studies have found that self-esteem changes with the age of children, and factors such as family, school, social interaction, and physical appearance can affect children's self-esteem (Helen, 2017)

2.4 Existing research on Chinese high school students considering: negative appearance perception, self-esteem and social avoidance

In Deng Jie's article, she said that there are many deformed aesthetics in society, such as "A4 waist", "right shoulder" and "collarbone coins", which reflect their "thin" words, and thinness seems to have become a standard of beauty. This leads high school students to define this type of body as a standard of appearance criticism, and to approach this type of aesthetic through batch photo software, which is unhealthy for high school students who are phys-

ically developing. Therefore, to improve the quality of the media and spread the healthy body in the media is the right approach (Deng, 2022) . In addition, Jin Yajie mentioned in her article that during the busy period of high school, girls pursue a good appearance very much. For female high school students with good appearance, a good appearance will increase their vanity, and they will blindly maintain their appearance and pursue a higher level of appearance, which will make them feel superior. For girls with bad appearance, it will only increase their appearance anxiety, at such an age, there is no extra energy and time to dress themselves, which leads to the situation of feeling inadequate, so in order to avoid being discussed by others about appearance, choose to reduce social activities and begin to become introverted (Jin, 2022) .

In the article about social avoidance of high school students, it is found that female students have lower self-esteem than male students, which affects students' social activities. Students with low self-esteem will choose to avoid social interaction, and they will have evaluation fear, afraid of hearing others' evaluation of them, no matter it is good or bad. Among them, the social anxiety scale and avoidance subscale are especially prominent in the students in the second year of high school, which reflects that low self-esteem does lead to social avoidance (Zhou, 2021) .

2.5 Summary and research gap

The current literature on the three aspects of negative appearance cognition, social avoidance and distress, and self-esteem will be described from the four terms of "gender", "Internet video", "evaluation anxiety" and "self-objectification". In the literature on negative appearance perception, "self-esteem" is rarely used as a mediating variable to describe negative appearance perception, but it is a very important factor, which reflects the influence of negative appearance perception on social avoidance to a large extent.

3. Methodology

In the research, the author mainly used questionnaires and interviews to find out the extent of the impact of negative appearance perception on self-esteem and social avoidance of high school students in Suzhou and Shanghai, China. The research mainly targeted at high school students in East China, such as Shanghai and Suzhou.

This questionnaire is designed according to the negative appearance perception scale (Chen et al., 2006), social avoidance and distress scale (Watson et al.,1969) and self-esteem scale (Rosenberg, 1965), which mainly studies negative appearance perception and social avoidance. The

author use self-esteem as an intermediary value to connect these two topics. Two weeks after the questionnaire was sent out, and collected 100 answers. The higher the score of all three scales, the more serious the situation was. The questionnaire is mainly distributed to high school students in Suzhou, the scope of which might be limited compared to the whole East China region.

Primary research

Questionnaire and Interview

Questionnaire survey is a method to collect data by making detailed questionnaires and asking respondents to answer them . This study used this method to collect the influence of negative appearance perception on social avoidance of some high school students in East China. In the questionnaire, the researcher designed the questionnaire based on the Negative Appearance Perception Scale (Chen et al., 2006), Self-esteem Scale (Rosenberg, 1965) and Social Avoidance and Distress Scale (Watson et al.,1969).

This research used the app "WenJuanXing" to design and produce this research questionnaire. After completing the questionnaire, the author posted it on wechat moments, Red Note and other social media platforms for collection, a total of 100 responses were collected. Problems are visualized using charts such as bar charts, pie charts, and line charts. In the questionnaire analysis, Pearson Correlation is used first to show the correlation among scales. KMO (Kaiser-Meyer-Olkin) test is utilized to check the validity of the scales. The author then applies the mediating effect model to analyze the mediating effect of self-esteem, and correlation between negative appearance perception scale, self-esteem scale and social avoidance scale.

At the same time, the writer used interviews. Interviews are usually conducted through face-to-face communication between reporters and the information acquired, and activities such as observation, investigation, interview, recording, photography, sound recording, video recording, etc., which is a way of collecting and collecting media information . The interview was conducted in the form of online chat. All questions in the interview were consistent, and the questions were expanded according to the questionnaire. During the interview, the writer learned their subjective thoughts on this issue and whether negative appearance perception actually has a great impact on social interaction. We used "Wechat", a social communication software widely used in China, to conduct the interview. The interviewees responded to the interviewer's questions by text reply, which also better protected their personal information and privacy. The author interviewed five high school students from Shanghai and Suzhou. "Do you place a lot of importance on appearance when making friends?" And "Do you think appearance anxiety has an impact on

social interaction?" .

Secondary research

When researching a topic, it is very important to select reliable literature sources, such as CNKI and Google scholar. There are many reliable articles in these three websites for follow-up research. The literature involved in this study comes from these three websites. When choosing articles, the researcher will focus on articles with the keywords "negative appearance perception", "appearance anxiety", "social avoidance" and "self-esteem". At the same time, the region and date are also reference factors,

the researcher will focus on the selection of regional research and recent articles to read and analyze. The literature was then evaluated using the CRAAP test, and the textual information was organized in a written manner.

4. Results

4.1 Questionnaire results

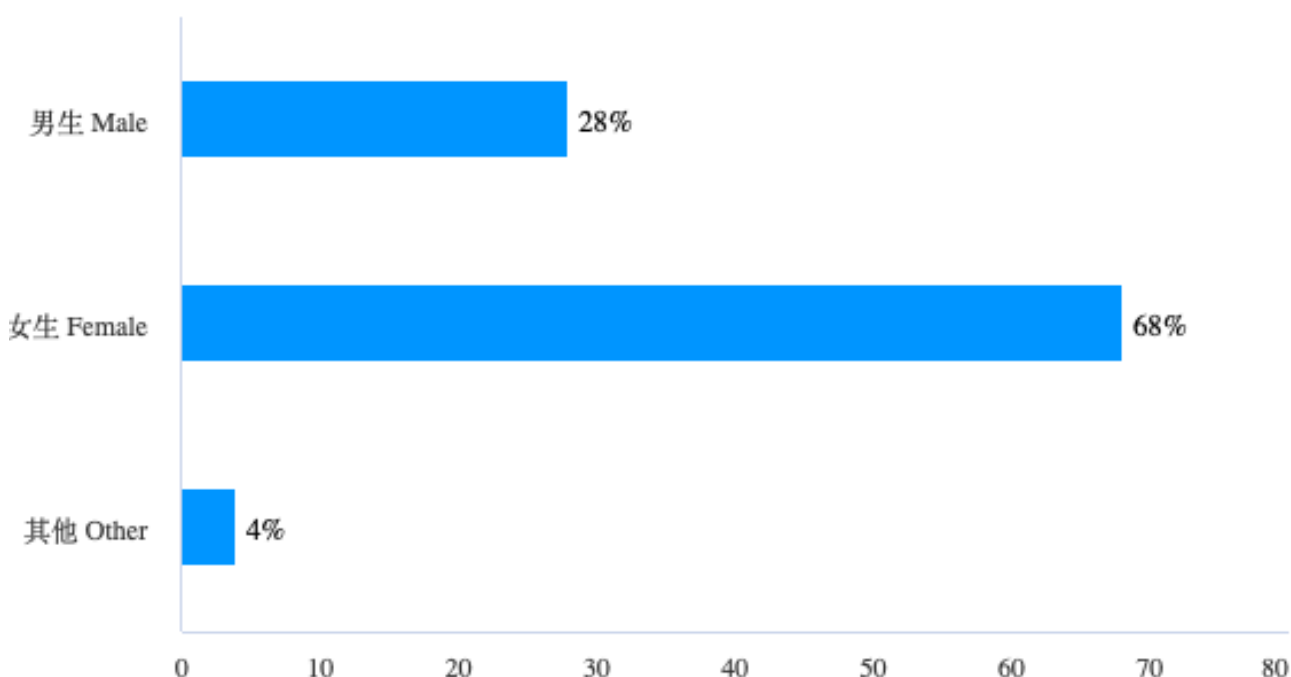### 4.1.1 Gender of survey respondents

Figure 1 Gender of survey respondents

(The mean value of negative appearance cognition scale was 26.28 for girls and 25.79 for boys & of social avoidance and avoidance scale was 14.91 for girls and 11.86 for boys & of self-esteem scale was 36.57 for girls and 37.54 for boys)

As can be seen from Figure 1, 68% of the respondents were female, while only 28% were male, and 4% of the opposite sex filled in the questionnaire, which can be explained by two reasons. The first is that women are more concerned about appearance anxiety than men and are more interested in this topic, but it may be possible that there are more women than men in the distribution group.

So the male sample is smaller than half the female sample. This is also the limitation of this questionnaire. The average value of negative appearance perception scale was 26.28 for girls and 25.79 for boys, and the average value of girls was higher than that of boys. In the social avoidance scale, the average value of female students was 14.91 and that of male students was 11.86, and the average value of female students was higher than that of male students. The mean value of self-esteem scale was 36.57 for girls and 37.54 for boys, and the mean value of boys was higher than that of girls.

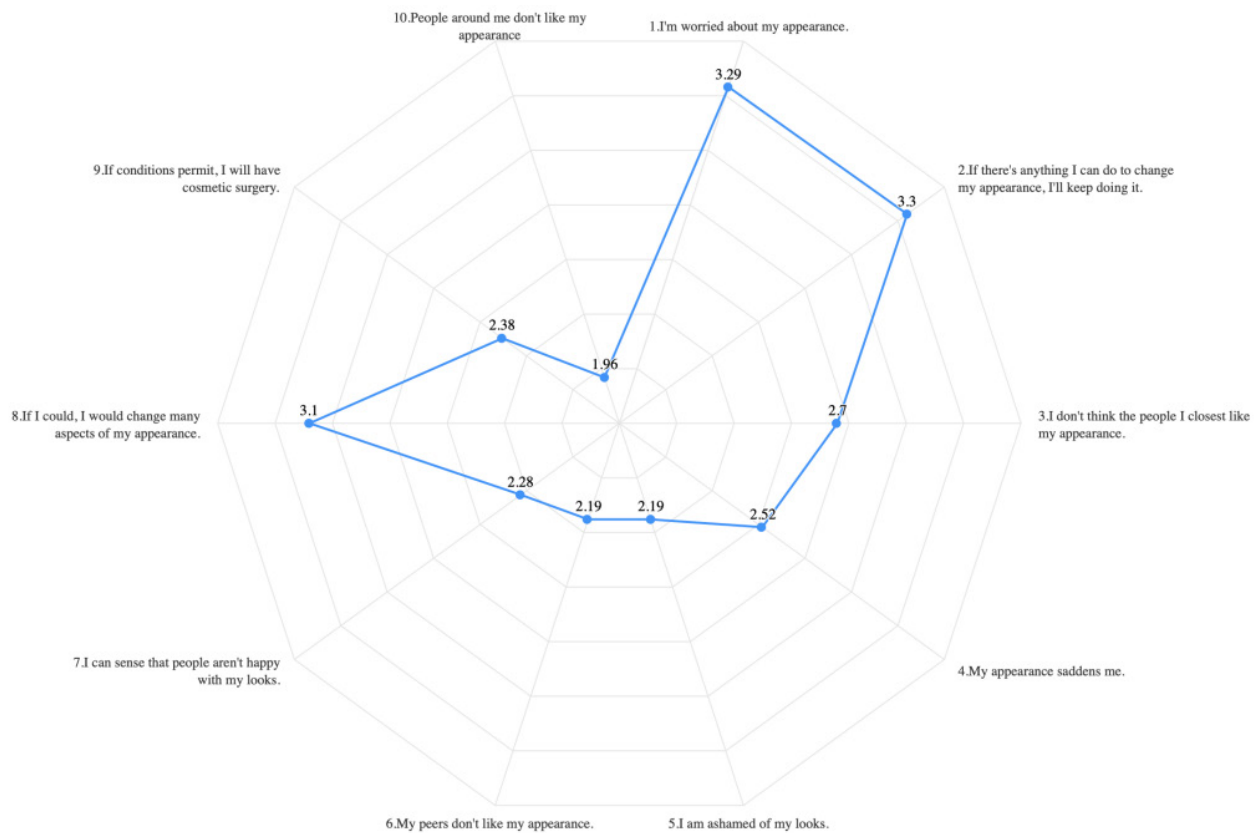### 4.1.2 Negative appearance perception Scale

Figure 2 Negative appearance perception Scale

Figure 2 was designed according to the negative appearance perception Scale, in which the scores for questions related to wanting to change appearance were higher, with average scores of 3.29, 3.1 and 3.3 respectively. However, very few people think that looks are a barrier to making friends, and very few people think that people around them don't like their looks, with a score of 1.96.
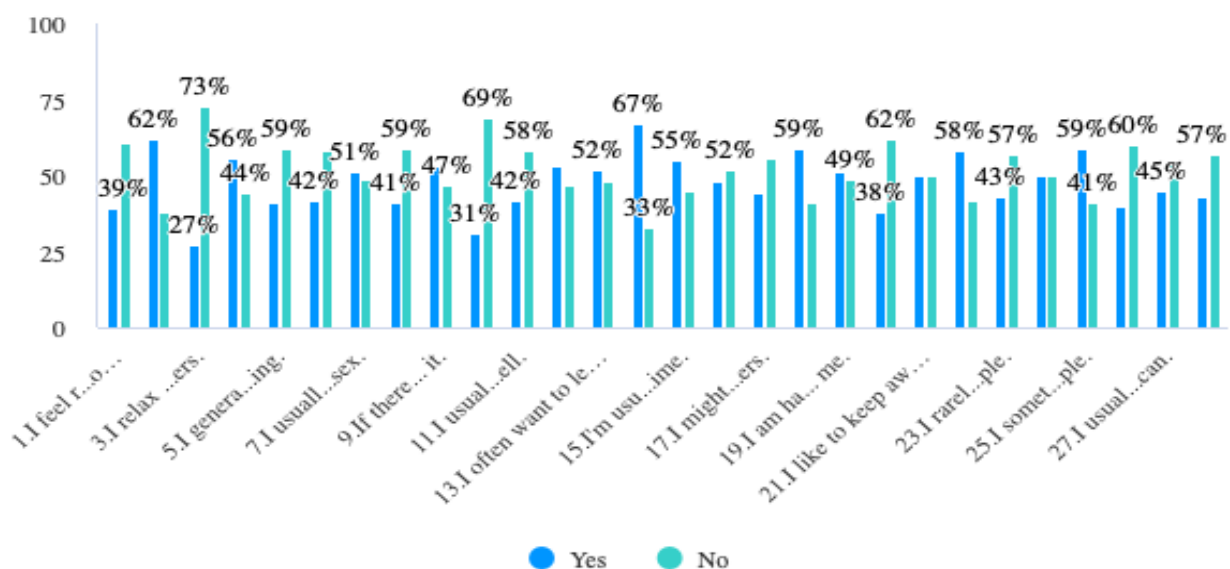
4.1.3 Social avoidance and distress scale

Figure 3 Social avoidance and distress scale

In Figure 3, the two questions with the biggest data differences are "3.I relax easily when I'm with strangers." and "14.I feel uncomfortable around people I don't know.". These two questions are related to getting along with

strangers, 73% of people do not think that it is easy to get along with strangers, and the 14th question is a similar question to the third question, 67% of people think that they will feel uncomfortable with strangers, which highlights the phenomenon that many people do not want to get along with strangers. At the same time, many other questions reflect that about half of people do not want to participate in group activities and prefer to be alone, which makes them feel relaxed.
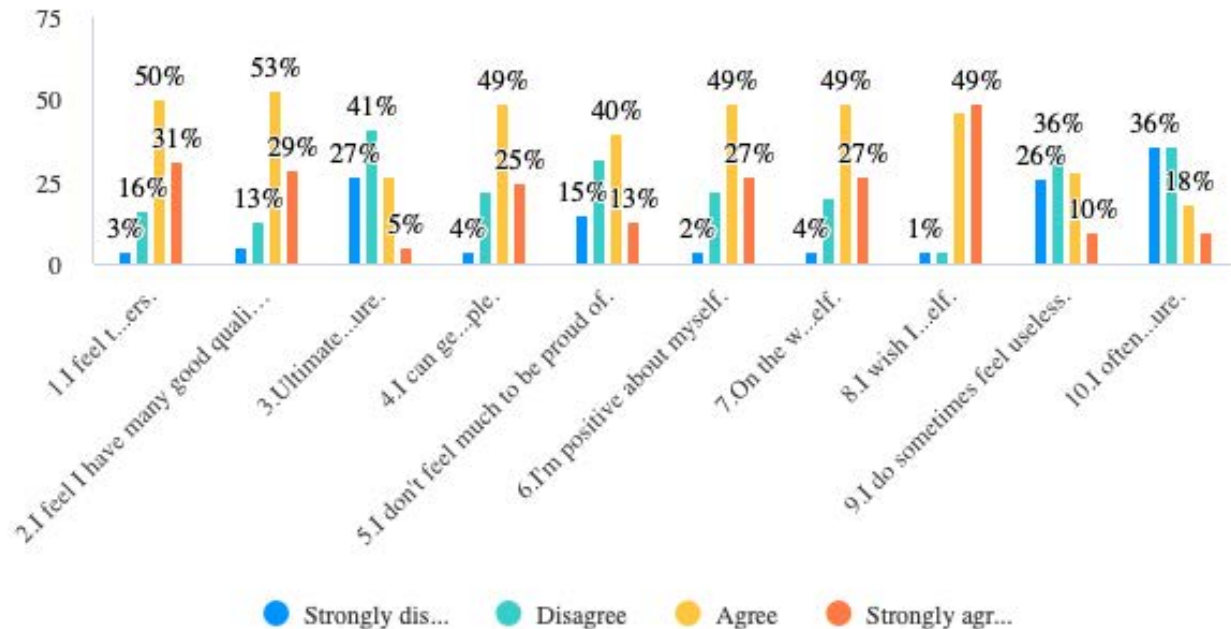
4.1.4 Self-esteem scale

Figure 4 Self-esteem scale

Figure 4 is the use of self-esteem scale, where questions 1,2,4,6,7,8 all get a total of more than 50% of the "agree" and "strongly agree", which indicates that more than half of the people are still very optimistic and do not demean themselves. Questions 3, 9, and 10 actually have the same result as the six questions mentioned above, and after the change of the question method, people also changed to the opposite answer.

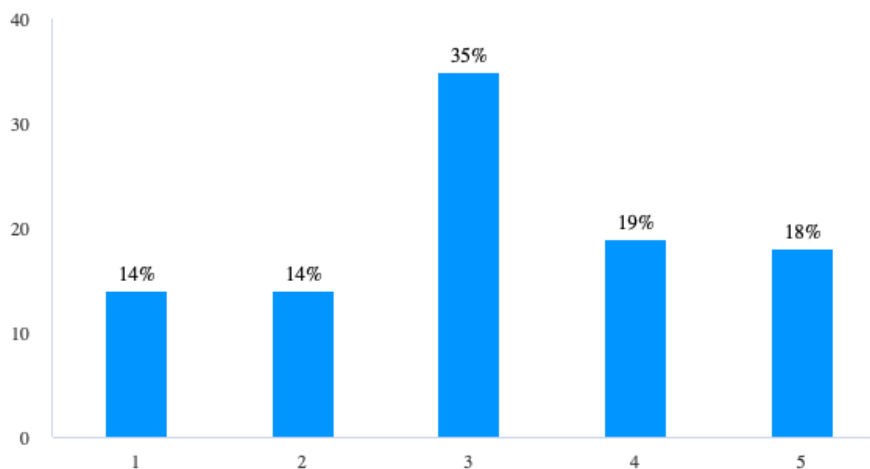**4.1.5 Do you think your appearance anxiety affects your social behaviour?**

Figure 5 Do you think your appearance anxiety affects your social behaviour?

Figure 5 shows that 37% of people still feel that appearance anxiety has affected their social interaction, 35% feel that it has a certain impact but not very serious, and 28% feel that it does not affect their social interaction. The ma-

jority of people are affected by physical appearance.

4.1.6 If you are more satisfied with the way you look, will you be more active in social activities.
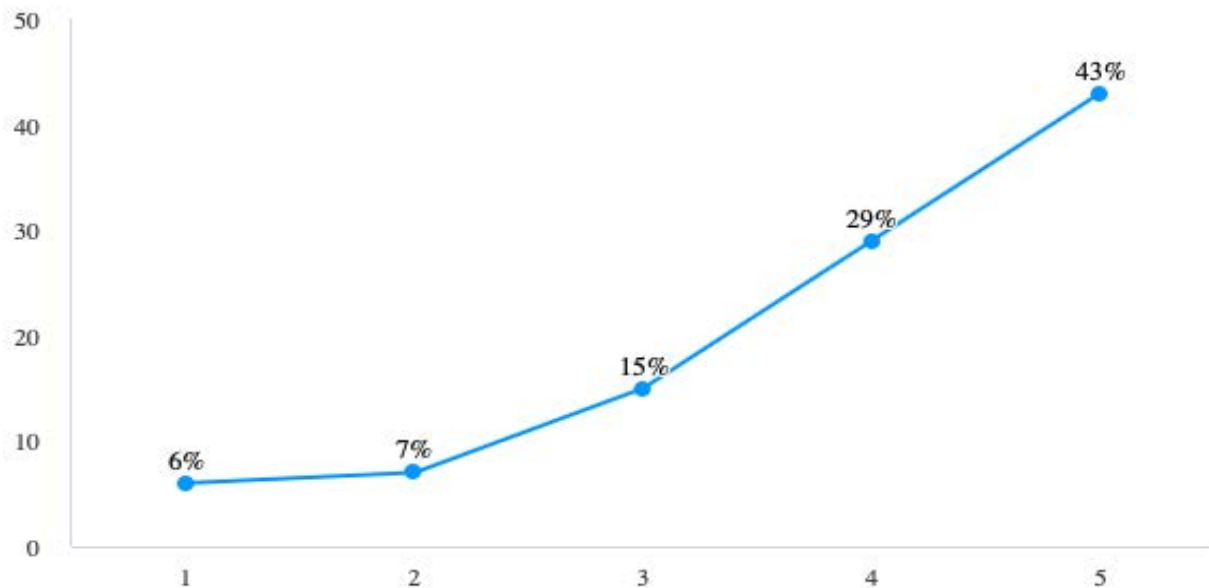

Figure 6 If you are more satisfied with the way you look, will you be more active in social activities.

The graph shows an upward trend. Only 13% of people think that physical appearance will not bring more positive results to their social communication, while the remaining 72% think that it will bring more help to their social communication, which shows that physical appearance will indeed bring social trouble to many people.

The last question of the questionnaire is an open question. The question is, "If you have a related experience of appearance anxiety or social avoidance, you can describe it in the box below." The key words mentioned in this question are "appearance", "anxiety", "inferiority" and "makeup". These words all reflect that negative appearance perception can indeed make people feel inferior, at the same time, two people mentioned the word "makeup", they would like to dress up themselves when going out, so that they can be more confident when going out.

4.2 Statistical data analysis of the questionnaire

4.2.1 Pearson correlation- Negative appearance perception scale & social avoidance and distress scale

Pearson Correlation - Standard format	
	Negative appearance perception Scale
Social avoidance and Distress Scale	0.522**
* $p<0.05$ ** $p<0.01$	

Figure 7 Pearson correlation- Negative appearance perception scale & social avoidance and distress scale

The negative appearance perception scale is significantly and positively correlate with social avoidance and Distress scale, which means that the higher the negative appearance perception, the higher the degree of social avoidance and distress.

4.2.2 Pearson correlation- Negative appearance perception scale & self-esteem scale

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Pearson Correlation - Standard format	
	Negative appearance perception Scale
Self-esteem scale	-0.499**
* *p*<0.05 ** *p*<0.01	

Figure 8 Pearson correlation- Negative appearance perception scale & self-esteem scale

The negative appearance perception scale has a significant negative effect on the self-esteem scale, which means that the higher the negative appearance perception, the lower the self-esteem.

4.2.3 Pearson correlation- Social avoidance and distress scale & self-esteem scale

Pearson Correlation - Standard format	
	Social avoidance and Distress Scale
Self-esteem scale	-0.504**
* *p*<0.05 ** *p*<0.01	

Figure 9 Pearson correlation- Social avoidance and distress scale & self-esteem scale

The self-esteem scale has a significant negative impact on the social avoidance and distress scale, while controlling the influence of the independent variable, which means that the lower the level of self-esteem, the higher the level of social avoidance and distress.

4.2.4 KMO and Bartlett tests

KMO and Bartlett tests		
KMO value		0.864
Bartlett sphericity test	Approximate chi-square	706.972
	df	45
	p-value	0.000

Figure 10 KMO and Bartlett tests

KMO and Bartlett tests were used to verify the scale's validity. It can be seen from the above table, which is KMO and Bartlett tests, that the KMO value is 0.864 and the KMO value is greater than 0.8, and the research data is very suitable for extracting information, which means the solid validity allows the author to conduct the model testing of the mediation effects of self-esteem scale to analyze the influence of negative appearance perception scale on social avoidance and distress scale. Validity analysis requires Bartlett test, corresponding P-value should be less than 0.05.

4.2.5 Model testing of mediation effects

Model testing of mediation effects (n=100)															
	Self-esteem scale					Social avoidance and Distress Scale					Social avoidance and Distress Scale				
	B	Standard error	t	p	β	B	Standard error	t	p	β	B	Standard error	t	p	β
constant	46.008**	1.703	27.014	0.000	-	0.812	2.266	0.358	0.721	-	21.003**	6.250	3.361	0.001	-
Negative appearance perception Scale	-0.357**	0.063	-5.702	0.000	-0.499	0.504**	0.083	6.062	0.000	0.522	0.348**	0.091	3.818	0.000	0.360
Self-esteem scale											-0.439**	0.128	-3.441	0.001	-0.325
R^2	0.249					0.273					0.352				
Adjust R^2	0.241					0.265					0.338				
f-number	$F(1,98)$=32.511,p=0.000					$F(1,98)$=36.745,p=0.000					$F(2,97)$=26.324,p=0.000				

* p<0.05 ** p<0.01

Figure 11 Model testing of mediation effects

This table is the premise of the analysis of mediating variables. It can be seen from the table that there is a significant correlation between these items, and the negative appearance perception scale is significantly negatively correlated with the self-esteem scale: B=-0.357.

4.2.6 Indirect effect analysis

Indirect effect analysis						
item	Effect	Boot SE	BootLLCI	BootULCI	z	p
Negative appearance Perception Scale ⇒ Self-esteem scale ⇒ Social Avoidance and Distress Scale	0.156	0.053	0.066	0.275	2.940	0.003

Note: BootLLCI refers to the lower limit of 95% interval of Bootstrap sampling, BootULCI refers to the upper limit of 95% interval of Bootstrap sampling, bootstrap type: percentile bootstrap method

Figure 12 Indirect effect analysis

As can be seen from these two tables, the mediating effect is 0.156, not 0, and the mediating effect is significant. The confidence interval of direct effect is not 0, so there is obvious mediating effect.

4.2.7 The effect of negative appearance perception on social avoidance

The mediating effect is 0.156 (the effect in the figure 12), which is not 0, indicating that the mediating effect is significant. The direct effect (the effect of the negative appearance perception scale in the first table on the social avoidance distress scale) was 0.348, with no confidence interval of 0, indicating a significant direct mediating effect. To sum up, self-esteem has a certain mediating effect on the correlation between Negative appearance Perception Scale and Social Avoidance and Distress Scale, and the mediating effect is 15.6%.

4.3 Interview analyse

This interview is mainly designed to collect qualitative

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data to assist the author's analysis, which all require subjective answers. "Do you have appearance anxiety?" "Do you pay attention to the appearance of others when making friends?" "Do you think appearance anxiety has a certain impact on social interaction?" "For you, is the personality of a friend more important than appearance?" (The fourth question is not to interview all respondents, some people have been covered in the previous question answer).

For the first question, four out of five respondents have experienced this due to body and appearance inconfidence, such as acne in adolescence, dark circles under the eyes, insufficient waistlines, and so on. One respondent said that at one time, because he felt that he had very heavy dark circles under his eyes, he never raised his head when walking, and he was afraid to let others see his face, so he got up early every day to make himself look better. In the second and third questions, they said that they would pay attention to the looks of others, because when they meet a new friend for the first time, the first impression is given by the appearance, the first time they see the person is good-looking, they are willing to continue to get along with him/her, but if they are messy, they will affect the subsequent relationship and think that if they are good-looking, they are easier to make friends. For both respondents, they were less likely to go out and socialize if they didn't wear makeup. The last question, everyone's answer is that the character of a friend is more important than appearance, appearance is only used as the first impression to know a person, but the most important thing to be a friend is character. Respondents agreed that appearance perception affects first impressions in social situations, but in closer friendships, personality matters most, not looks.

5. Discussion

The author's primary research consists of two parts: questionnaire and interview. First of all, the questionnaire mainly studied the impact of negative appearance perception on social avoidance and pain, in which the researcher took "self-esteem" as the mediating variable and linked negative appearance perception with social avoidance. The final result of the questionnaire is that negative appearance perception does affect the social interaction of high school students in Shanghai and Suzhou to some extent. Negative appearance perception leads to low self-esteem and social avoidance in high school students. In a recent article, it was mentioned that male and female students have different degrees of negative appearance cognition. High school girls are more likely than boys to suffer from appearance anxiety and social anxiety. Then there is the

author's interview, only one of the interviewees did not appear appearance anxiety, the rest of the people have had the energy of appearance anxiety, but think that the most important thing to make friends is personality and personality, will not pay much attention to appearance.

The researcher used "self-esteem" as a mediating variable to link negative appearance perceptions to social avoidance and distress, and existing studies present similar research results. The first paper takes "fear of evaluation" as the mediating variable, and links negative appearance perception with social avoidance and distress (Jin, 2022). The second paper linked social anxiety to low self-esteem using "loneliness, shame, and fear of evaluation" as mediating variables (Zhou, 2021). The third part takes "self-objectification" as the mediating variable to link self-related behaviors with body image satisfaction (Ge et al.,2022). As reflected in Jin Yajie's article, social avoidance is influenced by negative appearance perception, and the author have also come to this result (Jin, 2022). This questionnaire data shows that negative appearance perception is positively correlated with social avoidance and anxiety. Therefore, the stronger the negative appearance perception, the more serious the social avoidance phenomenon. Another article linking self-related behaviors to body image satisfaction, although it does not directly mention the terms "negative appearance perception" and "self-esteem," but can think of "self-related behaviors" as "self-esteem" and "body image satisfaction" as "negative appearance perception," the conclusion of the article shows that self-related behaviors, In other words, "selfie editing" and "selfie viewing" are affected by "body image satisfaction", and their standard format value is -0.21, showing a negative correlation (Ge et al.,2022). Just like the author's questionnaire analysis, there is a significant negative correlation between negative appearance perception and self-esteem, that is, the stronger the negative appearance perception, the lower the self-esteem. There is a significant negative correlation between self-esteem and social avoidance. The lower the self-esteem, the stronger the social avoidance phenomenon. Through the whole analysis, the author found a significant negative correlation between self-esteem and social avoidance. The lower the self-esteem, the stronger the social avoidance phenomenon. In an article analyzing the relationship between social anxiety and low self-esteem, loneliness, shame and fear of evaluation were used to analyze the two. Detailed analysis was made from the overall situation, gender difference, age difference, whether the only child difference, and the difference of the origin of students. This research took the entire high school students as a whole, and did not include the two items of "whether the only child difference" and "difference of the origin of students" (Zhou,

2021). The author's analysis was much more comprehensive than mine, and her findings were very similar to mine: she found a significant negative correlation between self-esteem and the overall score of social anxiety and the two subscales, with the higher the level of self-esteem, the lower the score of social anxiety. Social anxiety is positively correlated with loneliness, shame, fear of negative evaluation and mental health level respectively, that is, the higher the loneliness, shame, fear of negative evaluation and mental health score, the higher the level of social anxiety will be (Zhou, 2021).

In the research, the author found that the number of women filling out this questionnaire was 7:3 for every man, which can be explained for two reasons: first, women are more interested in and take seriously topics such as negative appearance perception or appearance anxiety, while boys are less concerned; Second, the author have more girls than boys in the circle of friends. For the negative appearance cognition scale, the average value of girls is 26.28 and boys 25.79, and the value of girls is higher than that of boys, which can reflect that girls' negative appearance cognition is more serious than boys'. As for the scale of social avoidance and distress, the average value of girls was 14.91 and boys 11.86, which is still higher for girls than boys, so the social avoidance of girls is also more serious. The last is the self-esteem scale, the average value of girls is 36.57 and that of boys is 37.54. In this table, the value of boys is higher than that of girls, which means that boys' self-esteem is higher than that of boys on average, which also reflects the low level of girls' self-esteem. Therefore, this may lead to more female students filling out the questionnaire, which is also the limitation of this questionnaire. Similar results were found in three other articles. Shawna's study also found that women were more likely to suffer from appearance anxiety than men (Shawna et al., 2016); In Zhou Hongping's article, gender differences between self-esteem and social anxiety are mentioned. The results show that girls' social anxiety is more serious than boys', and girls' self-esteem is lower than boys' (Zhou, 2021). In the analysis of Jin Yajie's article, female high school students are also more affected by appearance anxiety than male high school students (Jin, 2022).

The contribution of the analysis is to find that self-esteem is also the reason why negative appearance perception affects social interaction. The uniqueness of this research is that it takes "self-esteem", a term that would have been theoretically analyzed together with negative appearance perception, social avoidance and distress, as a mediating variable in the empirical analysis.

6. Evaluation

Negative appearance cognition is a hot topic in the society now, and the appearance of this inscription will attract many people's attention, which reduces the difficulty of questionnaires and interviews.

The strength of this study is that it is based on extensive literature and first-hand research analysis. The data analyzed in detail can reflect the reliability of the research. For example, SPSS is used to analyze the relationship between the data so as to reflect whether self-esteem as a mediator can be connected between the two subjects, and pie chart, bar chart and line chart are used to analyze the questionnaire data.

In the preliminary research stage, this study adopts the questionnaire survey method, and a total of 100 questionnaires are distributed. In addition, this questionnaire mainly studies high school students in Suzhou and Shanghai, China, so the data is limited to a small number of students in Suzhou and Shanghai, and because the research object is only high school students, it cannot cover a wide enough age group. In future studies, the limitations of region, age, and gender can be reduced, which can more comprehensively understand the impact of negative appearance perception on adolescents' social interaction. Three research methods were used in the study.

7. Conclusion

Nowadays, with the rapid development of the Internet, high school students will see their ideal or dream body and appearance on the Internet, which leads to more and more negative appearance cognition. In this research, questionnaire and interview methods were used to study the impact of negative appearance perception on social avoidance and pain, and self-esteem was used as the medium to link negative appearance perception with social avoidance.

This study collected 100 questionnaire answers from Suzhou and Shanghai high school students. The results showed that: Among Suzhou and Shanghai high school students, the probability of appearance anxiety of female high school students was much higher than that of male high school students. The results show that all dimensions of negative appearance cognition of high school students in East China have a positive impact on social avoidance annoyance, showing a significant positive correlation: There was a significant positive correlation between self-esteem and negative appearance perception and social avoidance distress, which confirmed that female high school students had decreased self-esteem and social avoidance distress due to negative appearance perception.

Self-esteem has a mediating effect on the correlation between Negative appearance Perception Scale and Social Avoidance and Distress Scale.

In the future, it is hoped that teenagers can have an appropriate view of appearance and body problems, and society can also give teenagers, especially teenagers, more healthy body and appearance science, so that high school students can be more confident, which can reduce unnecessary appearance anxiety and solve many social problems.

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