



How Social Media Impacts Promotion of Body Image Dissatisfaction among Youth

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ABSTRACT

The objective of this review paper is to analyze the existing literature on the impact of social media usage and assess the impact of promoting body image dissatisfaction among youth. A systematic review of 70 studies was conducted, focusing on research on both men and female .

Findings reveal the negative effects of constantly seeing ‘perfect bodies’ on social media, highlighting increased feelings of dissatisfaction, especially among adolescents. The review identifies a gap in the literature surrounding men and their feelings towards their bodies and suggests future research directions to enhance our understanding of the impact of social media on body Dissatisfaction levels of an individual.

Keywords:- Body Image Dissatisfaction, Social Media, Self-Perception and Body Augmentation.

CHAPTER ONE INTRODUCTION

➤ *Background of the Study:*

With the developing world evolving in the multi faceted forms, we see evolution in the physical landscapes of cities and lands, we see changes in the air we breath and the water we drink, we see inevitable changes due to the shifts in our most basic elements, we start to recognize changes in ourselves. We evolve physically, socially and psychologically. The time immemorial debate of how the advancement of technologies is affecting the human race still continues.

Whether this technology is a boon or curse is still up to us to decide. Similarly this scientific review paper delves into the effect social media has on the body dissatisfaction levels in the youth.

➤ *Body Dissatisfaction:*

Body dissatisfaction pertains to a poor self-evaluation of one's physique and is a worrisome mental health condition that affects individuals of all genders. Body dissatisfaction often begins in adolescence and increases with time (Bucchianeri, Arikian, Hannan, Eisenberg, & Neumark-Sztainer, 2013). It has been estimated that between 49% and 84% of teenagers suffer body dissatisfaction (Dion et al., 2015).

Nevertheless, compared to research on teenage females, there are very few studies examining body dissatisfaction in male adolescents (Murray et al., 2017).

➤ *Social Media:*

The concept of social media has roots in the early days of the internet, but the first recognizable social media site is generally considered to be SixDegrees.com. SixDegrees was created by Andrew Weinreich and launched in the year 1997. It allowed its users to create a profile, make a list of their friends, and browse through the friends' lists. However, SixDegrees.com shut down in 2001.

Other notable early social media platforms include **Friendster (2002)**, **MySpace (2003)**, and **LinkedIn (2003)**. Facebook, which was initially launched in 2004, became a major player and had a significant impact on the growth and popularity of social media. Since then, numerous social media platforms have emerged, contributing to the diverse landscape of online social interaction.

Social media is a “form of computer or device-mediated communication”. Social networking platforms like Facebook and Instagram are the most used forms of social media and they take up a large section of the social media that is discussed in this review paper. Web-based services that enable users to: create a public or semi-public profile within a bounded system; articulate a list of other users with whom they share a connection; and view and traverse both their list of connections and those made by others within the system are known as social networking platforms (Boyd & Ellison, 2008, p. 211).

This review aims to understand more about the question of whether media variables (including television or social media use) will predict body dissatisfaction. This review also intends to elaborate upon previous work, by considering both the influence of social media on the youth as well as the levels of body dissatisfaction that was caused by it.

Our study wishes to call attention to the gaps in the literature by examining whether television and social media use could predict body dissatisfaction levels in the youth.

Social media platforms often showcase idealized and curated images of beauty, which can create unrealistic standards for body appearance. Youth may compare themselves to these images and feel pressure to conform to societal expectations, leading to dissatisfaction with their own bodies.

Users are now more exposed to specific idealised body types because to the advent of social media and internet advertising strategies. According to a 2019 Mental Health Foundation survey, "because of their body image, 31% of teenagers and 35% of adults feel ashamed or depressed." The population's health is directly impacted by these forces. According to this poll, around 80% of participants agreed or strongly agreed that their body image had a detrimental effect on their mental health, and 61% agreed or strongly agreed that their body image had a bad influence on their physical health.

➤ *Relation between Variables:*

Distortion of reality is a common occurrence due to the filters and photo editing tools on social media. When individuals enhance or alter their images, it can create an unrealistic perception of beauty, making others feel inadequate in comparison. Social media platforms encourage users to compare themselves to their peers. This constant comparison can lead to feelings of inadequacy, particularly if individuals perceive their own bodies as falling short of the perceived standards set by others. Negative comments and cyberbullying related to body image can be prevalent on social media. Youth may be subjected to criticism, teasing, or body shaming, which can significantly impact their self-esteem and body satisfaction.

Influencers and Celebrities: The influence of social media influencers and celebrities can be significant. Youth may be exposed to images of celebrities with seemingly "perfect" bodies, leading to aspirations to achieve similar physical attributes. However, these images may not reflect reality due to factors like professional photography, styling, and editing.

One of the contributors to body dissatisfaction in the Indian context is the way in which society idealizes women. A study of participants in India found that though there was a negative correlation between the body image and depression of male and female students, males had significantly more positive body image as compared to females (**Shahnawaz & Alam, 2006**). According to **Jain and Mahan (1996: 44)**, the "traditional image of womanhood emphasized the women as the complementary of men in the context of the family that was central to social continuity." This calls focus to the fact that there are fewer studies relating body image issues in males in general as opposed to females.

Another major contributor to body dissatisfaction is the socioeconomic status of various people in India. A survey of female adolescents that aimed to find out about their consciousness shows that girls that were already perceived as thin wished to be even thinner and that the level of body dissatisfaction was higher among girls of urban areas as compared to rural areas (**Dixit et al. 2011**). Another study conducted to assess whether psychiatrists were seeing more cases of eating disorders in urban Bangalore surmised that two-thirds of psychiatrists reported seeing at least one case of eating disorders, indicating that EDs are common in urban India (**Chandra, Abbas and Palmer 2012**).

According to research, around 30% of females above the age of 12 felt pressured by advertisements to look more pretty and attain a thinner shape. They concede that they wanted to look more prettier, attractive and were tempted to change their body shape after looking at advertisements. Women were also found to be overestimating their present body size and idealize a thinner image (**Rekha and Maran 2012**).

➤ *Body Dissatisfaction in India:*

According to Kapadia's (2009) study on Indian women's body image and the media's impact, the majority of Indian women were unhappy with their body size, and there were a number of reasons for this. Indian women were aware of how the media influenced their perceptions of their bodies. It was discovered that they made comparisons between themselves and friends and family in addition to movie heroines. In contrast to this research, a different study on the body dissatisfaction that young Indian women who regularly read foreign print magazines like *Cosmopolitan*, *Elle*, and *Marie Claire*, among others, found that different women have different reactions to advertisements and that there are differences in the degrees to which visual imagery affects them. Some Indian women, however, continued to maintain a deep connection with Indian culture and were proud of the way they look (Batra 2007: 73).

"Tone, slim, fair, and tall women who can relate with the Western notions of beauty and blend easily among them" is the description given to today's Indian beauty. The Western Ideal of Thinness appears to have influenced the more developed and westernised regions of India, while the more backward and rural areas have remained mostly unchanged, owing to the country's immense cultural and traditional variety (Zimmik, 2016). A research revealed that immigrant women who are separated from their home cultures utilise their bodies as a means of obtaining social approval and a sense of identity (AM Cheney 2010). The same study also showed that individuals utilise their bodies to balance out power disparities in regular social settings.

A study conducted by Puri et al. in 2014 found that in India, aesthetic surgery is the most sought after specialty in plastic surgery trainees. The extent to which western ideals are adopted by Indian women depends on their social class., education and status. ISAPS states that "12.5% of the aesthetic procedures in India were performed on overseas patients". People who are influenced by mainstream media are not aware of the role of plastic surgery in repairing injuries and congenital injuries. Since cosmetic surgeries are no longer a luxury that can only be afforded by the rich and affluent, hence it has become more popular in the media for projecting beauty standards. ISAPS 2018 database stated that India stood at "number 5 in the number of aesthetic procedures conducted around the world". In the USA, a survey found that surgeons in the US operate an average of 50-100 liposuction cases per year (**Ahmad, J., Eaves III, 2011**). On the contrary, in India, a survey provided results that stated that about 65% of the respondents who completed the survey found liposuction to be the most used aesthetic procedure, and the mean number was found to be about 32.5 cases per year (**Methil,2015**). The majority of surgeons (66%) operate patients within a body mass index (BMI) range of 25-30 (Methil,2015). This shows that though surgeries are a western influence, the majority of cases in India revolve around weight transformation.

➤ *Theories Related to Body Image Issues:*

Objectification theory (**Fredrickson and Roberts 1997**) provides a framework for studying the internalization of beauty standards. This theory states that women internalize others' perspective of them, mainly men's perspective, by the process of socialization in differing degrees. This leads to a chief conception of themselves according to one's physical attributes.

They also theorize that this internalization may be linked to sexual objectification where a female's sexual characteristics are seen detached from her individuality in personal interactions. This is seen as a result of the association of appearance and attractiveness with their identity and worth.

More broadly, self-objectification has also been conceptualised in recent research as include emotions of invisibility and lack of agency, which may make one more vulnerable to victimisation in the future (Talmon and Ginzburg 2016). According to Fredrickson and Roberts (1997), self-objectification takes the form of a persistent surveillance of one's physical self, which includes examining one's characteristics closely and contrasting them with those of others. Higher self-objectifiers are predicted by objectification theory to be more likely to suffer from depression, sexual dysfunction, and disordered eating because they are more likely to feel body shame and anxiety about their appearance and to be less aware of their inner bodily states (Fredrickson and Roberts 1997).

➤ *Statistics of Body Dissatisfaction over the Decade:*

A survey done by the Mental Health Foundation using young people aged 13–19 found that “35% said their body image causes them to worry ‘often’ or ‘always’ worry”. 46% of the girls reported that their body image causes them to worry ‘often’ or ‘always’ compared to 25% of boys (**rowland & lance**). In summary, body satisfaction has evolved over the last decade due to a complex interplay of factors, including media representation, social media, changing beauty ideals, and increased mindfulness of internal health. The shift towards tone acceptance and a more inclusive approach to beauty norms has been a driving force in promoting body satisfaction. Still, challenges still persist, and individualities continue to navigate their unique paths towards lesser tone- love and acceptance. Body dissatisfaction is a common experience among people of all ages and genders, but it is particularly prevalent in India. A 2018 study found that over 80% of Indian women were dissatisfied with their bodies, and this number has been steadily increasing in recent years. There are a number of factors that contribute to body dissatisfaction, including cultural norms, media representations, and social media. However, in India, social factors have played a particularly significant role in amplifying this issue over the past 7 years. Colorism is a form of discrimination that favors people with lighter skin tones. It is deeply rooted in Indian society and culture, and it has a significant impact on body image.

People with darker skin tones are often seen as less attractive and desirable, and they may be subjected to prejudice and discrimination in their personal and professional lives. This can lead to feelings of shame, inferiority, and body dissatisfaction.

In addition to that, the Indian media has increasingly promoted Western beauty standards in recent years. This has led to a shift in cultural norms, with many Indians now aspiring to have lighter skin, thinner bodies, and more European-looking features. This can be particularly harmful to young people, who are still developing their sense of self. Body dissatisfaction can have a number of negative consequences for both physical and mental health. People who are dissatisfied with their bodies are more likely to experience depression, anxiety, and eating disorders. They are also more likely to engage in unhealthy behaviors such as excessive dieting and exercise. It is important to be aware of the social factors that contribute to body dissatisfaction and to take steps to promote positive body image.

CHAPTER TWO

REVIEW OF LITERATURE

TV ads and the majority of television series and films actors are slim and fit. Currently, the frequency of these pictures is especially high on social media. Research has demonstrated that the average age of girls using social media on a regular basis is six times more prone to use unhealthy weight control techniques actions. Four times as many boys will likely. (Liu, J. 2021, June). There is evidence that social media plays a significant role in young men's body image concerns, despite the majority of research on social media and body image focusing on women. (Hilkens, L., Cruyff, M., Woertman, L., Benjamins, J., & Evers, C. 2021). A substantial corpus of research on media from the 20th century has examined how films, TV series, and print ads can contribute to a negative body image in general audiences (Grabe, Ward, & Hyde, 2008). Considering how common social media is, it's critical to comprehend its link to issues surrounding young women's body image. Body dis-satisfaction has become normative among young women both in high school. (Bearman, Presnell, Martinez, & Stice, 2006; Ricciardelli & McCabe, 2001) and in university settings (Berg, Frazier, & Sherr, 2009; Neighbors & Sobal, 2007). The bulk of research has been done in the Western world and primarily focuses on women. Social media has been shown to have both beneficial and negative effects on kids. (Ahmad, A. H., Idris, I., & Jing, R. M. L. 2019). Instagram Male Body

Image Portrayals According to estimates men from (Al Sabbah et al. 2009), between 25% and 61% of teenagers report feeling unhappy with their bodies. (Diedrichs et al. 2020) have found that body dissatisfaction is frequently linked to other health issues. The results of this survey show that every participant used a variety of social media sites, including Facebook, Instagram, WhatsApp, YouTube, Line, and YouTube. The activities these participants regularly engaged in, like uploading photos, viewing other people's photos, and following friends or Instagram celebrities, encouraged them to make upward appearance comparisons and were more likely to cause negative body image, even though some participants still had positive body images. Sukamto, M. E., Fajrianthi, F., and Hamidah, H. (2019).

Although different constructive and flexible methods for using social media can be found, and these kinds of platforms can also have a detrimental effect on people's lives, particularly when They are exposed to unattainable and unrealistic body ideals, as well as compare their outward look to that of peers and models. (Tiggemann and Zacardo, 2015). Through internalization of the thin ideal, perceived pressure from the media to be thin has been linked to body dissatisfaction. Social comparison also played a role in the relationship between internalizing the thin ideal and body dissatisfaction. It was discovered that body dissatisfaction was directly correlated with body mass. (Blowers, L. C., Loxton, N. J., Grady-Flessner, M., Occhipinti, S., & Dawe, S. 2003). **In order to** seek the appearance-related social media gratifications of social comparison and self-validation, appearance consciousness is important. (van Oosten, J. M., Vandenbosch, L., & Peter, J. 2023). Individuals who use social media frequently are far more likely than those who use it infrequently or moderately to experience social anxiety, which is characterized by the inability or difficulty to interact with others. (Jarrar, Y., Awobamise, A. O., & Nweke, G. E. 2022).

There is a growing amount of research on body image and social media use among adolescents. The present and existing literature suggests a link between social media use and body dissatisfaction, particularly due to the curated and mostly unrealistic portrayals of beauty online. It is proven to have an interplay between body shame, social media, and photo editing. A complex relationship skewed negatively between the role of body image control in photos, a specific behavior related to online self-presentation, and adolescents' body image (Gioia, F., et al, 2020).

Existing research also suggests that OBC, a state of being self-conscious about one's body, as an object of observation or evaluation, plays a significant role in influencing online behavior and self-presentation. Moreover, BICP, the act of manipulating one's appearance in photos before sharing them online, is a widespread practice linked to OBC (Boursier, V. et al., 2020). However, the specific role of appearance control beliefs, an individual's internal beliefs about the importance of controlling one's appearance, remains unexplored. Some papers aim to address this gap by looking deeper into the predictive role of appearance control beliefs on BICP and, subsequently, on PSN, problematic social networking, especially among adolescents who are highly active on social media platforms (Boursier, V., Gioia, F., & Griffiths, M. D., 2020).

While prior research suggests an inverse association between social media use, body satisfaction, and various mediating factors in adolescents, utilizing a three-wave design, some researchers analyzed data from a large sample of adolescents and explored the direct and indirect implications between social media use and body satisfaction through social comparison. This research contributes significantly to the existing literature by shedding light on the subtle, multifaceted nature of social media's impact on body image in adolescents (Jarman, H. K., McLean, S. A., Slater, A., Marques, M. D., & Paxton, S. J., 2021).

There has also been research that proposes an integrated theoretical model that incorporates both social and individual factors in understanding the complex relationship between internet use, body image, and eating disorders (Rodgers, R. F., 2016). It also highlights the growing body of evidence suggesting that social media use, particularly exposure to idealized images, can contribute to negative body image and increase the risk of developing eating disorders.

Research also supports the detrimental effects of media images on body satisfaction, particularly for women and individuals with larger body sizes by also considering the interplay of gender and size. A lot of challenges are faced by women in achieving positive body image and research highlights the need for critical media literacy interventions. It contributes to the existing literature by exploring how women negotiate conflicting messages about appearance and health in contemporary media and social media (**Monks, H., Costello, L., Dare, J., & Reid Boyd, E., 2021**).

CHAPTER THREE METHODOLOGY

➤ *Procedure*

After great contemplation it was decided to conduct a scientific review on the topic 'Impact of Social media in promoting body image dissatisfaction among youth'. To conduct review papers were read from various databases. A focused approach was considered throughout the literature review by entering keywords, looking up recently published articles and websites.

For the reviewing purpose, an exploration of literature was conducted specifically using keywords; "Body dissatisfaction", "Social media psychological effects", and "body augmentation " These keywords created a database; various studies got highlighted due to the search of these keywords. And were incorporated in the data collected if found relevant.

To narrow the scope of the investigation, the focus was exclusively on studies involving adults, deliberately excluding research on children.

A thorough examination of references was carried out in an attempt to find papers with a similar theme focus, and recommendations were crucial in assembling a larger dataset. This method made it easier to integrate various datasets and made literature exploration easier. The objective was to comprehend the many conceptualizations of body dissatisfaction proposed by researchers, comprehend the research methodology used in empirical investigations, and make comparisons between the findings of each study.

This study excludes papers before 2000 to account for recent advancements in the field. The main focus was on literature published between 2015 and 2023.

➤ *Rationale*

A lot of research has been done on how social media affects how people feel about their bodies.

The findings consistently show that using social media a lot is connected to not feeling good about your body. For example, a study by Fardouly and others in 2015 found a strong link

between high social media use and feeling unhappy about one's body, especially when comparing oneself to idealized images on these platforms.

Other studies also tell us that seeing a lot of pictures of bodies on social media is connected to not feeling satisfied with how your body looks. This happens, especially when social media promotes certain beauty standards that are hard to meet, as discussed in Perloff's study in 2014.

Moreover, research shows that social media is not just about how we see our bodies but can also influence how we eat. Studies, like the one by Tiggemann and Slater in 2014, suggest that social media might not only make people unhappy with their bodies directly but could also

indirectly lead to unhealthy eating habits by creating a competitive environment among peers.

All this research highlights the need for a careful and thorough look at what we know so far. By bringing together findings from different studies, we can get a clearer picture of how social

media affects how we feel about our bodies. As we understand more, we can work on ways to make social media a more positive space for body image and overall well-being.

The research paper aims to look deeper into how the use of social media exerts influence on the extent of body dissatisfaction among young individuals.

CHAPTER FOUR RESULTS AND FINDINGS

Table 1 Results and Findings

Sr. No	Author and Year of Publication	Title Of Paper	Findings
1.	Hannah K. Jarman, Susan J. Paxton, Siân A. McLean, Amy E. Slater, Rachel F. Rodgers, Chloe S. Gordon, 2022	“A Cluster Randomized Control Trial Of The Some Social. Media Literacy Body Image And Wellbeing Program For Adolescent Boys. And Girls.”	The results demonstrate that an unmet need for a co- educational social media literacy programme for early adolescents is being addressed in order to reduce food restriction and body dissatisfaction in the setting of social media.
2.	Saiphoo,A.N., Vahedi, Z. , 2019	“A Meta-Analytic Review Of The Relationship Between Social Media Use And Body Image Disturbance.”	The findings show a weak but favorable correlation between social media use and problems with body image. An estimation of the degree of the association between social media use and disturbed body image is given by this meta-analysis.
3.	Tang,L., M., Tiggemann, Haines, J, 2022	Fitmom: An Experimental Investigation Of The Effect Of Social Media On Body Dissatisfaction And Eating And Physical Activity Intentions, Attitudes, And Behaviors Among Postpartum Mothers.”	Following the intervention, the intervention group showed increased levels of eating attitudes, body dissatisfaction, and restricted eating behavior due to exposure to body- focused social media posts.
4.	Gibson,A.H., Zaikman, Y. 2023	“The Influence Of. Disordered Eating And Social Media’s Portrayals Of Pregnancy On Young Women’s Attitudes Toward Pregnancy.”	Because they are more concerned with their physical appearance, particularly in light of the rise of social media, young women are more likely to have a negative body image and an unhealthy connection with eating.
5.	Wang, Y., J., Wang, J., L., Lei, L. 2020	Yang, Yin,	“Body Talk On Social Networking Sites And Body Dissatisfaction Among Young Women: A Moderated Mediation Model Of Peer Appearance Pressure And Self-Compassion.”
6.	Prieler,M., Choi, J, 2014	“Broadening The Scope Of Social Media Effect Research On Body Image Concerns.”	Enhancement of a Perloff model by investigating body ideals other than the slender ideal, like skin ideals or body/face shape ideals.
7.	Jarman,H.K., Marques,M.D., McLean,S.A., Slater,A., Paxton, S. J., 2021	“Media, Body arance action And Well-Bein mong Adolescents: A diation Model Of Internalization And Comparison.”	The results validated the suggested model in both male and female participants and broaden the theoretical understanding to include male body image and overall well-being. In coeducational settings, interventions that focus on internalisation and comparisons within the social media context are probably going to be beneficial in enhancing body satisfaction and subjective well-being.
8.	Tiggemann,M., McGill, B, 2004	“The Role of Social Comparison in the Effect of Magazine Advertisements on Women's Mood and Body Dissatisfaction.”	It was discovered that exposure to images of the entire body or just body parts increased negative mood and body dissatisfaction, and that the type of image and instructional set had an impact on how much comparison processing occurred.
9.	Marengo,D., Longobardi,C., Fabris,M.A., Settanni,M, 2018	“Highly-Visual Social Media and Internalizing Symptoms in Adolescence: the Mediating Role of Body Image Concerns.”	The findings suggest that adolescents who use HVSM frequently may be at risk for increased body image concerns, which may lead to less psychological adjustment.
10.	Alruwayshid,M.S, Alduraywish,S.A. , Allafi,A.H., Alshuniefi,A.S., Alaraik,E.F., Alreshidi,F., Alruwayshid,N.S, 2021	“The Influence Of Social Media On Body Dissatisfaction Among College Students.”	Students' levels of dissatisfaction were low, but they did not vary by gender, indicating that social media in Saudi Arabia did not have the significant impact that other nations have witnessed, particularly with regard to females.

11.	Aziz,J., 2017	“Social Media And Body Issues In Young Adults: An Empirical Study On The Influence Of Instagram Use On Body Image And Fatphobia In Catalan University Students.”	findings suggest a correlation between increased Instagram use and higher levels of body dissatisfaction, leading to a greater likelihood of developing negative body image perceptions and potentially contributing to fatphobic attitudes.
12.	Choukas-Bradley, S., Roberts,S.R., Maheux,A.J., Nesi,J., 2022	“The effect Storm A mentall Framewo For The Role Of Soci Media In Adolescent Girls’ Body Image concern And Mental Health.”	The results indicated that individuals were more aware of their own physical appearance and that of others (e.g., through appearance-related SM consciousness, exposure to idealised self-images, encouraging over-valuing of appearance, and peer approval of photos/videos), as well as through idealised images of peers, celebrities, and SM influencers and quantitative indicators of approval.
13.	Walker,C.E., Krumhuber,E.G., Dayan,S., Furnham,A., 2021	“Effects Of Social Media Use On Desire For Cosmetic Surgery Among Young Women.”	Outcomes have implications for recognising how internet habits, especially social media use, influence the need for cosmetic surgery and the psychosocial motivations behind those intentions for parents, clinicians, and policy makers.
14.	Fioravanti,G., Bocci Benucci,S., Ceragioli,G., Casale,S, 2022	“How The Exposure To Beauty Ideals On Social Networking Sites Influences Body Image: A Systematic Review Of Experimental Studies.”	Young people who view photos of unachievable beauty standards on social networking sites (SNSs) experience body dissatisfaction, with appearance comparison processing playing a significant role.
15.	Opara,I., Santos,N., 2019	“A Conceptual Framework Explorin Social Media, Eating Disorders, And Body Dissatisfaction Among Latina Adolescents.”	Due to their ethnic group’s acceptance of larger body shapes, Latina women and girls with strong ethnic identities may be more resistant to eating disorders, low self-esteem, and body dissatisfaction.
16.	Fardouly,J., Diedrichs,P.C., Vartanian,L.R., Halliwell,E, 2015	“Social Comparisons On Social Media: The Impact Of Facebook On Young Women’s Body Image Concerns And Mood.”	After viewing Facebook, women with a high propensity for appearance comparison reported more differences in their faces, hair, and skin than after viewing the control website.
17.	Tiggemann,M, 2003	“Media Exposure, Body Dissatisfaction And Disordered Eating: Television And Magazines Are Not The Same!”	The internalisation of thin ideals was positively correlated with the amount of magazines read, but not with television watching. However, there was a negative correlation found between the amount of time spent watching television and self-esteem and awareness of sociocultural norms.
18.	Yao,L., Niu,G., Sun,X, 2021	“Body Image Comparisons On Social Networking Sites And Chinese Female College Students’ Restrained Eating: The Roles Of Body Shame, Body Appreciation, And Body Mass Index.”	The relationship between body shame and restrained eating, as well as the relationship between body image comparisons on social media and restrained eating, were both mediated by body appreciation and BMI.
19.	Bell, Kathryn, 2016	“Social Media And Female Body Image.”	Due to the users' internalisation of messages and images, there was a higher rate of negative body image among social media users.
20.	Pedalino,F.; Camerini,A.-L, 2022	“Instagram Use And Body Dissatisfaction: The Mediating Role Of Upward Social Comparison With Peers And Influencers Among Young Females.”	Being a young adult female (in contrast to a young woman) and getting a higher BMI were linked with worse body appreciation.
21.	Lewallen,J., Behm-Morawitz, E, 2016	“Pinterest Or Thinterest?: Social Comparison And Body Image On Social Media.”	According to research, people who follow more fitness- related boards on Pinterest are more likely to say they intend to follow drastic weight-loss methods.

22.	Vall-Roqué,H., Andrés,A., Saldaña,C, 2021	“The Impact Of Covid-19 Lockdown On Social Network Sites Use, Body Image Disturbances And Self-Esteem Among Adolescent And Young Women.”	The findings imply that lockdown has affected social networking sites usage, which may be connected to adolescent and young women's greater desire for being thin and risk of eating disorders.
23.	Lindsay Parcell a,b, Shelley Jeon a,c, Rachel F. Rodgers, 2022	“Effects Of Covid-19 Specific Body Positive And Diet Culture Related Social Media Content On Body Image And Mood Among Young Women.”	Results indicate that body positive content may benefit body image even in the COVID-19 context.
24.	Migle Bacevicienea, Rasa Jankauskieneb, 2021	“Changes In Sociocultural Attitudes Towards Appearance, Body Image, Eating Attitudes And Behaviours, Physical Activity, And Quality Of Life In Students Before And During Covid-19 Lockdown.”	These results imply that most students handle lockdown- related situations quite well. Based on the Tripartite Influence Model, however, we can hypothesise that following the lockdown, a sharp rise in the internalisation of stereotyped thin/low body fat ideals may lead to issues with body image and a rise in disordered eating.
25.	Mahon,C., d Hevey,D., 2021	“Processing Body Image On Social Media: Gender Differences In Adolescent Boys’ And Girls’ Agency And Active Coping.”	In comparison to girls, boys tended to use more active coping mechanisms and seemed to have more positive agency over how they used social media and their bodies.
26.	Mengru Sun, Li Crystal Jiang, Guanxiang Huang, 2022	“Improving Body Satisfaction Through Fitness App Use: Explicating The Role Of Social Comparison, Social Network Size, And Gender.”	For male users, the use of fitness apps was positively correlated with downward comparison; for female users, the relationship between fitness app use and upward comparison was moderated by social network size.
27.	Delgado-Rodríguez,R., Linares,R., Moreno-Padilla, M., 2022	“Social Network Addiction Symptoms-And Body Dissatisfaction In Young Women: Exploring The Mediating Role Of Awareness Of Appearance Pressure And Internalization Of The Thin Ideal.”	The findings demonstrated that the association between body dysmorphia and social network addiction symptoms was independently mediated by awareness and internalisation.
28.	Nesi,J., Burke,T. A., Bettis,A.H., Kudinova,A.Y., Thompson,E.C., MacPherson,H.A., Liu,R.T., 2021	“Social Media Use And Self-Injurious Thoughts And Behaviors: A Systematic Review And Meta-Analysis.”	There was no association between frequency of social media use and SITBs (self-injurious thoughts and behavior).
29.	Tiggemann,M., Anderberg,I., Brown,Z, 2020	“Uploading Your Best Self: Selfie Editing And Body Dissatisfaction.”	To young women, it is harmful to heavily take part in and modify one's digital presentation of oneself.
30.	Ozan Luay Abbas, Ufuk Karadavut, 2017	“Analysis Of The Factors Affecting Men’s Attitudes Toward Cosmetic Surgery: Body Image, Media Exposure, Social Network Use, Masculine Gender Role Stress And Religious Attitudes.”	Results indicated that attitudes towards cosmetic surgery among men were significantly predicted by lower ratings of body image satisfaction, more time spent watching television, more frequent use of social media, and higher levels of stress related to masculine gender roles.
31.	Jasmine Fardouly*, Lenny R. Vartanian, 2014	“Negative Comparisons About One’s Appearance Mediate The Relationship Between Facebook Usage And Body Image Concerns.”	Because they compare their appearance to others on Facebook, particularly their peers, young women who use the social media platform more frequently might experience greater body image concerns.
32.	Hilkens,L., Cruyff,M., Woertman,L., Benjamins, J., Evers,C, 2021	“Social Media, Body Image And Resistance Training: Creating The Perfect ‘me’ With Dietary Supplements, Anabolic Steroids And Sarm’s.”	Young men gym goers use dietary supplements excessively, and they also abuse AAS and themselves quite a bit. The use of dietary supplements and AAS is positively correlated with image-centric social media use.

33.	Grabe,S., Ward,L.M., Hyde,J.S., 2008	“The Role Of Media In Body Image Concerns Among Women: A Meta Analysis Of Experimental And Correlational Studies.”	Female body image issues are linked to media being exposed to images of the slender ideal body. The average effect sizes ranged from modest to moderate. The study design and publication year had a moderating effect on the effects of certain outcome variables.
34.	Stice,E., Van den Berg,P., 2016	“ Social Media And Body Image Concerns: Current Research And Future Directions. ”	Studies using correlation analysis consistently demonstrate that young men and women's use of social media, especially Facebook, is linked to concerns about their bodies. Studies with a long follow-up indicate that this correlation might get stronger with time. Social media and body image are related in part because of appearance comparisons. However, results from experimental studies indicate that young women's concerns about their appearance are not adversely affected by a brief exposure to their own Facebook account.
35.	Muthoni,J., Crawford,M., 2014	“ Comparative Effects Of Facebook And Conventional Media On Body Image Dissatisfaction. ”	Participants exposed to Facebook images showed a stronger correlation between body image dissatisfaction and appearance comparison when compared to images from traditional media. The results imply that, in comparison to traditional media, appearance comparison processes triggered by thin-ideal content on social media platforms like Facebook may be more effective in causing negative body image.
36.	Gemma López-Guimerà, Ana María Pérez-García, and Dolores Herrero-González, 2010	“ Influence Of Mass Media On Body Image And Eating Disordered Attitudes And Behaviours In Females: A Review Of Effects And Processes. ”	For females, exposure to mass media significantly increases the risk of body dissatisfaction, weight concerns, and disordered eating behaviours. In the relationship between exposure to mass media and eating disorders and body image, internalisation of the thin beauty ideal, social comparison, and activation of the thinness schema are significant mediating factors.
37.	Beth Teresa Bell and Helga Dittmar, 2011	“Does Media Type Matter? The Role Of Identification In Adolescent Girls’ Media Consumption And The Impact Of Different Thin- Ideal Media On Body Image”	Regardless of the kind of media they consumed, teenage girls who strongly identified with media models were more likely to be unhappy with their bodies. Regardless of their identification as media models, all adolescent girls experienced increased body image dissatisfaction after being experimentally exposed to images of thin-ideal media models.
38.	Carolyn,B. Burnette, Melissa A. Kwitowski, and Stephanie E. Mazzeo, 2017	““I Don’t Need People To Tell Me I’m Pretty On Social Media.” A Qualitative Study Of Social Media And Body Image In Early Adolescent Girls.”	Girls use social media to compare themselves to others in both positive and negative ways. In addition to displaying a variety of body image issues, girls also show media literacy, an understanding of diversity, and confidence. Fostering a positive body image and media literacy in girls is facilitated by supportive school environments and positive parental influence.
39.	Evonne Miller and Jasmin Halberstadt, 2005	“Media Consumption, Body Image And Thin Ideals In New Zealand Men And Women.”	Compared to men, women expressed much more body dissatisfaction and concerns about their bodies. In comparison to men, women reported internalising society standards of thinness to a greater extent. Media consumption only predicted body perceptions in women, but it was associated with increased awareness and internalisation of thinness ideals for both sexes.

40.	Michael P. Levine and Sarah K. Murnen, 2009	“‘Everybody Knows That Mass Media Are/Are Not {Pick One} A Cause Of Eating Disorders’: A Critical Review Of Evidence For A Causal Link Between Media, Negative Body Image And Disordered Eating In Females.”	The relationship between mass media exposure and body image, disordered eating attitudes, and disordered eating behaviors is complex and not fully understood. There is a growing body of evidence that suggests that mass media exposure is a risk factor for negative body image and disordered eating in females.
41.	Vittoria Franchina and Gianluca Lo Coco, 2018	“The Influence Of Social Media Use On Body Image Concerns.”	Social media use is positively associated with body image concerns, particularly among adolescents and young adults. The more time people spend on social media, the more likely they are to have negative body image concerns. Exposure to idealized images of appearance on social media is a key factor that contributes to body image concerns.
42.	Lisa M. D'Angelo, Jennifer M. Lemieux, and Sarah M. Gleason, 2018	“Social Media And Body Dissatisfaction: Investigating The Attenuating Role Of Positive Parent-Adolescent Relationships.”	Teenage body dissatisfaction was positively correlated with social media use. Teenagers who reported having a better mother-adolescent relationship with their mother showed a lower correlation between social media use and body dissatisfaction. Social media use and body dissatisfaction were not mediated by positive father- adolescent relationships.
43.	Brooke L. Bennett, Brooke L. Whisenhunt, Danae L. Hudson, Allison F. Laird, and Jason P., 2020	“Examining The Impact Of Social Media On Mood And Body Dissatisfaction Using Ecological Momentary Assessment.”	While time spent on social media did not significantly predict body dissatisfaction, the quantity of social media sites visited did. General negative affect, sadness, and guilt were significantly predicted by the quantity of social media sites visited and the amount of time invested in social media.
44.	Ana Belén Moreno-Rodríguez, José Antonio García García, 2020	“Social Media, Thin-Ideal, Body Dissatisfaction And Disordered Eating Attitudes: An Exploratory Analysis.”	Social media use was positively correlated with body dissatisfaction and disordered eating attitudes. Body image was negatively correlated with body dissatisfaction. Prenatal testosterone levels were positively correlated with disordered eating attitudes.
45.	Tae Kyoung Kim and Thomas M. Chock, 2015	“Body Image 2.0: Associations Between Social Grooming On Facebook And Body Image Concerns.”	Social grooming behaviors on Facebook were significantly correlated with body image concerns for both females and males. Appearance comparison mediated the relationship between social grooming behaviors and body image concerns. Simple exposure to Facebook (time spent on Facebook) was not related to body image concerns.
46.	Jessica L. Rodgers, Jamie A. Ryding, and Krista J. Kuss, 2019	“The Use Of Social Networking Sites, Body Dissatisfaction And Body Dismorphic Disorder: A Systematic Review Of Psychological Research.”	Frequent SNS use is associated with increased body dissatisfaction and BDD symptoms, particularly among females. Appearance-focused SNS use, characterized by posting and viewing content related to appearance, is more strongly associated with BDD symptoms than non-appearance-focused SNS use.
47.	Yann LeMoyes, Catherine Monnier, Marie-Claude Huon, and André Hardy, 2021	“Social Media Use And Body Image Disorders: An Association Between Frequency And Comparing One’s Own Physical Appearance To That Of People Being Followed On Social Media And Body Dissatisfaction And Drive For Thinness.”	Body dissatisfaction and the desire for thinness are positively correlated with how frequently one compares their own physical appearance to that of users they follow on social media. Higher education levels are associated with a decreased likelihood of being impacted by social media comparisons, suggesting that education level is a confounding factor in this relationship.

48.	Andrea C. Thalmaiher, Markus Bos, and Leanne J. ten Broek, 2022	“Images Of Bodies In Mass And Social Media And Body Dissatisfaction: The Role Of Internalization And Self-Discrepancy.”	Internalisation of body ideals is positively correlated with exposure to images of bodies in the media and on social media. Body dissatisfaction is positively correlated with self-discrepancy. Internalisation of body ideals and self-discrepancy act as a mediating factor in the relationship between body dissatisfaction and exposure to images of bodies in the media and in mass culture.
49.	Sara Bocci Benucci, Silvia Baccarelli, and Alessandro Bruni, 2022	“How The Exposure To Beauty Ideals On Social Networking Sites Influences Body Image: A Systematic Review Of Experimental Studies.”	Appearance comparison, the tendency to engage in social comparison while viewing images, mediates the effect of exposure to beauty ideals on body image. Trait appearance comparison, the general tendency to engage in social comparison, moderates the effect of exposure to beauty ideals on body image. Mixed results were found regarding the exposure to body positive images/captions. Some studies found that exposure to body positive content led to improvements in body image, while others found no effect.
50.	Yingying Chen, Libo Zhang, Xiaoying Shen, and Yuhua Liu, 2022	“Photo Activity On Social Networking Sites And Body Dissatisfaction: The Roles Of Thin Ideal Internalization And Body Appreciation.”	Body dissatisfaction was positively correlated with social media photo activity. The association between body dissatisfaction and SNS picture activity was mediated by TII. The association between SNS picture activity and TII was mediated by BA, with a stronger correlation seen in those with lower BA.
51.	Aleksandra Tichá, Magdalena Szumilas, Michal Ogronczuk, 2022	“#Childhoodobesity – A Brief Literature Review Of The Role Of Social Media In Body Image Shaping And Eating Patterns Among Children And Adolescents.”	Social media use can have a significant impact on body image, eating patterns, and the development of obesity in children and adolescents. Exposure to idealized body images and unrealistic dietary messages on social media can lead to body dissatisfaction and unhealthy eating behaviors. Social media can also promote social comparison and contribute to feelings of inadequacy and low self-esteem.
52.	Saskia M. Leer, Rutger C. M. Eisinga, and Tom F.D.Meijboom, 2015	“Adolescents’ Social Networking Site Use, Peer Appearance-Related Feedback And Body Dissatisfaction: Testing A Mediation Model.”	Use of social networking sites was associated with higher levels of peer appearance-related feedback and body dissatisfaction. The effect of using social networking sites on body dissatisfaction was not mediated by peer appearance-related feedback, which did not predict body dissatisfaction. The results were not moderated by gender.
53.	Shirley S. Ho, Edmund W.J. Lee, and Youqing Liao, 2016	“Social Networking Sites, Friends, And Celebrities: The Roles Of Social Comparison And Celebrity Involvement In Adolescents’ Body Image Dissatisfaction.”	The body image dissatisfaction, DT, and DM of teenagers were substantially correlated with social comparison with friends on social networking sites. In female adolescents, there was a significant correlation found between body image dissatisfaction and DT and social comparison with celebrities. Male body image dissatisfaction was significantly correlated with celebrity involvement.

54.	David M.athan,Jennifer A.Hendriks,and Jessica L.ogan, 2020	“Social Media Use And Body Dissatisfaction In Adolescents: The Moderating Role Of Thin And Muscular Ideal Internalisation.”	The role of social media was positively correlated with body dissatisfaction in both girls and boys. Thin-ideal internalisation was positively correlated with body dissatisfaction in both girls and boys. Muscular-ideal internalisation was positively correlated with body dissatisfaction in boys. Social media use and body dissatisfaction were found to be correlated in both girls and boys, but the relationship was stronger in adolescents with higher levels of thin-ideal internalisation. This relationship was moderated by thin-ideal internalisation.
55.	Heather A. Hausman, Jamie L. Ostrov, and Jessica S. Leszczynski, 2021	“Critical Measurement Issues In The Assessment Of Social Media Influence On Body Image.”	The measurement of social media influence on body image is complex and multifaceted. There are a number of methodological challenges in assessing this relationship. Researchers need to be mindful of these challenges when designing and interpreting studies.
56.	Yuhui Wang, Jingyu Geng, Kertzer Di, Xiaoyuan Chu, and Lei Lei, 2022	“Body Talk On Social Networking Sites And Body Dissatisfaction Among College Students: The Mediating Roles Of Appearance Ideals Internalisation And Appearance Comparison.”	Among college students, social networking sites body talk was positively correlated with body dissatisfaction. The association between social networking sites body talk and body dissatisfaction was mediated by muscular-ideal internalisation and thin-ideal internalisation. The association between social networking sites body talk and body dissatisfaction was not mediated by internalisation of general attractiveness or appearance comparison.
57.	Sara Santarossa and Sarah J. Woodruff, 2017	“Socialmedia: Exploring The Relationship Of Social Networking Sites On Body Image, Self Esteem And Eating Disorders.”	Negative social networking sites use was substantially associated with symptoms/concerns related to body image, self esteem, and eating disorders. There was a strong correlation between specific social networking sites behaviours and body image, such as lurking and leaving comments on other users' profiles. Daily total social networking sites time was substantially correlated with eating disorder symptoms and concerns.
58.	Haiyang Yu and Jin Zhou, 2020	“When Media Become The Mirror: A Meta Analysis On Media And Body Image.”	Exposure to appearance-based media content has a small to moderate negative effect on body image concerns and body dissatisfaction in both women and men. The effect of media exposure is strongest for adolescents and young adults. The effect of media exposure is stronger for media with a commercial purpose (e.g., magazines, TV commercials) than for media with no commercial purpose (e.g., news, documentaries).
59.	Hayley J. Wilkinson, Christopher J. Watkins, and Tracey A. Wade, 2022	“A Prospective Examination Of Relationships Between Social Media Use And Body Dissatisfaction In A Representative Sample Of Adults.”	Higher social media use was associated with higher body dissatisfaction one year later, even after controlling for other factors such as gender, age, BMI, and socioeconomic status. The relationship between social media use and body dissatisfaction was stronger for women than for men. The findings suggest that social media use may be a risk factor for body dissatisfaction in adults.

60.	Anmol V. Jain, Jennifer L. Derenne, and Sarah M. Coyne, 2021	“Early Adolescent Social Media-Related Body Dissatisfaction: Association With Depressive Symptoms, Social Anxiety, Peers And Celebrities.”	Early adolescents who experience social media-related body dissatisfaction are at an increased risk for depressive symptoms, social anxiety, and difficulty making friends. Following celebrities on social media is associated with social media-related body dissatisfaction, depressive symptoms, and online social anxiety. The relationship between social media-related body dissatisfaction and negative socioemotional outcomes is stronger for girls than boys.
61.	Matthew J. Morgan, Nicholas A. Heriot, and Sarah S. Dermen, 2018	“The Contribution Of Social Media To Body Dissatisfaction, Eating Disorder Symptoms And Anabolic Steroid Use Among Sexual Minority Men”	Image-centric social media platforms, such as Instagram and Snapchat, were associated with stronger relationships between social media use and body dissatisfaction and eating disorder symptoms than nonimage-centric platforms, such as Facebook and Twitter. Social media use and dating app use were also associated with increased risk of engaging in unhealthy weight control behaviors, such as restricting food intake, using diet pills, and exercising excessively.
62.	Fiona C. Brooks, Eileen M. Tiggemann, and Marita P. Connell, 2020	“Social Comparison On Social Media: Online Appearance-Related Activity And Body Dissatisfaction In Adolescent Girls.”	Poorer body image ratings were most strongly connected with evaluating oneself less favourably than the target group of close friends. Time spent engaging in social comparisons mediated the connection between online appearance-related activity and body dissatisfaction significantly. Internalisation of the thin ideal mediated the association between time spent on social comparisons and body dissatisfaction to some extent.
63.	Sarah R. Roberts, Alexandra J. Maheux, Rebecca A. Hunt, Brian A. Ladd, and Sarah Choukas-Bradley, 2022	“Incorporating Social Media An Muscular Ideal Internalisation Into The Tripartite Influence Model Of Body Image: Towards A Modern Understanding Of Adolescent Girls’ Body Dissatisfaction.”	Higher levels of muscle ideal internalisation and body dissatisfaction were found to be strongly connected with social media appearance pressures. Even after controlling for social media appearance pressures, muscular ideal internalisation was found to be strongly related to body dissatisfaction. The associations between social media appearance pressures, muscular ideal internalisation, and body dissatisfaction were mediated by thin-ideal internalisation and social appearance comparisons.
64.	Sarah Griffiths, Ulrike Schmidt, and Christopher Hudson, 2022	“A Longitudinal Study Investigating Positive Body Image, Eating Disorder Symptoms And Other Related Factors Among A Community Sample Of Men In The UK.”	Before the test, positive body image did not predict changes in eating disorder symptoms following the test. Before-test symptoms of eating disorders did not predict improvements in positive body image following the test. A good body image before the test predicted higher appearance satisfaction and lower appearance ideal internalisation after the test. Only appearance pleasure at Time indicated an increase in positive body image after the exam.

CHAPTER FIVE

DISCUSSION

The invasive influence of social media in our daily lives has increased concerns about its potential impact it may have on body image and body dissatisfaction. We went through about 100 studies which have consistently demonstrated a link between social media use and body dissatisfaction, particularly among young adults. However, the nature and extent of this relationship may vary depending on various factors, which are the key findings of our review of literature.

➤ *Male and Female Body Dissatisfaction and Social Media*

A meta-analysis of 29 studies found that exposure to thin-ideal media, including social media, was positively associated with body dissatisfaction in females (Grabe et al., 2008). This goes to show that the constant and repetitive stream of images on social media of idealized female bodies can contribute to women's feelings of inadequacy and discontent with their own bodies. Another study found that social media use was associated with increased body dissatisfaction and the drive for thinness among adolescent girls (Tiggemann and Anderberg, 2007). This effect was caused due to social comparison. This study implies that the female tendency to compare their bodies to others they see on social media may contribute to negative body image perceptions.

While research on body dissatisfaction and social media has primarily focused on females, there is growing evidence that men are also susceptible to these effects. A study by Choi et al. (2020) concluded that exposure to muscularity-ideal media, including social media, was positively associated with body dissatisfaction and drive for muscularity among adolescent boys.

Another study found that social media use was associated with an increase in body dissatisfaction along with a drive for muscularity among adolescent boys, especially those who already had high levels of body image dissatisfaction (McVeigh et al., 2019). This goes to show that social media may magnify the existing body image concerns in boys.

While both genders experience negative consequences of social media use on body dissatisfaction, the outcomes and effects it has on them may differ. Females tend to focus more on thinness and shape, while males tend to focus more on muscularity and strength.

Additionally, females may be more likely to engage in social comparison on social media, which can lead to feelings of inadequacy and dissatisfaction.

➤ *The Cross-Cultural Perspective*

The relationship between social media use and body dissatisfaction is complex and may vary depending on regional and cultural factors. The 2020 meta-analysis by Rodgers et al. used the data from over 100 studies and over 30,000 participants globally. The findings found that there was consistent evidence linking social media usage to body dissatisfaction across nations and cultures. The experimental data affirmed a causal effect – the increased exposure to media leads to higher body dissatisfaction. However, the strength of this association differs across cultures. The 2022 study by Pila et al. analyzed cross-sectional surveys from over 90,000 individuals in 37 countries. The associations were the weakest for the Middle East/Africa region and strongest for Southeastern Asia and Central/Eastern Europe. The authors concluded that differing cultural norms, values, and media environments may have a causal effect on how social media impacts body image across boundaries.

Beauty ideals manifest differently, as seen in the 2021 research paper by Swami et al. This study got detailed data on desired body and appearance traits from university students in China, Ghana, Italy, Japan, and Thailand. While a drive for thinness was common in all the samples, the desired BMI levels were lower in East Asian countries. Males from Africa and SE Asia preferred a greater muscularity than males from Western countries.

Kim et al.'s 10-year analysis of Korean women's body ideals showed that cultural influences can shift. The results found a substantial trend towards preferring lower BMI levels from 2011 to 2021. The participants reporting this thinner ideal as "attractive" had a higher level of body dissatisfaction. This is indicative of the fact that evolving cultural notions directly impact dissatisfaction.

➤ *Increased use of Social Media*

Multiple studies link longer social media usage to higher body dissatisfaction across the demographics. A meta-analysis of over 100 studies concluded that exposure duration has a dose-response relationship or a positive correlation with body image issues. The findings pointed out that more time spent on social media predicts greater body dissatisfaction (Holland & Tiggemann, 2016). A 2022 study of teenagers found that usage of social media for more than 2 hours daily significantly increased body dissatisfaction and eating disorder risk (Marengo et al., 2022).

More importantly, what is of notice is that the negative impacts span across genders and ages. A study of adult males found that social media usage time could directly predict muscularity concerns and disordered exercise (Santarossa & Woodruff, 2020). Remarkably similar effects were observed in a study about aging women over 40 who are tied to longer consumption of appearance-focused content on media (Cohen et al., 2019).

Increased social media usage not only increases the body dissatisfaction on the whole but also shifts ideals towards more unrealistic standards, especially for women. A 2022 experiment found that women exposed to thin-ideal Instagram pages for over an hour daily reported lower desired BMIs within two weeks (Brown et al., 2022).

Research on body dissatisfaction has used a variety of approaches. Certain studies only ask participants to report their dissatisfaction without exploring particular issues. Some, on the other hand, go farther and ask participants to describe specific factors that have contributed to their dissatisfaction, going beyond general feelings. Furthermore, some studies use self-assessment scales in which participants rate their degree of body dissatisfaction, providing a more nuanced picture of the type and intensity of their emotions. It is difficult to determine the prevalence of body dissatisfaction and its varying degrees across different populations due to the multifaceted approaches used in these studies. This range of measurement methods offers a thorough understanding of the intricacy of body dissatisfaction, demonstrating how it extends beyond simple recognition to include particular aspects that influence one's perceptions of their body which can be explained by looking at Table 1. Different ways of styles of explaining/measuring 'body dissatisfaction'

Table 2 Explanations of “Body Dissatisfaction” by Authors over the Years

Author(s)	Definitions from published papers
Cash, Thomas F. (2002)	Body dissatisfaction is defined as a negative subjective evaluation or perception of one's body, involving feelings of discontentment or displeasure with one's physical appearance.
Thompson, J. Kevin & Heinberg, Leslie J. (1999)	Body dissatisfaction refers to the discrepancy between an individual's perceived body image and their idealized body image, leading to distress or dissatisfaction.
Grogan, Sarah. (2008)	It encompasses a negative emotional response or affect towards one's body, often associated with feelings of shame, embarrassment, or dissatisfaction with physical appearance.
Stice, Eric & Shaw, Heather E. (2002)	Body dissatisfaction involves the perception of one's body as unattractive or displeasing, leading to negative cognitive evaluations and emotional distress.
Heinberg, Leslie J. & Thompson, J. Kevin. (1995)	It is defined as the discrepancy between an individual's current body size/shape and their perceived ideal, contributing to dissatisfaction and negative affect.
Ricciardelli, Lina A. & McCabe, Marita P. (2001)	Body dissatisfaction encompasses feelings of inadequacy or dissatisfaction with one's physical appearance, often influenced by societal or cultural standards.
Tiggemann, Marika. (2004)	It involves a cognitive discontentment with one's body image, including negative thoughts, beliefs, or perceptions about one's physical appearance.
Fitzsimmons-Craft, Ellen E. et al. (2012)	Body dissatisfaction refers to the impact on an individual's well-being and functioning, extending beyond mere dissatisfaction to affect psychological and social aspects of life.

➤ *Techniques used to combat body dissatisfaction*

• *Dieting + Eating Habits:*

Eating habits have been discussed by Tribole, E., & Resch, E. (2017) in their book "Intuitive Eating: A Revolutionary Program That Works." This approach emphasizes tuning into internal hunger and fullness cues rather than following strict diet rules, fostering improved eating habits and body satisfaction. While authors like Kristeller, J. L., & Wolever, R. Q. (2014) in papers such as "Mindfulness-Based Eating Awareness Training for Treating Binge Eating Disorder: The Conceptual Foundation," have explored mindfulness-based interventions, these techniques encourage individuals to pay attention to their eating experience without judgment, promoting a healthier relationship with food. CBT's use in treating body dissatisfaction has been covered by Fairburn, C. G., Cooper, Z., & Shafran,

R. (2003) in their paper "Cognitive Behaviour Therapy for Eating Disorders:

A 'Transdiagnostic' Theory and Treatment." This method entails confronting and changing self-defeating ideas and actions associated with eating patterns and body image. There are a few advantages that come along with this method. Studies on body dissatisfaction have been shown to improve psychological well-being and lower anxiety and depression associated with body image concerns (Fortman, T. (2006), "The Effects of Body Image on Self-Efficacy, Self Esteem, and Social Interaction"). In "Positive Psychology Perspectives on Body

Image," authors such as Tylka talk about interventions that support a holistic approach to health and result in better perceptions of one's body and less dissatisfaction. Research by Bacon, L., & Aphramor, L. (2011), including "Weight Science: Evaluating the Evidence for a Paradigm Shift," indicates that mindful eating and non-dieting strategies might be more long-term sustainable than dieting, breaking the destructive cycle of dieting.

But, on the contrary, this method has its own disadvantages as well. A drawback for people trying to lose weight could be research by Lowe, M. R. (1993) in "The Effect of Dieting on

✓ *Eating Behavior:*

A Review of the Literature" suggesting that some non-dieting methods might not produce noticeable weight loss.

In "Bias, Discrimination, and Obesity," authors such as Puhl, R., & Brownell, K. D. (2013) point out that adopting non-traditional eating patterns may present social challenges or misunderstandings that lead to discomfort or social isolation in specific situations.

• *Exercising:*

In their paper "Exercise and Body Image: A Meta-Analysis," Hausenblas, H. A., & Fallon, E. A. (2006) address the use of exercise as a body image enhancement tactic.

Engaging in regular physical activity can have a positive effect on body satisfaction by elevating emotions of control, competence, and mastery. Authors have examined the idea of integrating mindfulness into workout regimens in "Mindfulness and Exercise: A Review of the Psychophysiological Effects." During exercise, this technique entails being completely present and attentive, concentrating on the sensations and experience rather than just on appearance or results. McElhone and Carter Discuss establishing functional fitness goals as opposed to appearance-based goals in "The Impact of Functional Fitness Norms on Exercise-Related Body Dissatisfaction." This method places more emphasis on increasing strength, endurance, or flexibility than it does on changing the way the body looks.

This method has a number of positive effects. Regular exercise has been shown to enhance perceptions of one's body and boost self-esteem. According to research by Netz and Lidor, including "Mood Alterations in Mind–Body Exercise," physical activity can improve mental health and mood by lowering stress and anxiety brought on by body dissatisfaction, Netz, Y., & Lidor, R. (2003). Consistent exercise routines support both physical and mental health over the long term and may eventually lessen body dissatisfaction.

However, the negative effects of this method include certain fitness objectives that may cause people to overexert themselves, which can have detrimental impacts on both physical and mental health. Exercise in public places can result in comparisons with others' appearances or fitness levels, which can lead to self-criticism or dissatisfaction, according to authors such as LePage and Crowther in "The Effects of Exercise on Body Satisfaction and Affect" LePage, M. L., & Crowther, J. H. (2010).

• *Social Media Trends:*

In "NetGirls: The Internet, Facebook, and Body Image Concerns in Adolescent Girls," authors like Tiggemann and Slater address how exposure to body positive content on social media platforms, which promotes diversity and self-acceptance, can aid in the fight against body dissatisfaction Tiggemann, M., & Slater, A. (2013). Fardouly and Diedrichs emphasize the value of media literacy interventions, teaching people how to critically view idealized or manipulated images and lessening the influence of unattainable beauty standards. In "A Systematic Review of the Impact of the Use of Social Networking Sites on Body Image and Disordered Eating Outcomes," authors like Holland and Tiggemann talk about the possible advantages of establishing online communities that support positive body image and provide assistance in overcoming body dissatisfaction Holland, G., & Tiggemann, M. (2016).

This method has its own set of advantages. Perloff's research, published in "Social Media Effects on Young Women's Body Image Concerns: Theoretical Perspectives and an Agenda for Research," indicates that exposure to body-positive social media content can diminish body dissatisfaction by empowering users and creating a supportive environment Perloff, R. M. (2014). In "Social Media and Body Image Concerns: Current Research and Future Directions," authors such as Fardouly and Vartanian talk about how social media platforms can raise awareness of body image issues and promote conversations about diversity and body acceptance Fardouly, J., & Vartanian, L. R. (2016). According to studies by Holland and Tiggemann, online groups that promote body positivity and support can help people feel less alone when it comes to their body dissatisfaction and help them feel like they belong.

This method has a few disadvantages. As Fardouly and Diedrichs discussed, exposure to idealized or edited images on social media may increase social comparison and negative body image, exacerbating feelings of dissatisfaction. Possibility of Cyberbullying: Research such as "Facebook Photo Activity Associated with Body Image Disturbance in Adolescent Girls" by Meier and Grey emphasizes the possibility of cyberbullying or hurtful remarks on social media, which can exacerbate psychological discomfort and body dissatisfaction Meier, E. P., & Gray, J. (2014).

• *Cosmetic Procedures:*

Rather than improving body satisfaction, research has been increasingly indicating that cosmetic procedures lead to a pattern of repeat and ineffective surgeries for many patients, while also enabling disorders like dysmorphia and bulimia. A growing body

of evidence links exposure to media and body image ideals to increased pursuit of cosmetic procedures. A study conclusively found that social media usage and body dissatisfaction predicted an interest in cosmetic treatments for both women and men (Dismore et al., 2022). Another meta-analysis showed that by experimentally manipulating the media ideals, it would directly impact the desire to undergo cosmetic procedures (Walker et al., 2021). Moreover, cosmetic procedures appear ineffective for resolving body dissatisfaction over a longer period of time for most patients. A study found that while 95% of participants were satisfied with their cosmetic procedures immediately afterwards, 80% of them returned to get additional surgeries within a span of 5-10 years. It also found that the pre-existing body image issues persisted after their return (Cotofana, 2022). Another study found that seeking procedures can worsen anxiety and disordered eating behaviors that are motivated by any appearance concerns. It was a study of college students that concluded that those considering or using injectables had comparatively higher rates of conditions like muscle dysmorphia and bulimia (Rodgers et al., 2021).

The advantages that this method has are numerous. Cosmetic procedures can boost self-esteem and confidence by addressing specific areas of body dissatisfaction, leading to a more positive self-image. Research by Javo, Sørliie, and Kallestad (2019) in the International Journal of Women's Dermatology suggests that cosmetic procedures can lead to improvements in self-esteem and body image perception. Improved appearance can enhance social interactions, fostering a sense of acceptance and belonging, particularly in social media-driven environments. Individuals may experience improved social functioning and interpersonal relationships following cosmetic procedures, which can positively impact their overall quality of life (Swami et al., 2019).

This method also includes its share of disadvantages. Research conducted by Tiggemann and Slater (2014) in the journal Health Psychology indicates that individuals who undergo cosmetic procedures may have unrealistically high expectations, leading to dissatisfaction if their desired outcomes are not met. There are also various potential risks that may cause concern. A study by Rohrich and Hartley (2018) in the journal Plastic and Reconstructive Surgery highlights the potential risks and complications associated with cosmetic procedures, including infection, scarring, and adverse reactions to anesthesia. These cosmetic procedures are generally very expensive in order to reap the full benefits of the procedure. Studies such as that by American Society of Plastic Surgeons (ASPS) (2020) have shown that cosmetic procedures can be costly, creating a financial burden for individuals, especially if multiple procedures are desired.

- *Eating Disorders:*

Numerous studies link media influence to eating disorders and associated behaviors. Eating disorders, severe disturbance in eating behaviors and related thoughts and emotions, have emerged as a significant public health concern. Media, particularly social media, has been linked as a contributing factor to eating disorders, particularly through its portrayal of the idealized body pictures. This type of exposure to unrealistic beauty standards can lead to body dissatisfaction, which has been identified as a risk factor for eating disorders.

A study that analyzes surveys from over 50,000 adolescents found that social media usage predicted a higher rate of eating disorders, including anorexia nervosa and bulimia nervosa. The odds increased 137% for frequent consumers who were reporting body dissatisfaction vs non-users (Marengo et al., 2022).

Some experiments also demonstrate causality from media ideals to a risk of eating disorder.

One particular study randomly assigned female students' Instagram feeds with thin-ideal imagery or travel images for 4 weeks. Those females who were exposed to the thin-ideal content showed a substantial increase in weight concerns, dieting, and bulimic tendencies (Brown & Tiggemann, 2021). Clinically significant conditions are also becoming increasingly prevalent. Research that is diagnosing muscle dysmorphia, which is characterized by obsessive muscularity concerns and related dangerous behaviors like steroid abuse, increased 500% from 2000 to 2015. A study cited impossible male body ideals on social media feeding the spike (Nieuwoudt et al., 2019).

This correlation is also not helped by the fact that mortality rates remain high. Anorexia nervosa now has the highest mortality rate of any mental health disorder; every 62 minutes, another life is lost to an eating disorder that is correlated to unrealistic body ideals (Galmiche et al., 2019).

- *Does type of social media matter?*

There is a lot of substantial evidence from the past 5 years that demonstrates that the type of social media platform does matter when it comes to correlating their effects on body dissatisfaction. A key finding is that image-focused social media elicits a greater level of body dissatisfaction than text-based platforms. Multiple studies also concluded that viewing visual platforms like Instagram and Snapchat promoted a stronger feeling of social comparison and body image concerns than platforms like Twitter or Reddit (Cohen et al., 2022; Marengo et al., 2021). Researchers also suggest that the emphasis on a person's appearance is more impactful.

Moreover, highly visual platforms like Instagram and TikTok seem to carry more heightened risks, especially for the younger audience. Research that studied teenagers found that BMI- related dissatisfaction increased most rapidly over 6 months for the frequent TikTok and Instagram consumers as compared to other sites (Walker et al., 2022).

Some platform features like editing tools also enable distortion of beauty standards. An experiment showed that women who were exposed to heavily edited Instagram photos of models had reported a higher level of body dissatisfaction after use than those exposed to lightly edited or unedited images (Brown & Tiggemann, 2021).

➤ *Neutral Findings*

A lot of the findings correlated social media and body image negatively, though social media does not directly cause negative body images. Rates of negative body image among social media users were higher based on the user's own internalization of messages and images. (Bell, K., 2016). Results of the study done by Gioia and Griffith only partially confirmed the direct effect of body shame on problematic SNS use Gioia, F., Griffiths, M. D., & Boursier, V. (2020). Parcell, L., Jeon, S., & Rodgers, R. F. (2023). while social media can trigger comparisons, these platforms also offer spaces for empowerment and positive body image messaging and exposure to idealized images on social media can contribute to body dissatisfaction, there are also positive aspects such as social support and body positivity movements that can counterbalance these negative effects.

CHAPTER FIVE CONCLUSION

Numerous studies have delved into the complex impact of social media on the body image of young people. The feeling of being dissatisfied with one's body appearance was also found to be linked with the frequent use of social media (Fardouly, J.,2015). This connection is particularly strong when individuals compare their own appearances to seemingly perfect images presented by others on social media platforms.

Adding to the discussion, Perloff's 2014 study highlighted the negative effects of constantly seeing perfect bodies on social media. This exposure was found to contribute to increased feelings of dissatisfaction, especially among adolescents navigating the challenges of their teenage years.

However, the research landscape is nuanced. Tiggemann and Slater, in their 2014 study, proposed a different perspective. They suggested that the link between social media use and body dissatisfaction might not be direct. Instead, social media could indirectly influence negative body image by fostering a sense of competition among peers. This indirect influence emphasizes that it's not just the act of using social media itself but also the way people interact with each other on these platforms that shapes their perception of their bodies.

Understanding the impact of social media on body image is akin to solving a puzzle with numerous interconnected pieces. It extends beyond the images presented on social media platforms to include how people communicate with each other and the expectations set by society. Fardouly and Diedrichs (2015) emphasized that the online world intensifies societal pressures related to body image, emphasizing the need to consider the broader context of how social media operates.

As we navigate this intricate landscape, it's evident that more research is needed to comprehensively understand the evolving dynamics of social media and its effects on body image. Finding ways to support young people in maintaining a positive body image amidst the challenges posed by social media requires ongoing education, awareness, and the cultivation of resilience against unrealistic beauty standards in the digital realm.

➤ *Limitation:*

Most of the studies done in the realm of understanding body dissatisfaction is done on women populations, especially in Western countries. We don't have much information about men, and even less about men in Eastern countries. The small amount of research we have done is a starting point, but we need to do more studies on men. It's important to understand how men see themselves and their bodies better. Most of the studies about not feeling good about your body focus on women, especially in Western countries. We don't have much information about men, and even less about men in Eastern countries. The small amount of research we have done is a starting point, but we need to do more studies on men. It's important to understand how men see themselves and their bodies better. One promising area to explore is the existing research on body dissatisfaction in men in Eastern countries. A relevant research paper supporting this idea is the study conducted by Lee and colleagues in 2020, which delves into the unique factors influencing body image among men in Asian cultures.

This research contributes valuable insights to the limited body dissatisfaction literature focusing on men and emphasizes the significance of expanding studies to different cultural contexts.

➤ *Implications*

This paper addresses the development in the understanding between social media and body dissatisfaction. It also focuses on the major impacts of social media use on the levels of body dissatisfaction among the youth population. This study could be further used to investigate in much more detail about the intricacies of body dissatisfaction and social media usage. This study could further also influence other researchers to look at the literature gaps found and find promise in challenging those literature gaps in the knowledge of body dissatisfaction and social media usage.

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