

## Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females

Poorvi Sethi<sup>1\*</sup>, Vibhuti Mehta<sup>2</sup>

### ABSTRACT

With media exposure rising among today's youth, it is imperative to investigate its harmful effects on various aspects of their life. It may have an effect on the way the youth see themselves and their mental perception of what they look like can be distorted by the media. Body image is one of the issues which has been studied, but not enough research has been done on comparing its influence on males and females considering that a healthy body image is instrumental in all aspects of life. Thus, this study was done with an aim to explore the effects of mass media on the body image of youngsters in India with the objective of finding out the differences in the patterns of media influence among young men and women. A mixed method research design was employed for the same. The Sociocultural Attitudes Towards Appearance Questionnaire-3 (SATAQ-3) (Thompson, 2004) was administered to a total sample of 110 young Indians in the age bracket of 17-25 years with both males (n=52) and females (n=58) for which purposive sampling was used. Further, two open-ended questions were also asked to gather in-depth information on the same. A quantitative and qualitative analysis was done after which the results revealed that there were no differences between males and females in terms of the media influence on body image. The study has implications for the youth who actively consume mass media on a daily basis and for various others involved in the business-like actors, filmmakers, marketing agencies, editorial teams, etc.

**Keywords:** *Body Image, Body Dissatisfaction, Media Influence, Indian Men and Women, Eating Disorders*

The term body image refers to the way a person perceives their physical self and the thoughts or feelings attached to this view of one's body. Identification of one's body image, and whether it is positive or negative, starts in early adolescence. As their body undergoes significant physical changes, adolescents get preoccupied with their body. A positive body image can increase confidence, whereas a negative one can hamper self-esteem. It is generally believed that girls have a more negative view of their body than boys. However, research done in Karachi, Pakistan found out that body image dissatisfaction was more prevalent in males than females (Khan, 2011).

<sup>1</sup>Department of Psychology, Gargi College, University of Delhi, New Delhi, India

<sup>2</sup>Assistant Professor, University of Delhi, New Delhi, India

\*Corresponding Author

Received: November 25, 2021; Revision Received: January 06, 2022; Accepted: February 23, 2022

## **Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females**

A negative body image during adolescence can continue into early adulthood. This can be due to many factors, both personal and societal. Socio-cultural factors like family, peers, and cultural attitudes can greatly influence one's thought process about their bodies. Studies in Poland revealed how a positive pattern of bonding with parents was a protective factor against eating disorders among girls, and how sociocultural attitudes toward appearance (such as searching for information, pressures, and internalization) were predictors of eating disorder risks (Wajda, 2021). However, one of the most important perpetuating factors of a negative body image is media. Media can be defined as any form of content or outlet of communication which allows for the barter of information among people. Mass media consists of television, magazines, radio, newspapers, internet, etc. all of these forms constantly perpetuate various beauty and body standards that are unrealistic and unattainable. The research done in Karachi, Pakistan concluded that media has an overall negative effect on body image in both males and females (Khan, 2011). Findings in India have also shown that there is a positive and significant relationship between social influences on appearance and body dissatisfaction. As a result, television, magazines, and social media were found to predict body dissatisfaction among Indian women (Ahuja, 2021). Another study done in Chennai implied that even advertisements can influence body image. It explains how the culture of thinness in ads leads women to idealize a thinner body (Maran, 2012). As entire generations get exposed to all forms of media, it is not easy to fathom the level of harm that is inflicted. A vast body of research is available on how social media sites like Instagram and Facebook contribute to an unhealthy body image. The effect of television, magazines, advertisements, etc. is relatively less explored.

Mass media is constantly filled with representations of the ideal body type for both men and women. Whether it be an hourglass figure for women or a broad-shouldered physique for a man, the media's portrayal and promotion of "perfect" bodies has led to body image dissatisfaction and increased disordered eating among many. There is slim to none representation of diverse body types on TV, and magazines regularly include articles on how to lose weight or what low-carb foods to eat. Cumulatively, the effect of consuming media in today's world is extremely overwhelming. Rajagopalan and Shejwal from Pune found out that Asian women feel pressure from the media to be thin. As a result, the correlation between body dissatisfaction and media pressure was discovered to be significant (Rajagopalan & Shejwal, 2014).

It is human nature to compare oneself with another. Festinger's (1954) social comparison theory, describes how people learn about themselves through comparisons with others. In the case of the media, people often compare themselves to celebrities and famous persons whenever they come across their representations in the news or in magazines. An article about an actor following a new type of diet can easily encourage people of both genders to try it out for themselves. Kapadia's research done on women of Southeast Asian descent found out that they tended to use social comparisons to actresses featured in Bollywood. A slimmer body trend affected their perception of body image as well (Kapadia, 2009). However, the ideal body type is portrayed in a very gender-biased way. Women are supposed to have a flat stomach, thin arms and legs, but curvy hips. Men are supposed to have a muscular physique, complete with abs, broad shoulders, and ripped arms. Studies in Sikkim indicated that body image dissatisfaction among men is a significant concern and is compounded by the internalization of muscular body image ideals through the influence of media (Soohinda, 2021).

## **Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females**

In Indian media, the main influencing factor is Bollywood, India's film industry. The representation of men and women in Indian movies is short on diversity and young people only have glorified versions of the thin ideal body type to look towards. It comes with its own set of shortcomings as young adults in the 17-25 age range constantly come across celebrities in Indian media and are influenced by their dieting tips, beauty tricks, and photoshopped bodies. Findings from Mumbai indicated that Bollywood reinforces unattainable body standards and as a result, girls diet by skipping entire meals, thus leading them to malnutrition (Graetz, 2013). A research done among men from Pakistan found out how Bollywood movies led to the idealisation of body types that are associated with hegemony or heroism (Nasir, 2020). Also explored were the ways in which young boys from West Bengal idealised the body structure of their favourite actors, athletes, etc. and wanted to be like them. It was concluded that the media might play a significant role in shaping their body image and eating behaviour (Mallick, 2019).

The consequences of such vast media influence are many. People of both genders can develop a very negative sense of self and experience intense body image dissatisfaction. Looking for solutions to counter this feeling, they can turn to extreme measures like starving themselves. Influence of media has been seen as a major predisposing factor of eating disorders in several studies, as comparison of oneself to people represented in media can lead to a distorted body image. A study done in Karnataka found that 31.09% of its participants exhibited a tendency to develop an eating disorder and being influenced by famous personalities was found to be significantly associated with body image concerns (Singh, 2016). Another one in urban India employed a mixed-group design where one group was shown control images and another was shown thin-ideal media images. The findings established that there was a significant increase in body image dissatisfaction as a result of exposure to the thin-ideal media images (Nagar, 2017). An examination focused on young women of 10 developing nations revealed how Western media impacts their body image and leads to body image dissatisfaction and eating disorders. Results indicated that the sample of young women even associated the thin ideals portrayed in the Western world with financial success (Thompson, 2020).

The present paper aims to explore the effects of mass media on the body image of youngsters in India. The objective is to find out the differences, if any, in the patterns of media influence among young men and women. A healthy body image reflects a positive perception of self. As media consumption increases rapidly in the present world, it is extremely important for young adults to recognize how influential it is in every domain of life, from mental to physical. From the above review, it is clear the extent of influence media exercises on individuals. However, there is a dearth of research in the Indian context which takes into account the experiences of both males and females. Separate studies exploring the viewpoints of both genders have been conducted, but there have been few which compare the level of pressure and influence exerted by the media on the mindset of youth. Therefore, this study is undertaken to understand the pressures exerted by various forms of media and gather in-depth understanding of any significant differences in the two genders with regards to their perception of media's unrealistic body standards.

### **METHODOLOGY**

**Sample:** A sample of 110 young Indian adults in the age bracket of 17-25 years were chosen using purposive sampling. Males (n=52) and females (n=58) with an average age of 20.33 years participated in the study.

## **Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females**

### ***Instrument***

The Sociocultural Attitudes Towards Appearance Questionnaire-3 (SATAQ-3) by Thompson (2004) was used for this study. SATAQ-3 is a multidimensional questionnaire that assesses the influence of media on appearance. It has subscales of internalization-general, internalization-athlete, pressure, and information. The subscale of internalization-general denotes the level of general internalization of media body standards. Internalization-athletic denotes the level of internalization of athletic body standards. The subscale of Pressures denotes the level of pressure exerted by the media to do something. Information denotes the level to which someone thinks that media is a good source of information on body standards and attractiveness.

Cronbach's alphas on the 4 subscales were uniformly high: Information (.96), Pressures (.92), Internalization-Athlete (.95), Internalization-General (.96), and Total subscale (.96).

The scale is of 30 items. The participants indicated their opinions to the statements using a 5-point Likert-type scale. The minimum score for each question is 1, and the maximum is 5. The total score was calculated by adding the scores of all the items (ranging from 30 to 150). "Adaptation and validation of the Internalisation-General subscale of the Sociocultural Attitudes Towards Appearance Questionnaire (SATAQ-3) in English among urban Indian adolescents" by Lewis-Smith (2021) has validated and adapted this scale for the Indian adolescent population. There was evidence of satisfactory reliability (test-retest and internal consistency) and satisfactory construct (concurrent) validity. Cronbach's alpha was high for both female (.88) and male scales (.87), and convergent validity was confirmed via significant correlations with measures of body esteem and disordered eating. (Lewis- Smith, 2021)

To get further insights regarding media influence and gender differences, a small survey was created consisting of two open-ended questions. They are:

- Do you feel that the pervasive effect of mass media on the body image of young adults is the same for all genders?
- Do you feel that the body positivity movement is inclusive of all genders?

### ***Design***

A mixed method research design was used for this study. The quantitative data was collected using the Sociocultural Attitudes Towards Appearance Questionnaire-3 (SATAQ-3) by Thompson (2004). The qualitative data was collected using two descriptive questions. Data was collected from both males and females and was compared as well.

### ***Procedure***

A Google form was created for online administration of the scale and 2 qualitative questions were added after the scale to gather in-depth information. An official consent form, purpose of the study, and instructions were given as part of the form. Socio-demographic information consisting of name (optional), contact information (optional), age and gender were also taken. Participants were recruited through purposive sampling. They were contacted via various online mediums and encouraged to share the form further. Participation was completely voluntary, and no incentives/compensation were provided. All responses were only used for the purpose of this study and confidentiality was maintained. The results were computed using the Statistical Package of Social Sciences (SPSS). Additionally, a thematic analysis was done to interpret the qualitative data gathered from the two open-ended questions.

**RESULTS**

*Table 1 Mean and SD of two independents samples of female (n=58) and males (n=52)*

| Gender         | Mean  | SD    |
|----------------|-------|-------|
| Males (n=52)   | 86.15 | 23.2  |
| Females (n=58) | 89.45 | 26.18 |

*Table 2 Mean Comparison between two independent means of males and females for the scores in the scale Sociocultural Attitudes Towards Appearance Questionnaire-3*

|                           | Mean  |         | Std. Deviation |         | t (108) | p     | Cohen's d |
|---------------------------|-------|---------|----------------|---------|---------|-------|-----------|
|                           | Males | Females | Males          | Females |         |       |           |
| Total scores              | 86.15 | 89.45   | 23.2           | 26.18   | -0.69   | 0.48  | 0.133     |
| Internalization- General  | 24.73 | 25.55   | 8.92           | 10.02   | -0.45   | 0.65  | 0.086     |
| Internalization- Athletic | 17.29 | 14.60   | 4.27           | 4.73    | 3.1*    | 0.002 | 0.593     |
| Pressures                 | 17.85 | 20.31   | 6.81           | 7.93    | -1.73   | 0.08  | 0.332     |
| Information               | 26.29 | 28.98   | 7.59           | 8.95    | -1.69   | 0.09  | 0.323     |

\* $p < 0.05$

*Table 3 Content Analysis of Qualitative Data*

Do you feel that the pervasive effect of mass media on the body image of young adults is the same for all genders? Please elaborate or describe any personal experience!

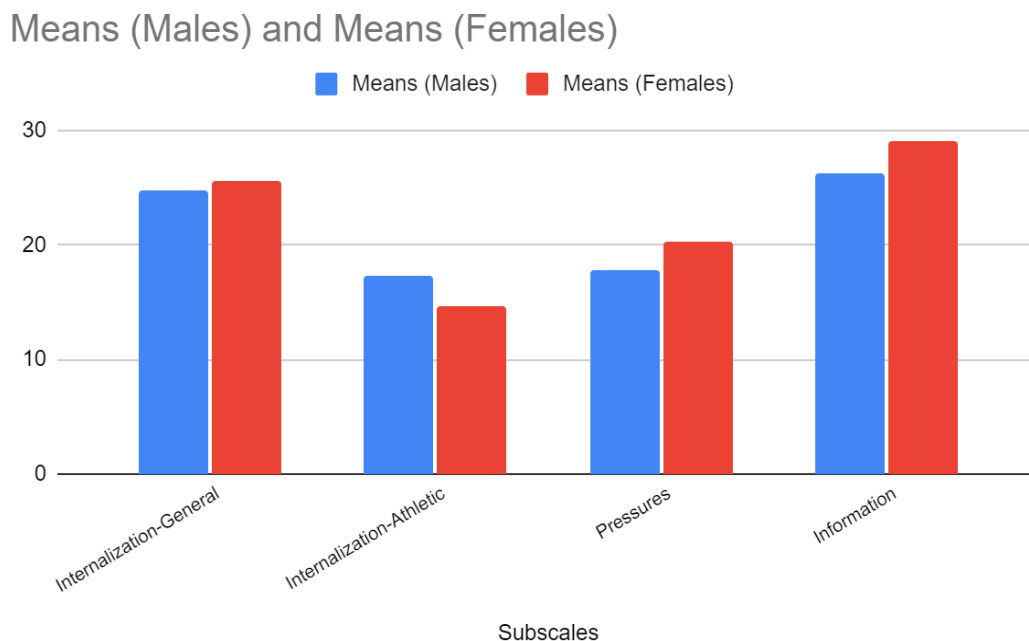
| Responses | Percentage of frequency |
|-----------|-------------------------|
| Yes       | 63%                     |
| No        | 37%                     |

| Do you feel that the body positivity movement is inclusive of all genders? |     |
|--|-----|
| Yes  | 51% |
| No   | 49% |

## Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females

Figure 1 Graph depicting Means of independent samples on the subscales of SATAQ-3



### DISCUSSION

The aim of the present study was to explore the effects of mass media on the body image of youngsters in India. Further, the objective was to find out the differences, if any, in the patterns of media influence among young men and women. Males ( $n=52$ ) and Females ( $n=58$ ) from the age group of 17-25 years of Delhi NCR participated. The Sociocultural Attitudes Towards Appearance Questionnaire-3 by Thompson (2004) was used to assess internalization, pressures, and information regarding media influence on body image. It was a purposive sampling study. A t-test was used to examine the differences between the two groups (males and females). It was found that there were no differences between the two groups (Table no. 2). Previous findings have suggested that youth of both genders are actively influenced by body and beauty standards established by the media, leading to body dissatisfaction (Uchoa et al, 2017). Media use, particularly magazine reading, has also predicted a drive for thinness for both men and women (Cantor & Harrison, 2006).

For the subscale of internalization:general, the mean for males was 24.73 (S.D.=8.92) and that for females was 25.55 (S.D.= 10.02) (Table no. 2). They aren't statistically different which means that the general media internalization of certain body types is the same for both genders. For the subscale of internalization:athletic, the mean for males was 17.29 (S.D.=4.27) and that for females was 14.60 (S.D.= 4.73) (Table no. 2), which indicates a significant statistical difference between the groups along this domain. According to the present findings, participants try to look like sports stars and compare their own bodies to what athletes look like. The mean of scores along this domain were higher among males. A previous study suggested that media related to body fat dissatisfaction, which further led to disordered eating behaviour among male athletes (Fortes, 2015). Another finding states that athletic-internalisation doesn't affect women as much as thin-ideal internalization (Homan, 2010). The adverse effect is thus, more on men, as they grow up watching programs centred around sports and begin to internalise such athletic body ideals from a young age. This is corroborated by a study on young boys from Bengal who stated that they wanted to look like

## Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females

their favourite sports athletes, the view of which might have significant effects on their body image and eating patterns (Mallick, 2019).

For the subscale of pressures, the mean for males was 17.85 (S.D.=6.81) and that for females was 20.31 (S.D.= 7.93) (Table no. 2), which signified that both genders feel similar amounts of pressure from the media to fit into the mould of ideal body types. Previous studies are suggestive of the fact that media pressure and internalization are predictors of body dissatisfaction for both boys and girls. Further the strongest predictor for boys was seen to be pressure (Paxton, 2007), however girls reported more appearance pressure from mass media in a study done by Chen & Jackson, 2007. Another study was indicative of media pressure being a significant predictor of body dissatisfaction among young women (Chabrol, 2010). Men and women in the study's present sample have felt pressure from the media to lose weight, look perfect, to diet/exercise, and to change their appearance.

For the subscale of information, the mean for males was 26.29 (S.D.= 7.59) and that for females was 28.98 (S.D.= 8.95) (Table no. 2), which means that both men and women view media as an important source of information when it comes to body standards. The survey in this study asked the participants whether various channels of media like magazines, newspapers, and TV are an important source of information on attractiveness. The little difference between means of males and females indicates that both genders find media a worthy source. Prior research evidence indicates that men and women regard mass media as an important source of information regarding attractiveness and the thin-beauty ideal (Lopez-Guimera, 2010; Negy, Carper, and Dunn, 2010). However, media use for information has been found to be negatively related to body satisfaction in the USA and Korea (Lee, 2014).

The results are clear indicators of the fact that there is not much difference in the extent to which media influences males and females. Both the genders have been victims of media internalisation pertaining to unrealistic body standards. Even previous research has concluded that media has an overall negative effect on the body image of both men and women (Khan, 2011). Studies have also implied that exposure to media channels like fat-character programming and magazines are related to an increase in body dissatisfaction among male and female adolescents (Harrison, 2000), and this body dissatisfaction due to media can lead to eating disorders in both men and women (Uchoa et al, 2019).

The qualitative findings of our study have also supported the overall quantitative results. (Table No. 3). Common themes from the qualitative data were identified. The thematic analysis (Braun & Clarke, 2006), applied to the interview transcripts, elicited six core themes: (1) *pressure to look perfect*, (2) *portrayal of thin and muscular body types*, (3) *internalised fatphobia*, (4) *gradual inclusivity*, (5) *unaccounted experiences*, and (6) *female-oriented advocacy*. These themes contribute to the understanding of media influence on body image of young males and females of India.

The first descriptive question aimed to gain in depth understanding on whether the pervasive effect of mass media on the body image of young adults is the same for all genders. Common themes identified were “*pressure to look perfect, portrayal of thin and muscular body types, internalised fatphobia.*”

## **Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females**

Some of the participants (37%) were of the view that there are more expectations from women to follow the set beauty norms. Most media portrayals were of women who fit the body standard and advertisements for weight-loss and beauty products were mostly aimed at women. This is in line with previous studies which have suggested that the culture of thinness is prevalent in ads as well and this further continues women's drive for a thinner body (Rekha & Maran, 2012). A personal experience recounted by a participant conveyed that she felt pressured to eat less each time she saw unrealistic portrayals of women's bodies in the media and felt guilty while consuming food after that. She quoted *"I struggle heavily with body image issues and constantly struggle to eat without counting calories or feeling guilty about eating and I definitely feel that the media is a huge factor for that"* (Participant 53). Earlier findings have revealed that girls influenced by portrayals of women in Bollywood started dieting or altogether skipping meals (Graetz, 2013). Some of the other participant's statements have also been made in this favour.

*"Yes, I do think women are more affected by the unrealistic beauty standards that mass media portrays as well as promotes. I believe this has to do with the inherent patriarchy which puts more pressure on women to look a certain way to be deemed desirable by society."* (Participant 37)

*"We often see skinny models in fashion shows and entertainment industries promoting the image of an extraordinarily beautiful image of a young woman as the ideal female representation."* (Participant 55)

However, 63% of respondents who answered in the affirmative were of the view that the media pressure to look "perfect" at all times was on both men and women. Women are expected to follow through the thin body ideal and men are expected to have a muscular frame; both being body types with maximum media portrayals. This has also resulted in internalised fatphobia (theme 3) towards each gender. This has been supported by our quantitative findings (table no. 2). Infact, previous findings indicate that the concern of body dissatisfaction due to exposure to media might even be more in men than in women (Khan, 2011). Some evidence quoted below from the data supports the aforementioned conclusion:

*"Almost everyone wants the "perfect" body, gender doesn't matter."* (Participant 8)

*"The problem is the culture that promotes fitness for the sake of looks rather than health."* (Participant 16)

*"Irrespective of gender, in a country like ours, we idolise celebrities across various mass media platforms, to varying degrees. Insecurities within men and women is not news."* (Participant 21)

*"Being overweight is looked down upon, no matter the gender."* (Participant 39)

*"I feel like women are targeted to sell the 'ideal' facial features, and men are targeted to sell the 'ideal' weight and body type."* (Participant 48)

The second descriptive question asked the participants their views on the body positivity movement being inclusive of all genders or not. This question seemed relevant for our study so as to dwell into the future implications of the same. The thematic analysis revealed the



## **Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females**

following common themes: “*gradual inclusivity, unaccounted experiences, female- oriented advocacy.*”

Previous research has shown a more pronounced connection between body size and social acceptability for women (Hartley, 2001; Harjunen, 2009). As a result, the body positivity movement is a gendered movement, and the majority of the body positive spaces and resources on social media are geared towards women (Limatius, 2020).

Those who answered in the affirmative (49%) believed that the movement was slowly becoming inclusive as more body types are being portrayed in the media.

*“I would like to think that we're moving towards it. There are more body types that are being represented throughout media now”* (Participant 52)

However, 51% of people were of the view that the movement was and is mostly focused on women. The expectations from women to conform to beauty norms has translated into the inclusivity of the movement as well which only consists of women in its ambit as of now. Men’s experiences are not accounted for and there is little to none body positivity surrounding those who didn’t fit into the ideal of a muscular body type. Themes were dissected from statements like the ones mentioned below:

*“I feel while females have been more subjected to be in conformity with set body standards historically, this has also translated to the body positivity movement focusing more on the same gender and slightly ignoring the other genders who also face same problems”* (Participant 3)

*“I mostly see that the body positivity movement posts or articles are confined to females.”* (Participant 7)

*“Men who experience issues of body image are not acknowledged”* (Participant 10)

A personal experience recounted by one of the male participants states that, *“Although it tries to include everyone, as a man who has been through a change in physical appearance on both ends and faced body shaming, I must say absolutely not. I felt excluded from it because the awareness about men's bodies was slim to none and I strongly believe that if I had been aware that my body is perfectly fine the way that it is, I would not have been through a lot of things that I had to experience and deal with in the past.”* (Participant 18)

Our findings have indicated a discrepancy observed between the media influence on body image on both the genders and the one-sided body positivity movement. This is unfortunate because if both genders feel the same amount of body dissatisfaction due to the media, but the body positivity movement is majorly focused on women, then there is no representation or source of relief for men. This can be debilitating, leading to other concerns like low self-esteem and an unpleasant relationship with food. Both the genders are thus at risk for developing eating disorders like anorexia and bulimia, cases of which are mostly reported among women. Prior investigations into the matter have revealed that women have a tendency to develop eating disorders after being affected by media personalities was found to be correlated to their body image concerns (Singh, 2016).

## **Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females**

Former studies done on the influence of media on one's body image have largely been focused on women. The strength of this study lies in taking into account the experiences of both males (n=52) and females (n=58). It has been revealed that both genders continuously endure the influence of various mass media channels on their body image, leading to body dissatisfaction. Continuous exposure to the same channels can lead to the development of various eating disorders. "*Cases of starving, anorexia and bulimia seem to be reported more prominently among women. Moreover, societal expectations tend to play a major role*" (Participant 55), is a statement made by one of the respondents of the present study. Cases among men may go unreported due to constant pressure from media and little social support, which might not have been the case if the body positivity movement had been inclusive and allowed men to embrace their bodies as is. Learnings can be taken from a previous study (Wilksch, 2006) which made use of media literacy lessons in reducing media internalization among youth. After the intervention, boys had shown significantly lower scores on SATAQ-3, than did girls. Previous findings have also indicated that module-based media literacy interventions focused on body image have achieved significant results in improving body satisfaction and combating the negative media impacts (Garbett, 2021; Dhillon & Deepak, 2017). Thus, this study also has future implications for the same. Such interventions can be regularly held for all genders, across age groups, for a promising start to a more inclusive world. They can also be beneficial to those involved in the entertainment and advertising business who perpetuate unrealistic body standards for both men and women via media portrayals in TV, newspapers, magazines, etc. They will be a valuable source to the Indian youth who consume vast amounts of media through various channels every day, leading to a buildup of body dissatisfaction after being exposed to certain body ideals over time.

### **LIMITATIONS**

This valuable study provides an insight into the concerns arising from media influences on body image amongst the group of young women and specially young men that have rarely held a voice in academic literature on body image. While the sample may not be representative of other contexts, the lack of comparative inclusive evidence in this area in Indian literature indicates this study to be an important starting point for identifying and intervening in the same. There were limitations to the research, with a small size, data being collected from a largely upper-middle class sample from various parts of India. Additionally, there is always a probability of a self-report bias when one makes use of a questionnaire. Future research could explore into an understanding of the media influences on the body image of all the other genders on the vast spectrum for an inclusive and better understanding of the phenomenon.

### **CONCLUSION**

The study investigated the influence of media on body image of Indian men and women in the age bracket of 17-25 years. The results revealed no significant differences and thus, it was found that both the genders are influenced by channels of mass media with regard to their body. Additionally, it was found that the perception of the body positivity movement was not seen as inclusive as well.

This study recommends that both men and women should be involved in the discourse about the harmful effects of media, body dissatisfaction, and the prevalence of eating disorders among the Indian population. There is still a long way to go, but steps should be taken to ensure that all genders feel included in the body positivity movement and through media representations. There is scope for further qualitative research on the lived experiences of

## Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females

Indian youth who believe that they don't fit in with the body standards perpetuated by the media.

### REFERENCES

- Ahuja, K.K., Khandelwal, A., Banerjee, D. (2021). 'Weighty woes': Impact of fat talk and social influences on body dissatisfaction among Indian women during the pandemic. *Int J Soc Psychiatry*. doi: 10.1177/0020764021992814.
- Carper, T. L. M., Negy, C., & Tantleff-Dunn, S. (2010). Relations among media influence, body image, eating concerns, and sexual orientation in men: A preliminary investigation. *Body image*, 7(4), 301-309.
- Chen, H., & Jackson, T. (2012). Gender and age group differences in mass media and interpersonal influences on body dissatisfaction among Chinese adolescents. *Sex roles*, 66(1), 3-20.
- de Sousa Fortes, L., Ferreira, M. E. C., de Oliveira, S. M. F., Cyrino, E. S., & Almeida, S. S. (2015). A socio-sports model of disordered eating among Brazilian male athletes. *Appetite*, 92, 29-35.
- Giles, D. (2003). *Media Psychology*. New Jersey: Lawrence Erlbaum Associates.
- Graetz, D. (2013). Bollywood's Effect on Body-Image and Dietary Habits of Adolescent Girls in Mumbai, India. In *2013 AAP National Conference and Exhibition*. American Academy of Pediatrics.
- Harjunen, H. (2009). *Women and fat: Approaches to the social study of fatness*. Jyväskylä: Publishing Unit, University Library of Jyväskylä.
- Harrison, K. (2000). The Body Electric: Thin-Ideal Media and Eating Disorders in Adolescents. *Journal of Communication - J COMMUN*. 50. 119-143. 10.1111/j.1460-2466.2000.tb02856.x.
- Harrison, K. & Cantor, J. (2006). The Relationship Between Media Consumption and Eating Disorders. *Journal of Communication*. 47. 40-67. 10.1111/j.1460-2466.1997.tb02692.x.
- Hartley, C. (2001). Letting ourselves go: Making room for the fat body in feminist scholarship. In Braziel, J.E., LeBesco, K. (eds.), *Bodies out of bounds: Fatness and transgression* (pp. 60-73), University of California Press: Berkley.
- Hogg, M.A. & Vaughan, G.M. (2018). *Social Psychology* (8th Edition). Harlow: Pearson Education Limited.
- Homan, K. (2010). Athletic-ideal and thin-ideal internalization as prospective predictors of body dissatisfaction, dieting, and compulsive exercise. *Body image*. 7. 240-5. 10.1016/j.bodyim.2010.02.004.
- Izydorczyk, B., Sitnik-Warchulska, K., Wajda, Z., Lizińczyk, S., & Ściegienny, A. (2021). Bonding With Parents, Body Image, and Sociocultural Attitudes Toward Appearance as Predictors of Eating Disorders Among Young Girls. *Frontiers in psychiatry*, 12, 590542. <https://doi.org/10.3389/fpsy.2021.590542>
- Kapadia, M. K. (2009). *Body image in Indian women as influenced by the Indian media*. Texas Woman's University.
- Khan, A.N., Khalid, S., Khan, H.I., Jabeen, M. (2011). Impact of today's media on university student's body image in Pakistan: a conservative, developing country's perspective. *BMC Public Health*. doi: 10.1186/1471-2458-11-379. PMID: 21609460; PMCID: PMC3119165.
- Knauss, C., Paxton, S. J., & Alsaker, F. D. (2007). Relationships amongst body dissatisfaction, internalisation of the media body ideal and perceived pressure from media in adolescent girls and boys. *Body image*, 4(4), 353-360.

## Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females

- Lee, H. R., Lee, H. E., Choi, J., Kim, J. H., & Han, H. L. (2014). Social media use, body image, and psychological well-being: A cross-cultural comparison of Korea and the United States. *Journal of health communication, 19*(12), 1343-1358.
- Lewis-Smith, H., Garbett, K., Chaudhry, A., Uglik-Marucha, N., Vitoratou, S., Dhillon, M., & Diedrichs, P. C. (2021). Adaptation and validation of the Internalisation-General subscale of the Sociocultural Attitudes Towards Appearance Questionnaire (SATAQ-3) in English among urban Indian adolescents. *Body Image, 36*, 254-262
- Limatius, H. (2020). 'I think she's truly beautiful': Celebrity, gender and body positivity in plus-size fashion blogs. *Participations: Journal of Audience & Reception Studies, 17*(2), 372-392.
- López-Guimerà, G., Levine, M. P., Sánchez-Carracedo, D., & Fauquet, J. (2010). Influence of mass media on body image and eating disordered attitudes and behaviors in females: A review of effects and processes. *Media Psychology, 13*(4), 387-416.
- Mallick, A., Mallick, N., & Ray, S. (2018). Body Image Perception, Media Exposure and Eating Behavior: an exploratory study among a group of adolescent boys in West Bengal. *The Oriental Anthropologist, 18*(1), 73–89. <https://doi.org/10.1177/0976343020180106>
- Nagar, I., & Virk, R. (2017). The Struggle Between the Real and Ideal: Impact of Acute Media Exposure on Body Image of Young Indian Women. *SAGE Open*. <https://doi.org/10.1177/2158244017691327>
- Nasir, A. (2020). Men Without Shirts: Bollywood, Bodybuilding and Masculinities in Pakistan. *Masculinities: A Journal of Identity and Culture, 14*(1), 35-60. Retrieved from <https://dergipark.org.tr/en/pub/mjic/issue/60133/871047>
- Rajagopalan, J., & Shejwal, B. (2014). Influence of sociocultural pressures on body image dissatisfaction. *Psychological Studies, 59*(4), 357-364.
- Rekha, V. S., & Maran, K. (2012). Advertisement pressure and its impact on body dissatisfaction and body image perception of women in India. *Global Media Journal: Indian Edition, 3*(1).
- Rodgers, R. F., Salès, P., & Chabrol, H. (2010). Psychological functioning, media pressure and body dissatisfaction among college women. *European review of applied psychology, 60*(2), 89-95.
- Santrock, J.W. (2011). *LifeSpan Development* (13th Edition). New York: McGraw Hill Companies.
- Singh, M., Parsekar, S. S., & Bhumika, T. V. (2016). Body Image, Eating Disorders and Role of Media among Indian Adolescents. *Journal of Indian Association for Child & Adolescent Mental Health, 12*(1).
- Soohinda, G., Sampath, H., Mishra, D., & Dutta, S. (2020). Body image dissatisfaction in young Indian Men: Prevalence, psychosocial correlates, and the impact of sociocultural pressure. *Indian Journal of Social Psychiatry, 36*(2), 130.
- Thompson, J. A., Poyrazli, S., & Miller, E. (2020). Western Media and Body Image Dissatisfaction in Young Women in Developing Nations. *Eurasian Journal of Educational Research (EJER), 9*(0).
- Thompson, J.K., Berg, P.V.D., Roehrig, M., Guarda, A.S. & Heinberg, L.J. (2004). The Sociocultural Attitudes Towards Appearance Scale-3 (SATAQ-3): Development and Validation. *International Journal of Eating Disorders*. Wiley InterScience ([www.interscience.wiley.com](http://www.interscience.wiley.com)). DOI: 10.1002/eat.10257
- Uchôa, F. N. M., Uchôa, N. M., Daniele, T. M. D. C., Lustosa, R. P., Garrido, N. D., Deana, N. F., & Alves, N. (2019). Influence of the mass media and body dissatisfaction on

## **Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females**

the risk in adolescents of developing eating disorders. *International journal of environmental research and public health*, 16(9), 1508.

Uchoa, F. N. M., Lustosa, R. P., Rocha, M. T. D. L., Daniele, T. M. D. C., Deana, N. F., Alves, N., & Aranha, A. (2017). Media influence and body dissatisfaction in Brazilian adolescents.

Wilksch, S. M., Tiggemann, M., & Wade, T. D. (2006). Impact of interactive school-based media literacy lessons for reducing internalization of media ideals in young adolescent girls and boys. *International Journal of Eating Disorders*, 39(5), 385-393.

### ***Acknowledgement***

I would like to acknowledge and thank Ms. Vibhuti Mehta for her guidance throughout this research. She helped in the conduction of the study and the drafting of this paper. I would also like to thank all individuals who participated in this study.

### ***Conflict of Interest***

The author(s) declared no conflict of interest.

***How to cite this article:*** Sethi P. & Mehta V. (2022). Mincing Media: A Comparative Analysis of Media Influence on the Body Image of Young Males and Females. *International Journal of Indian Psychology*, 10(1), 143-155. DIP:18.01.014.20221001, DOI:10.25215/1001.014