

# The Role of Human Agency on People's Desire for Cosmetic Surgery

Elahe Hejazi<sup>1</sup>, Samira Javanbakht Yazdanabad<sup>2</sup>

1. Member of the faculty of Tehran University, Tehran, Iran

2. Master of Educational Psychology, University of Tehran, Tehran, Iran

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## ABSTRACT

In today's fast-paced society, the range of relationships has developed due to the existence of various communication ways and the appearance of people as the first recognizable symbol and sign and as a basic component for evaluating social status has become very important. Today, with the formation of the consumer society, the expansion of the media and the reflection of identity, people start building their bodies, and what is very important in this is to correct the cause of this desire and tendency.

The present study was conducted with the aim of investigating the impact of human agency on people's tendency to perform cosmetic surgeries by using a review method. In this method, the main keywords were searched in the scientific databases of Google Scholar, SID, Noormagz, and Pubmed from 1383 to 1400. 103 articles were found. After the necessary checks and removing duplicate articles, 63 articles were finally reviewed.

In the reviewed articles, all of which dealt with the effect of various factors on cosmetic surgery and human agency, the results showed that cosmetic surgery is influenced by psychological factors and that a person's body image has a significant effect on performing surgery. Also, other factors such as the desire to gain social status, lack of mental health, imitation of friends, orientation to the opposite sex, level of education, lack of self-confidence, etc. are also effective factors in performing cosmetic procedures. On the other hand, according to research, a person with a high human agency is a complex being with will and authority who can control his life conditions through the process of thinking, motivation and action.

Based on the findings, it can be stated that strengthening and increasing human agency with the right methods and practices in a supportive and rich environment can reduce the desire to perform surgeries that are not therapeutic and only due to the existence of psychological issues and A person's negative body image is formed.

## **Introduction**

The human body has always been the subject of controversy in human societies as a natural or cultural thing. As far as the anthropological studies show; Paying attention to the body and making changes in it in order to make it more beautiful, rougher, uglier, etc., is considered a part of the culture of primitive tribes, some of its forms are still present in some parts of the world. It can be observed. Examples of body modifications in today's world include nose piercing in Hinduism, neck stretching in Thailand and Africa, henna tattooing in Southeast Asia and the Middle East, teeth sharpening in Bali, etc. (2002. Barker)

Cosmetic surgery is a means to create an ideal and ideal self-feeling through which the positive body image of people increases. With the progress of medical science, attention is paid to cosmetic surgeries in the current era, as one of the examples of intrusion into the body for beautification. Noise reduction, lip enlargement, making prominent cheeks, breast enlargement, tummy reduction, eyelid droop surgery, thigh slimming, smoothing folds and wrinkles, and skin tightening and hair transplant are among the things that women undergo every year. Many apply it to their body to get the desired beauty. During many centuries, external beauty has always been admired; Because there is an idea that the beauty of the appearance is the representative and sign of the beauty of the inside. Nancy Etkadoff says: Our relationship with beauty is rooted in our human nature. A major part of our daily life is spent in face-to-face interaction with other people, in today's society, beauty and physical attractiveness are always emphasized as desirable and desirable features. The history of cosmetic surgery goes back to the beginning of the 20th century, which was first performed by Eli to correct protruding ears, and after the world wars, it flourished with reconstructive surgeries for the damage to the pink upper jaw area. Cosmetic surgery refers to a speciality that uses surgical and medical techniques to restore, maintain or improve a person's physical appearance. Cosmetic surgery methods change regularly and at a high speed, so research shows that in 2007, about 32,000 procedures were reported in cosmetic surgery, which is three times the number of methods used in 2003. Along with this increase, it is important to find the motivation and reason for deciding to undergo cosmetic surgery.

In recent years, the demand for cosmetic surgeries has increased all over the world and in Iranian society in such a way that it has the first rank in terms of the number of cosmetic surgeries performed in the world. 160 billion Rials are spent annually on beauty treatments. Paying attention to appearance in the social framework is a normal, acceptable and even balanced measure of mental health, but it has taken an extreme form in today's society. Cosmetic surgery methods are associated with risks such as loss of a large amount of blood, bruising, infection, deep venous thrombosis, injury and problems in wound healing, hematoma, pulmonary oedema and death. In addition, research has shown that patients who have undergone cosmetic surgery face a higher risk of depression and suicide. One of the features that create a sense of superiority in humans is having a beautiful face and a fit body. The increase in the number of lower-than-average classes among beauty applicants can indicate the social importance of beauty and the desire of these people to gain higher status and gain more respect. Considering the increase in cosmetic surgery, research in this category and the factors involved in its creation are important.

Kelly and Shakespeare consider cosmetic surgery as a type of surgery to change the appearance of the body in the absence of any damage, disease, or congenital deformity, which can be a factor to improve the quality of life of people. In research, it was shown that the use of cosmetic surgery increases as self-confidence decreases and age increases. Many other factors also play a role in creating the desire to perform cosmetic surgery, including social factors such as gaining social honour and dignity, orientation towards the opposite sex, increasing self-confidence, media and satellite, and imitating friends, family, family, and spouse. , doctors, motivation to do life's work, improve the appearance and... But as one of the most basic factors, we can mention the level of human agency. (Zakaei, 2007)

Bandura (2001) considers agency to be the conscious design and deliberate execution of actions to influence life events. The experience of a person's control over his own actions and through it over the flow of events in the outside world, which constitutes the main feature of human experience, is

called a sense of agency, and the systematic investigation of the brain mechanisms that produce it has recently begun (Haggard, Elder, 2017). 1981) believes that human agency plays a role in social life and in choosing individual tendencies and actions. Humans are not passive recipients of social influences and restrictions, but; They are the creators of their choices and the agents of their experiences (Bandura, 2001, 2003 (quoted from Macmillan, 2007, Elder, Johnson, and Crosno). The agency enables people to play the role of self-development, adaptation, and self-renewal in changing times (Bandura, (2001).

Therefore, according to the mentioned provisions, the main goal of the current research, which is to examine and determine the relationship between the level of human agency in a person and the desire to perform cosmetic surgery, has been reviewed.

#### Research method and research tools

This study is a descriptive study and is considered a review study according to the implementation method. The review of past research is done in different ways, one of the most well-known of which is the review, which is a type of secondary study and analysis of previous studies. This study is a type of secondary study and is considered a review according to the implementation method. The statistical population is all the studies that have been published from different aspects on the topic of cosmetic surgery and human agency and the effective relationship between the two in the period of 2013-2014, and related articles before 2013 were also used in the background of the research. Data analysis was done in a qualitative manner. In total, 63 articles, including 37 Iranian articles and 26 foreign articles that met the inclusion criteria, were reviewed. Based on the findings of these researches, it can be said that the reasons for the desire for cosmetic surgery in different societies have been expressed differently, but in the end, the common point is that everyone considers the creation of a negative body image as the reason for opting for these surgeries. Various factors are effective in creating this impression, and the purpose of this research is to review the reasons for performing these surgeries, especially to examine the relationship between this desire and the level of agency of people.

#### Search strategy:

A- Search strategy in Persian sources:

Search in the title-abstract and keywords of the articles.

B- Search strategy in English sources:

In the supplementary search, first, in the Limit section of the Pub Med database, the keyword Iran was searched in the Affiliation section. In this way, the total number of Iranian articles in this bank was 29,639. In the Limit section of the Pub Med database, the keyword agency was searched in the Title/Abstract section of the Review abstract. In this way, all the articles related to the agency were obtained.

In the advanced search section of the Pub Med database, using the history of two past searches and their combination (And), the search for Iranian articles related to the agency of 28 articles was obtained. It was done in the same way for the other four English keywords, but at this stage, apart from the keyword agency, only the keyword Cosmetic surgery was associated with the result.

Persian keywords: human agency, cosmetic surgery, body image, esthetics in the data centre of the Academic Jihad Scientific Information Database (SID), Iran Research Institute of Information and Scientific Documents (Irandoc), the Bank of Mental Health Articles of the Country (Iranpsych) and Bank The information of the country's publications (Magiran) and the English keywords agency, cosmetic surgery, body image, and malformation were searched. In the next step, repeated cases outside the time frame of the study after the initial screening were removed from the study, and 103 studies entered the second stage of screening. The screening criterion at this stage was related to the subject of study 2 and excluded articles in English that were also published in Farsi. The evaluation criteria of the articles were: accurate determination of the investigated variables, accurate determination of the time and place of the research, the appropriateness of the sampling method

with the purpose of the research, the adequacy of the number of samples and studies, the validity of the data collection tool.

At this stage, 63 studies remained. It should be noted that in the first stage of screening, the titles and abstracts of the articles were examined in the second stage. Among the remaining 63 studies, 18 articles were related to human agency and its dimensions, and 45 articles were in the field of cosmetic surgery and factors affecting the desire of applicants, which is the subject and purpose of this article. This means that in this article, 63 studies that dealt with cosmetic surgery were analyzed and synthesized.

#### Research findings

Human agency is a multifaceted and important instrument that plays a significant role in increasing psychological functions in humans. On the path of evolution, man acquires the symbolic capacity of progress that enables him to go beyond the immediate social pressure and become powerful in the formation of his environment and life path. With the expansion of cognitive capacities, thinking, language and other symbolic forms of communication, human ancestors are considered an active species (Bandura, 2018). The literature related to the agency is related to various fields due to the different origins of epistemology and ontology (Gay Askela, Poi Keos, Vasallam P, Val Ala and Rasko-Putonen, 2017) There are different interpretations of human agency (Hitlen and Elder, 2006). For this reason, the term agency is a completely unstable term and is used in different ways depending on the origins and epistemological goals of the scientists who use it. Also, another reason for the stability of the concept of agency is its conflicting definitions in various theoretical perspectives (Hitlen and Elder, 2007). The concept of agency is widely used in social sciences (Archer, 2003; Giddens, 1984), philosophy (Si, 2011), adult education and learning. Billet, 2008; Edwards, 2005) have been used; Therefore, the agency has become a broad research interest that is explored in childhood, ageing, life course, and gender. In recent years, the agency is focused on conceptual analyzes of work-related learning research (Gay Askala et al., 2017). In Iran, even though there have been discussions about the concept of agency from a philosophical, managerial, and sociological perspective, this component from the perspective of Psychological has been investigated and studied less (Mehghani, 2016) Human agency has its roots in psychology and social-cognitive theory of Bandura 1986 (Gay Askala et al., 2017).

Bandura considers both the environmental factors outside of man and the cognitive factors within him to be effective in controlling behaviour (Seif, 2013) in research based on the framework of social cognitive psychology, the agency is related to its own processes such as conscious intention, thinking and self-regulation. Is. Bandura considers agency to be inherently interactive. Therefore, people actively form their beliefs based on their capacity to have control over the events that affect their lives. Personal agency is built from the mutual interaction between individual, behavioural and environmental determinants (Gay Askala et al., 2017). This mutual determination is the foundation of the dynamics of human agency (Yon, 2019). From Bandura's point of view, being an agent is It means the intentional influence of a person on his actions and life conditions, and from this point of view, the influence of a person is a part of the causal structure in behaviour (Mahdavi Mazdeh, 2015). The main aspects of agency from Bandura's point of view include intentionality, future thinking, self-reaction and thinking. (Elson and Harganhan, 2014)

**Intentionality:** The intentionality characteristic of human agency refers to intentional and voluntary actions, which is the planning and use of strategies to make the human intention and will a reality (Bandura, 2006). The main characteristic of human agency is the ability to initiate actions with a specific purpose. Programs Regarding the future, they are rarely clear at the beginning in full detail, but their realization in the future, however, requires intentions in the present to guide and maintain forward movement (Bandura, 2001).

**Future thinking:** In future thinking, people are guided and motivated by creating action plans, adopting goals, and visualizing the possible outcomes of their actions. In this preliminary form of self-direction, behaviour is guided by embodied goals and predictable outcomes rather than an unrealizable state. Foresight empowers people to go beyond the constraints of their immediate environment and shape and adjust the present to realize the desired future (Bandura, 2018).

Self-reaction: active people are not only designers and thinkers but also self-regulators. A person cannot simply choose an intention and plan an action and wait for the appropriate action to appear (Bandura, 2006). To do this, they adopt behavioural standards and evaluate their performance. Depending on how much their behaviour depends on their adopted standards, they respond with positive or negative self-reactive evaluation reactions (Bandura, 2018).

Thinking: The meaning of thinking is the metacognitive ability to think about the directions, consequences, and meaning of one's plans and actions (Elson and Herganhan, 2014). People are not only self-regulators but also testers of their own performance. They need to understand certain challenges., they reflect on the correctness of their thoughts, actions and values, meaning and ethics. In fact, thinking shows the conflict of people between different paths of action and competitive values and paying attention to one path compared to other paths. The most important feature of metacognitive ability agency is reflection. A person is based on his abilities, thoughts and actions (Bandura, 2018). Theorizing and researching about the human agency is almost only focused on the agency that is experienced individually. However, this is not the only effective way people live their lives.

Bandura expanded this theory and distinguished three types of individuals, collective and delegation agency.

Individual agency is limited to activities that can be controlled by the individual. (Bandura, 2018) A person has the ability to use an individual agency to directly control the conditions, and therefore, the use of collective and delegated agency is necessary (Bandura, 2001).

Delegated agency means that a person relies on others to achieve his desired and reliable results. In many areas of performance, people do not have direct control over the social conditions and institutional actions that affect their daily lives. In such situations, they socially rely on the mediated delegated agency. They practice this model of agency in order to achieve the outcomes they desire by influencing the resources and knowledge of others (Bandura, 2018). Delegative agency relies heavily on the perceived social ability to exert the mediated efforts of others (Bandura, 2018).

In collective agency, people share their knowledge, skills, and resources to shape the future. Much of what people seek can only be achieved by working together through a group effort. In the act of collective agency, they pool their knowledge, skills, and resources and act in concert to shape their future. In this multiple model of collective agency, participants achieve a unified effort toward common goals (Bandura, 2018). Collective efficacy studies have confirmed that broader interdependencies within a social system predict collective perceived efficacy (Bandura, 2018). there are four characteristics of human agency in all three types of agencies. It is important to mention that all models of the agency are necessary for the cultural contexts in which we live (Yon, 2019).

Considering the features that agency brings to a person and the most important feature of agency is metacognitive ability, reflection on one's abilities, thoughts and actions, it should be seen to what extent the desire for beautiful actions can be influenced by this agency.

#### Body industry or body management?

Today, people are exposed to advertisements related to the body more than in the past; Advertising of bodybuilding classes, beauty clinics, hair transplants, nail transplants, types of body surgeries such as nose surgery, liposuction, botox, ear cosmetic surgery, cheek enhancement and many other manipulations, all of which show a new approach to the body and that the body and its parts have become a serious concern of a person. In the modern world, new perceptions of beauty have been formed. Emphasis has been removed from natural beauty and beauty has been transformed into something to be acquired. The body has become one of the conflicts and the heart of the important occupations of man, of men and women, old and young.

In the past, the body was a natural reality that a person had to deal with in any situation. Today, the body has become one of the components of rethinking people's identity in the various forms it takes. This fact and the change from the natural body to the artificial body have been accompanied by industrial and medical achievements. Paying attention to the body is a normal thing in social frameworks, but in today's societies, due to excessive emphasis on the body, this issue has distanced

itself from its normal state; A crown where the body has gone out of its natural state and has taken on an artificial state. In Islamic and Iranian culture, the soul and dealing with the soul are very important and the body is of lesser importance.

Despite these teachings, what has happened that the body has become so important in Iranian society? The body industry means handiwork and re-creation of the body. Body industry means the procedures with the help of which another human being is made with the help of advances in medical science and new technology, which is artificial from head to toe; A person who does not have a natural body and is actually pseudo-artificial. In addition, the body industry implies a kind of market: a market in which businessmen in the medical industry, surgeons and hairdressers are active and profitable.

In Iran, different researchers have spoken about the term "body management". However, the word "management" has a positive charge and indicates a kind of autonomy and a conscious confrontation with one's body. But the body industry is dependent on the functioning of the factors and forces of this market and its advertisements and fashion processes and its normative pressures, and autocratic elements are not so visible in it. In the body industry, the body is a personal construction; A transitory and manipulable object that can be changed many times, according to a person's desire. The process of body manipulation was initially aimed at reconstructive surgery and restoring the body's natural shape and function, but today it has given its place to cosmetic surgery. Cosmetic surgery tries to make a person go beyond the natural state.

In today's dynamic and lively society, where first impressions and impressions are important on the other side, the appearance of people gains great dignity and importance. Beauty is also considered as a main criterion in evaluating the social status of people in society. The emergence of a phenomenon called cosmetic surgery probably gave the greatest possible help to those who were not satisfied with their appearance. Cosmetic surgery is a way to improve a person's evaluation of their external appearance and a way to reach their ideal and ideal self to solve the problem of not being desirable. Not loving your body means not loving yourself.

The important thing is that even after cosmetic surgery, the satisfaction of the person does not come back to the result of the surgery, but to his psychological evaluation. Also, many of an individual's reactions depend on the idea and image that he has of himself in his mind.

The decision to perform cosmetic surgery is strongly influenced by psychological problems, and malformed body disorder, disturbing mental preoccupation, or imaginary defects in appearance help to do it. It seems that people applying for cosmetic surgery have more physical complaints due to the physicalization of their psychological and internal problems. The American Psychiatric Association considers psychological disorder to be a serious mental disorder that is associated with mental disability about health status or a series of delusions about the appearance and shape of a person's body. The research conducted on the characteristics of patients before cosmetic surgery shows that these patients are more dissatisfied than others regarding their physical characteristics, so the motivation of patients undergoing cosmetic surgery is to improve these characteristics. Body image is a very important factor in creating motivation for cosmetic surgery. Goffman mentions three types of stigmata, the first type of which is the ugliness and defects related to the body, which the stigmatized person tries to eliminate what he thinks is a defect, for example, by performing cosmetic surgery. In the research of Mohammad Panah Ardakan, Yacoubi and Yousefi (2012), cosmetic surgery volunteers obtained lower scores in the personality trait of agreeableness than non-volunteers, and during conflict resolution, they used more illogical confrontations and immature defensive styles. They were taking in another study, it was found that people applying for cosmetic surgery show more improvement in interpersonal sensitivity, obsession and worry about appearance, daring, self-confidence and social adaptations after the operation. Samia Ghasemi, in a research entitled "Factors influencing people's tendency towards cosmetic surgery with an emphasis on gender" which was conducted in 2009, investigated and identified the motivations and impressions and interpretations of people about cosmetic surgery with a qualitative method and using the method conducted an interview and reached these results that there are similarities and differences in the cosmetic surgery of men and women, which in some way show the requirements

of modern society. Also, the feeling of personal satisfaction and agency of the individual in the cosmetic surgery of the examined people had an effective role.

Gadnier and McCarthy (2002) in research addressed the issue of women's design among women who have undergone breast cosmetic surgery. The hypothesis of this research is that performing cosmetic surgery is a social obligation and pressure or a social practice that people choose freely. In this research, 15 women who had breast cosmetic surgery were interviewed. The results of this research showed that both individual agency and the larger society, which force people to accept the social criteria of beauty, are important in performing cosmetic surgery.

But the noteworthy point is that Kash (1997) found that women's mental image of their body has no relationship with reality, because even women who were amazingly beautiful and successful as models were dissatisfied with their appearance.

Halliday and Carney (2007) in research entitled "Survey of cosmetic surgeries in men" seek to identify the reasons men express for performing their cosmetic surgeries. The findings of the research indicated the active agency of people in the decision-making process for performing cosmetic surgeries. Based on the reasons mentioned by the men in this research, several factors such as identity, work, relationships and life events can be considered influential in men's tendency towards this type of surgery.

By reviewing previous research, some of the factors involved in motivating unnecessary cosmetic surgery can be summarized as follows:

**Media:** In our country, Iran, entering the modern world, the bodies have lost their traditional status. The departure of the body from the framework of the naturalistic view and its placement in the framework of modern technology, values and attitudes has caused the Iranian body in the new world to be involved with various issues by becoming a self-aware thing (Fazli, 2013) as if in our time Freedom people: they have more action in managing their bodies, although the influence of pressure groups, commercial advertisements, social and economic facilities and cultural ideas that are more towards standardization cannot be ignored.

ignored the capitalist system has resorted to tools, the most powerful of which are mass communication tools. In today's societies, due to the excessive emphasis on beauty and the images presented in fashion magazines, cinema, and the media, this attention is extreme, especially among women. (Yousfi, 2013) The most intense socio-cultural pressures that affect dissatisfaction with the body are imposed through mass media; These media include written media, cinema and television. (Hajzadeh and Masoudnia, 2017) Researchers point to the normative pressures that are a factor to push people towards cosmetic surgery. Pressures such as: social and cultural conditions, family and friends, beauty standards in society, media, etc. (Noghani, 2009) Niazi Shahraki's studies showed that in other countries' research, 96% of patients found their sources of motivation to be magazines, Journals and television programs had mentioned (Mousavizadeh, 2008) in another study, it was found that in both male and female groups, the role of advertising, media and cosmetic surgeons was effective in encouraging them to undergo cosmetic surgery (Mahmoudi, 2017). Ashikali and colleagues (2014) in a study examining the views of teenage girls about cosmetic surgery; By using thematic content analysis method, they have found that the acceptability of cosmetic surgery varies according to the reasons for performing it, and mass media play an important role in normalizing surgery and reducing the risk of harm. They perform a relationship with it. Eliot (2012) in his study entitled "Plastic Bodies" deals with the effect of celebrity culture on the increase of cosmetic surgeries. Today, popular culture and media have taken their attention away from the personality of famous people and focused on their body parts and artefacts. In fact, the centrality of the body in the culture of fame means the perception of a person undergoing changes caused by various surgeries

**Orientation to the opposite sex:** According to Homans, people seek to be desirable in their lives and show behaviour that is acceptable, so it seems that the attraction of the opposite sex is effective on the tendency of women to beautify. (Pirahari, 2016) Also, Mahmoudi et al.'s research showed that in women, the fear of rejection and a negative self-image was the initial spark that fostered cosmetic surgery in their minds. (Mahmoudi, 2016) in the research of Shamsai et al., it was found that the feeling of not being physically and sexually attractive in people increases the probability of their

tendency to perform plastic surgeries. (Rahimi, 2012) in another research, the results showed that most of the applicants for cosmetic surgery had a university education or were students, it can be said that maybe due to the presence of sexual and environmental attractions in the university environment, students are more looking for beauty than other classes. which is similar to the cases mentioned in other research. (Abbasi, 2015) Another study showed that the factors influencing the tendency towards cosmetic surgery include dissatisfaction with appearance, gender, love partner (Mohammed Panah, 2015) and income and social class level. It is high. Also, it seems that there is a belief among some single people that facial attractiveness is one of the important and preliminary conditions for marriage, and in order to be successful in marriage, you have to minimize facial disproportion. (Khanjani, 1390) Sotoudeh et al. (1387) found in their study that women's perception of their husband's opinion about their weight and also their place of residence affects women's perception of their bodies. Zakai (1386) in research entitled "Youth, body and culture of fitness" came to the conclusion that modernization in Iranian society has left its effects on the sensitivity of young people to control and discipline their bodies and more sensitivity to present a favourable image of it. Is.

**Anxiety and depression:** The results of the studies show that social anxiety is more common among people who suffer from anxiety disorders, and it seems that if the types of anxiety disorders are investigated in people applying for cosmetic surgery, social anxiety will get the highest rank. (Kivan Ara, 1389) Low self-esteem and negative body image usually result in stress for a person, which a person uses specific coping strategies to overcome. Personality traits affect the strategies that a person uses to deal with life's stresses. (Rahimi, 2012) in such a way that the more the amount of social pressure increases, the more the tendency towards cosmetic surgery increases and vice versa. The study of Mohammad Panah Ardakan and his colleagues showed that low self-esteem and negative body image usually lead to stress for the individual, and to overcome them, the individual uses specific coping strategies, one of which is plastic surgery. be (Mohammed Panah, 1391)

**Social factors:** According to Orenson (2016), the most important characteristic of a social person is the effort to influence society. Basically, gaining an image in society has many practical results for people, because of it, they can better advance their goals, which is a self-incentive factor to perform the act of beauty. It predicts. The researchers concluded that teenagers experience more social anxiety due to negative attitudes towards their physical characteristics and cognitive distortions. When teenagers come to the conclusion that their physical appearance cannot bring a positive evaluation of others, they experience a lot of anxiety and negative thoughts that cause them to resort to surgery. (Hosseini, 2017) Also, the results of the Pearson correlation test showed that the acquisition of social status is effective in women's tendency to cosmetic surgery. (Pirahari, 2017)

**Level of education:** The level of education of a person and culture are also considered predictive factors for decision-making for cosmetic surgery. nine income levels; In such a way that the level of education of people applying for cosmetic surgery was much higher than the average level of education of Iranian women and most of the applicants had a university education (Mohammed Panah, 2018). Swamy and colleagues (2008) in their study on a number of adult English men and women have concluded that education had a significant positive relationship with body image, but the use of media had an inverse significant relationship.

**Age:** The findings of the research show that age is also an indicator of the level of stability or instability of the personality, along with factors such as personality traits, self-esteem and attractiveness evaluated by the individual, which can be effective on the acceptance of cosmetic surgery. (Mohammed Panah, 2013) In another research, it was found that with increasing age, the number of cosmetic surgeries increases. (Bani Asadi, 2014)

**Religious tendencies:** the study of Abbaszadeh et al showed that the tendency for plastic surgery decreases with the increase in religious beliefs. (Abbaszadeh, 1391) Ekhlasi (1386) in research entitled "Body management and its relationship with the social acceptance of the body" has shown that the intensity of women's attention to the body in all aspects in terms of makeup, care and maintenance among the factors of media consumption, there is a significant relationship between the social acceptance of the body and the socio-economic base with the management of the body. Also, the relationship between religiosity and body management variables is inverse and significant.



Dissatisfaction with body image: body management means continuous monitoring, care, and manipulation of the body's external and visible features (Chavoshian, 2012).

The need for social approval and to be seen: society is like a mirror for people. A mirror that, according to Koli, provides the possibility to observe the reactions of others towards our own behaviour. Thus, our behaviour is largely determined by the reactions of others. If other people's image of us is favourable, our self-concept will be elevated and our behaviour will be strengthened, but on the contrary, if this image is unpleasant, our self-concept will become inferior and as a result, our behaviour will be adjusted.

Godman and colleagues (2016) conducted a study titled "Evaluation of body image and sexual satisfaction in women undergoing vaginal plastic surgery". This research was among 120 people and there was a control group and an experimental group. Before the surgery, the patients were dissatisfied with their body image and the inappropriate image of their genitals, and they also had less sexual satisfaction. But after surgery, dissatisfaction with body image and penis image disappeared and sexual satisfaction increased greatly. Khazeer et al. (2012) by investigating the attitude of female students of medical sciences towards cosmetic surgery and its relationship with body image, showed that seventy per cent of the students wanted to change the appearance of parts of their body. Sixty per cent of students compared their appearance with mannequins and models. Also, seventy-three per cent of students felt that other people were more attractive than them. Seventy-seven per cent of students tried to improve their appearance by buying cosmetic products. The findings showed that there is a significant relationship between the attitude towards cosmetic surgery and the idea of losing the body.

Self-esteem and increasing self-confidence: cosmetic surgeries are mostly performed to eliminate people's dissatisfaction with their appearance and sometimes to increase their self-esteem. Beauty increases. Both patients and surgeons expect improved self-confidence and reduced social anxiety. In general, it is expected that the quality of life will improve with changes in appearance and beautification, and satisfaction with rhinoplasty is significantly related to self-esteem, body image, and life satisfaction. (Bani Asadi, 2013) The important point in these studies is that women who have high self-confidence are less willing to undergo surgery, and on the other hand, some researchers are of the opinion that a large part of the self-esteem of people who undergo cosmetic surgery depends on their physical appearance, and therefore, to increase their self-esteem, they go for a change through surgery. While other researchers consider such people to be completely healthy psychologically, who only have a high motivation to improve their appearance. But the consensus of all of them is that in the psychological evaluation of these people, one should focus on their self-esteem and body image. (Esadi, 2012) A pleasant face improves a person's perception of himself and increases his self-confidence, as a result, more acceptable social activities are performed. (Khanjani, 2010) Women who have a negative image of their bodies have less self-confidence. Cosmetic surgery has a positive and significant effect on self-confidence, satisfaction with self-identity, physical self, family self, and social self. (Zamani, 2013) in a survey, women had more satisfaction after the operation in the scales of obsession, interpersonal sensitivity, depression, anxiety and phobias of BSI and showed a 28% improvement in self-confidence. (Alamdard, 2013) One of the findings of Behzadian Nejad and Gimilin's research was an increase in self-confidence and a sense of beauty after surgery, and one of the findings of this research was an increase in self-confidence and a sense of satisfaction after surgery. (Mahmoudi, 2016) Kolahi and colleagues concluded that social acceptance and low self-esteem are predictors of rhinoplasty surgery. Surgery beautification has been introduced as a factor to improve self-confidence. (Pirahari, 2016)

Factors such as; The influence of celebrities and famous faces, the increasing growth of private surgery centres and the low cost of cosmetic surgery, the increasing growth of virtual social networks such as Telegram and Instagram in recent years, the market The booming economy of the field of cosmetic surgery and the extensive advertisements of cosmetic surgeons are making the Iranian society of Traditionalism to modernism, the medicalization of the beauty field, the increasing growth of self-centeredness and self-centeredness are also seen in the researches of recent years as effective factors in creating the desire to perform cosmetic surgeries.

According to these factors and the definitions of agency and its dimensions, a large part of the factors causing this desire can be seen in the lack of agency. Now, according to the conducted research, it can be said that by creating a supportive environment, we can promote human agency in people and lead them to the point that relying on the strength of their agency, they are influenced by the media and advertisements. He is not set and plans for his future and for his decisions and makes informed choices and thinks about the consequences.

Elder has specifically and specifically defined the concept of agency in the path of life. In Elder's view, people create their own life paths in the social and historical opportunities and limitations of their lives, with the choices and actions they take (Elder, Shanahan, Jennings, 2015). Elder considers agency as an important factor in selection processes. Deserving people, in dealing with the limitations in life purposefully, choose options that can re-plan and build their life path (Elder, 1998). Therefore, human agency is a completely dynamic structure that is formed and developed in social relations and leads to positive consequences (Lerner Bosch-Rosnagel, 1981 cited in Marshall, 2005, Hitlin and Johnson, 2015, Merker, 2011, Mortimer, Steph and Lee, 2005). Life path theorists emphasize that people's agency is formed in the circle of social relations, and therefore it is necessary to understand how the sense of agency in humans can be cultivated and lead to positive outcomes (Doggins, 2011). According to Hitlin and Elder (2007), four types of social support, including "adult support", "teacher support", "friend support" and "family attention", are strong antecedents for the agency. In this regard, Gigas (2003) believes that the sense of agency is an aspect of a person's life that is affected by the child's cognitive, emotional, social and physical experiences in the family: language learning, motor skills, knowledge about the physical and social world, family rules and values, and how to live with family members. According to Gikas, supportive parents, who strengthen questioning, problem-solving, and searching behaviours and have reasoning-based supervision, can play an important role in the transformation and development of the agency. In the self-determination approach, parents as the first factors of children's socialization play an important role in satisfying their psychological needs. Parents who support their children's autonomy and allow them to participate in their own decisions and solve their problems independently, create a perception of autonomy support in their children. Parents who accept their children unconditionally and have warm, intimate and stable relationships with them create a positive perception of interaction in their children and increase academic motivation, competence perception, academic adaptation and academic progress in them. (Grolink, Desi Varian, 1997). In the same framework, the findings of (Rashvanlu and Hijazi 2013, 2014) showed that autonomous and responsive parents who participate in their children's activities have a positive effect on their children's intrinsic motivation and self-respect, and this effect is also different according to the parenting style of the parents. In other words, as the findings of Grolink, Desi and Ryan (1997) have shown, the quality of participation, autonomy support and warmth of parents can be different from each other.

Various consequences have been mentioned for agency, including self-respect, attachment to school, reduction of violence and delinquency, psychological well-being and resilience (Hitlin-Walder, 2007, Ashouranjad, Kadivar and Hejazi, 2016).

Considering that the personal factors affecting women's attitude towards body management are at a higher than average level, and considering the high level of agency, it seems that cosmetic surgery has a paradox in the cycle between individuality, personal satisfaction, change in perception Women are more concerned with the beauty, independence and freedom of action of women and the sense of human agency and cultural and social factors, the role of social structures and social pressures, and it is also under the control of the owners of capital and consumerism, and it seems that these factors should be given more attention and in a positive way on the attitude of women towards management. the body should be effective and individual, religious and social values and beliefs and to some degree cultural capital should be paid attention to and cultural patterns and factors should be introduced to the society as incentives for thinking correctly and imitation of abnormal factors should be prevented and the role of culture should be emphasized on health, care and preservation as a trust God should be noticed.

Summary and conclusion

In order to investigate "the effect of human agency and the degree of people's desire for cosmetic surgery", after the qualitative evaluation of the studies, the findings of each study were entered in the data entry form as a data collection tool, and then the data were meta-analyzed. According to the research results, we do not have a specific definition of agency at first, and sometimes many factors affect our definition of an active person, and the agency has intra-personal and interpersonal dimensions and a person with the high agency has various capabilities. Then he discussed the factors that led to the promotion of agency, individual factors or the existence of a supportive environment and tissue, and discussed the place of cosmetic surgeries in this growth and promotion, and discussed the reasons for the increase of these surgeries, finally presented solutions. To increase agency so that a person can reach human agency in the right way.

In this research, the agency has been considered from at least two aspects: first, the importance of agency for people in general, in terms of the developmental stage they are in, and second, the need to promote agency in order not to indulge in unnecessary cosmetic surgeries. In particular, through the active role of the individual and prevention of the flow that can be imagined for it in the future. That is, in this article, the agency has been considered both as a means and as a goal. First, we looked at the agency as a tool that guides growth, and finally, we looked for the definition of supporting tissue in order to prevent the tendency to unnecessary and dangerous surgeries by promoting the sense of agency from correct practices.

The formation of a person's identity is the product of the interaction of two "self-directed" processes, that is, agency, and the process formed by the context, that is, structure. The concept of agency is used to express the degree of free will of people in their social actions. The level of our agency will depend on the amount of pressure that is imposed on us by the structures. Structure refers to repeated patterns of social behaviour that affect other people and bind and limit them. For example, we usually coordinate our behaviour with the pressures imposed on us by the social structure, and we follow common patterns in our relationships (Kriss, 1998, cited by Kiani, 2010). People with a certain level of agency, with personal decisions. Taken under the influence of "opportunities and constraints of history and social conditions" affect their growth (Elder, Johnson, and Crosno, 2003 cited in McMillan, 2007) According to Elder, people within the limits of the world, destroy themselves They choose different options that make up their life cycle. Now, individual choices with the high agency are less influenced by advertising factors. Individual differences interact with environmental variables in order to create behavioural outputs, and the role of the individual and the structure in the choice of value in the course of life becomes more prominent.

The agency of some people is less than the agency of others. Because some conditions (such as an authoritarian structure) lead to a decrease in the agency of all people (Chris, 1998, quoted by Kiani, 2013) (Bronfenbrenner also believes that life changes, while arising from within the individual, depend on their environmental opportunities) (Burke), 2007) Eccles (2008) believes: examining behaviour without considering the characteristics and differences of individual values and the structure in which behaviours and decisions take place is meaningless. Almost all people can identify what goals they want or what they want to change, but turning these plans into action is impossible due to the structure.

The personal agency operates in a wide network of social and cultural influences. In these agency exchanges, people are both producers and products of social systems (Bronfenbrenner, 2000, quoted by Burke, 2007/1391; Bandura, 2006; Hitlin and Elder 2007, (according to Bandura's model of mutual determination, besides personal factors, environmental factors are one of the three factors affecting behaviour (Seif, 2013) according to Kuchonski and De Mel, one of the three factors affecting the degree to which agency is created and applied, it is related to cultural norms and what attention to them regarding autonomy and independence is right or wrong, and legitimate or illegitimate (quoted by Gordahl 2015), (according to what was mentioned in this part, A structure plays a role in cultivating the agency capacity and the sense of agency of people in the thoughtful and active tendency to unnecessary surgeries. The essential and undeniable role that compels us in the course of family and education and cultural, and political issues, media with agency capacity support They make us think more.

In this study, the body and its management were examined in order to present oneself optimally and achieve a satisfactory identity and improve one's social and economic status. The growing trend of the importance of the body in developed Western countries, where the institutionalization of material values has a long history; Through the expansion of communications and the introduction of new communication technologies, it has become a general phenomenon at the world level and in a country like Iran, which is under the influence of a government based on Islamic religion and teachings, in four The last decade has been devoted to the promotion of spiritual and religious values, the growth of has been found. Despite the fact that women have been the pioneers of body management in different societies; now, in the current situation of Iranian society and international conditions, some men have also turned to body management, and even one of the hardest and most expensive methods is cosmetic surgery. They accept. Analyzing the collected data in the light of previous theories, it is clear to us that the emergence and expansion of cosmetic surgery is a function of the dialectical relationship between the human actor (agent) and specific social conditions and causal mechanisms (structure). It has been in this order that; Macro-structures and similar causal mechanisms: Iran's society is changing from traditionalism to modernism, the medicalization of the beauty field, the increasing growth of material values, the growth of self-centeredness and self-centeredness, the trend towards the decline of trust. generalized in society and the policy of releasing the medical space of society by The Ministry of Health in special social conditions such as the increasing growth of limited surgical centres, the reduction of the gap between the costs of cosmetic surgery and the income of the middle classes of society, the lack of diversity in the accepted ways of expressing identity. t, the increasing growth of virtual social networks, the booming economic market of the field of cosmetic surgery and the decrease in the importance of social religion; expose people to cosmetic surgery as one of the body management methods in the new era. But the achievement of these conditions does not mean that everyone should start cosmetic surgery; This is where the role of human agency emerges and has the final say in this important choice in the form of internal motivation and the effectiveness of external incentives.

In fact, it seems logical that a person who is not satisfied with his body image and lacks sufficient self-confidence and is not much noticed by those around him and seeks more favourable social relations. is Under the influence of the opposite sex that exists in his life (both his wife and his friend) and the dazzling beauty of the famous faces of art and sports, he should consider cosmetic surgery as an option to manage his body. Especially in conditions where the cost of cosmetic surgery is covered, and there is talk and advertisement of cosmetic surgery everywhere, and social networks are trying to promote new beauty models and another way to express one's identity. There is no new male and female, and religion is a historical factor. It is important that the traditional control of the body has lost its social influence in a person's life and that there are many surgical centres to perform cosmetic surgery that compete with each other to reduce surgical costs. They hash; Cosmetic surgery for women and even men are very possible.

But according to the conducted research, it can be expected that a person with the high agency has self-confidence and is less affected by the sense of low self-esteem caused by weak physical nature. And the goal is the dominant field of individual agency, and by designing self-organization, it uses resources to achieve the goal. Since the agency is effective in choosing individual tendencies and actions in life, a person with high agency acts more accurately in choices and is not blindly influenced by the structure. Although the influence of structure on agency cannot be denied. But this effect is a reciprocal relationship and the agent can have an effect on the structure. The responsible person feels responsible for his life path and considers himself responsible for his life decisions, so he takes more thoughtful and wiser steps in making these important decisions. With a broader view, beauty goes beyond appearance and is less influenced by the control of capital owners and consumerism, and by gaining self-respect, it makes choices that lead to positive consequences. Considering the widespread influence of satellite in society and the presentation of Western models of the ideal or model woman, the domestic media should play an important role in informing the youth by presenting substitute models that are appropriate to the Iranian culture. Avoid women as human beings who only have to be beautiful.

Formal education in every society plays a fundamental role in the socialization of people. In today's societies, this role is much more colourful than in the past, for this reason, education can be effective by presenting specific images of women and men and their value and place in society in the mentality of women and men of other members of society, in such a way that It raised their self-confidence level so that they gain self-confidence through the implementation of important roles and responsibilities in the society and push their competition in this direction.

As the first base of socialization of people, the family plays an important role in the formation of attitudes, thoughts and behaviour of social actors. The family can play an important role in their decisions by informing their children. Families can inform their sons and daughters that all the value of humanity is not focused on external beauty. On the other hand, in the conditions of mass communication devices entering the home, families should give their children the necessary information about it so that the children can distinguish important contents from unimportant ones. Proper education by the family, culturalization through mass media, preventing the view of women as mere tools in movies and serials, and families monitoring their children's behaviour can reduce the excessive use of beauty products.

Since showing one's creativity and innovations to others and gaining the attention of others in this way and being superior among peers is one of the main motivations of girls for self-decoration, creating a field or centres where young people, especially girls, can be creative and innovative. to show others in more appropriate directions, can direct this need in positive directions. Of course, it is clear and obvious that agency is affected by the structure and context, taking into account macro social structures and causal mechanisms, it can be said that with social support from family, adults, teachers and friends, the sense of agency can be strengthened. Supportive parents and teachers teach a person to question and not take anything for granted. Ummhart is taught to solve problems and is equipped with multiple paths for any problem and is flexible in applying these paths. Supportive context with argument-based supervision can play an important role in the transformation and development of agency. By promoting it, surgeries that have roots in psychological disorders will be prevented, as well as surgeries that appear as a need under the influence of advertisements and media, and the individual as an agent chooses by considering the consequences of the behavior. He also accepts responsibility for his choice.

Bandura (2006) believes that agency does not only include the ability to choose and create action plans, but also has the ability to form suitable paths for the implementation of actions; Therefore, agency can be defined as "belief" in addition to "action". Hitlen and Elder (2007) consider resistance as one of the important concepts for agency (in fact, resistance against social structures and media advertisements). So, it can be hoped that resistance to the structure can be the beginning of the formation of agency in the individual.

In the end, it is mentioned that the current research in the field of human agency and its role in people's tendency towards cosmetic surgery is considered preliminary research, and a definitive conclusion about the causes discussed in this article requires more continuous and wide-ranging research in this field. The area requires It is suggested that due to the increasing number of cosmetic surgeries, more studies should be done in the field of these procedures, so that people can decide whether or not to undergo cosmetic surgery with more confidence and information.

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