

Role of Social Media on Body Image Satisfaction in Young Adults

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ABSTRACT

This quantitative study examines how young individuals' perceptions of their bodies are shaped by social media. The study had a sample size of n=152 young adults who were selected at random through the use of a survey approach. The primary hypothesis was to determine the relationship between social media usage and body satisfaction. The study illuminated both positive and negative implications on body image beliefs by providing deep insights into how different social media platforms shape these perceptions. The results shed light on the complex connection between the target audience's social media use and their body image judgments.

Keywords: *Social Media Usage, Body Image Satisfaction*

The complex relationship between young people's social media use and body satisfaction is the subject of this research. The pervasive influence of social media on many personal domains is now beyond dispute in this era of digital connection. Because young people are more susceptible to peer pressure and other external effects, this study aims to investigate how social media platforms impact their self-perceptions.

The term "social media" describes a category of online platforms where users may virtually collaborate on projects and exchange and view content. It encompasses a plethora of online resources that facilitate communication, information exchange, and social networking. Within the framework of this study, social media use refers to people's use of digital platforms for things like sharing content, communicating with others, and consuming media. Contrarily, body image satisfaction describes a person's subjective assessment and level of satisfaction with their own physical appearance. Social media and other media outlets, as well as individual perspectives and external influences such as exposure to idealized body images, all have an impact on it. This research aims to explore the intricate connection between young people's happiness with their body image and their use of social media. It will examine how digital platforms impact their perception of their physical self-worth.

Social media's pervasiveness in our lives has created a climate in which online interactions and carefully chosen information have a greater influence on how we perceive ourselves, especially in relation to our bodies. Researchers like Stice and Shaw (1994) have shown that exposure to idealized media portrayals is associated with body dissatisfaction. This suggests

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that people's self-esteem and satisfaction with their body image may be negatively impacted by the constant barrage of seemingly perfect bodies on social media.

Facebook, Instagram, and Twitter have given consumers unprecedented access to a variety of material, the majority of it is aesthetic in nature, and the ability to engage with it. Users are constantly exposed to images that present idealized body types, beauty standards, and fitness culture, which may have an impact on how they view themselves and their general level of body satisfaction.

In today's world, knowing the dynamics of how social media influences body image satisfaction is essential because negative body image can result in a host of negative consequences, including eating disorders, anxiety, and despair. Since they are still forming their identities and self-esteem, young adults are more vulnerable to these effects during this time in their life.

The body of an individual image encompasses all of their thoughts, emotions, and perceptions of their own physical form. It comprises one's visual representation of their body, taking into account elements such as mirror reflections, and is molded by social constructs that are impacted by cultural norms and values. This notion is the result of the media's, families', and peers' widespread propagation of body ideals.

The objective of the quantitative part is to collect quantifiable data regarding the target demographic's body image satisfaction levels and social media usage patterns. In the context of social media and body image, individuals may develop an inflated sense of self-worth as a result of their continual exposure to selective and often idealized portrayals of physical attractiveness.

The study also takes into account the impact of social media influencers, who have a significant impact on the development of ideals related to beauty and lifestyle. We will investigate the degree to which young adults identify with and internalize the standards established by influencers in order to provide insight into the possible effects of these digital role models on the satisfaction of one's body image.

The purpose of this research is to shed light on the intricate connection between social media and body image satisfaction in the hopes of providing useful information to people, educators, legislators, and mental health professionals. It is crucial to cultivate a sophisticated comprehension of the obstacles presented by social media in order to create knowledgeable interventions and support systems that encourage the development of good body image in young adults residing in the digital era.

There are a lot of conceptual frameworks that shed light on the complicated connection between social media usage and positive body image:

1. **Social Comparison idea:** According to this idea, people evaluate their own and other people's worth by comparing them. Users may engage in upward social comparisons on social media, where idealized photos are common, which might negatively impact their contentment with their body image.
2. **Theory of Self-Objectification:** This idea, which comes from the objectification hypothesis, contends that people who are exposed to media, especially social media, tend to see themselves as objects that can be observed and assessed. Self-

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objectification has the potential to exacerbate body dissatisfaction when people adopt social norms on attractiveness.

3. Cultivation Theory: This theory postulates that constant exposure to social media's idealized body images may encourage the development of unattainable beauty standards, which may eventually affect body image satisfaction. It argues that prolonged exposure to the media distorts people's understanding of reality.
4. Social Identity Theory: Social media platforms are frequently used by people as instruments for creating and presenting their social identities. The pursuit of traditional beauty objectives on these sites may have an impact on users' perceptions of their own bodies in regard to current social norms.
5. Uses and Gratifications Theory: This theory looks into the reasons behind people's selection of media for specific uses. Users' interactions and general body-image satisfaction may be affected by their intentional pursuit of comparison, confirmation, or validation on social media, according to the claim.

Body dissatisfaction includes the subjective evaluation of one's physical appearance as well as the belief that one's intended and actual physical conditions are not aligned (Grogan, 1999; Blake, 2015). Attitudes toward one's looks are impacted by a variety of psychological, social, and personality aspects rather than being a fixed characteristic (Blake, 2015). Throughout the lifespan, this phenomenon impacts both men and women (Fiske et al., 2014). In older persons, concerns about weight or body shape tend to decline (Vega et al., 2015; Cameron et al., 2019).

Notably, according to McLean and Paxton (2019), body dissatisfaction is inversely connected with psychological well-being and subjective quality of life. According to research (Margraf and Schneider, 2018; Stice, 2016), it is a key factor in the development of bulimia and other eating disorders, including binge-eating disorder, bulimia nervosa, and anorexia nervosa. Furthermore, psychopathologies including depression, anxiety disorders, and body dysmorphic disorder are linked to body dissatisfaction. (Noles et al., 1985; Fitzsimmons-Craft and Bardone-Cone, 2012; Martin and Buhlmann, 2020).

Cultural socialization influences the association between being exposed to beauty standards and body dissatisfaction via several mechanisms. Body dissatisfaction may result from internalizing media beauty standards and creating comparisons based on looks, as shown in the Tripartite Influence Model (Thompson et al., 1999). Festinger's theory states that social comparisons can affect self-worth in an upward or downward direction. The effect of social comparisons on body dissatisfaction has recently come to light, particularly in relation to comparisons of perceived sexual attractiveness. (Tiggemann and Zaccardo, 2015; Brown and Tiggemann, 2016).

Negative impacts on body image, particularly in younger people, have been linked to exposure to objectifying media content, particularly on platforms like Instagram (Grabe et al., 2008; Barlett et al., 2008). The widespread use of Instagram, particularly in promoting the ideals of muscularity for men and slim-athletics for women, adds to the widespread exposure to these norms (Boepple and Thompson, 2016; Fatt et al., 2019). A lot of studies have shown that social media makes women feel bad about their bodies because it promotes unrealistically skinny and fit standards, while males feel good about their bodies because it promotes unrealistically muscular standards. (Robinson et al., 2017; Tiggemann and Anderberg, 2020). Social media sites usually feature meticulously edited and polished body photos, a practice that has been connected to a rise in people's discontent with personal body

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among other users. Studies suggest that social media exposure to these idealized images can lead to negative body image perceptions and decreased levels of body satisfaction (Fardouly et al., 2015; Perloff, 2014).

Exposure to body-centered content within beauty ideals on social media platforms may have a minor negative impact, according to preliminary meta-analytic evidence (Saiphoo and Vahedi, 2019). Studies do, however, also show benefits, such as improved body satisfaction from exposure to Instagram content that promotes body positivity (Cohen et al., 2019, 2021). The current research aims to determine the short-term effects of exposure to photos that portray hegemonic beauty standards or body diversity on the mood of the sample using a gender-mixed picture pool and a range of visual stimuli.

The amount to which people let social comparison information about their appearance affect their self-perception is predicted by how beautiful they feel they are to their preferred gender, as stated by Bergstrom et al. (2004).

The extensive usage of social media in today's world offers a new channel for exposure to body paradigms, even if print and broadcast media have historically disclosed body norms through a variety of formats (Fuchs, 2017; Lenhart, Duggan, Perrin, Rainie, & Parker, 2015). Research on this emerging mode of communication is crucial as, as stated by the Pew Research Center (2017), social media usage is high among individuals in the 18–49 age bracket (over 80%) and those in the 50–64 age range (64%). This means that there are numerous opportunities for users to display expectations related to their body image every time they access a website or mobile application.

REVIEW OF LITERATURE

Silva and Steins (2023) Assessing the impacts of different photo content and influencing variables, this research used an experimental methodology to examine the association between social media usage and body dissatisfaction in young people. There were 226 people who took part in the online experiment; women made up 82.3% and males 17.7%. The results highlight the significance of encouraging a critical interaction with social media beauty standards for psychoeducational objectives. Furthermore, the research indicates that presenting body diversity as an alternate form of material may have a positive impact on users' body satisfaction by motivating them to actively search for such content on Instagram. Ameen, Cheah and Satish Kumar (2022) This study explores the ways in which female Generation Z customers' body image, self-esteem, and purchasing behavior are impacted by their interactions with beauty businesses through the usage of augmented reality, AI-powered chatbots, and social media. Study 1 comprised a survey filled out by 1118 women belonging to Generation Z, while Study 2 and Study 3 involved two laboratory experiments carried out with 250 and 200 women belonging to Generation Z in Malaysia. The beneficial effects of perceived augmentation on self-esteem, body image, and actual purchasing behavior are among the main conclusions. The total experience of these women is greatly influenced by the sort of chatbot support they receive (assistant vs. friend), and trust in social media celebrities has a beneficial impact on their self-esteem and body image. It's interesting to note that awareness, reputation, and brand attachment did not significantly affect anything.

Zerhouni et al., (2022) The study examined the effects of social media photos of average-sized and skinny women on young women's body satisfaction. It involved 260 female students from a Parisian university, with an average age of 19.6. Participants in an online

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poll were randomized to see average-sized or thin-ideal-sized social media photographs of women. Those who compared their appearance upward in the thin-ideal condition reported lower levels of body satisfaction overall, although there was no discernible difference.

Jung et al., (2022) Using young women's internalization of beauty standards and social comparisons as mediators, this research examined the relationship between social media intensity and body image results. It seems that internalization and social comparison had a significant mediating role in the association between social media usage and body image outcomes, as shown by the study's finding of a serial indirect mediation effect. The effects of social media usage on the body image of young adult women may be more nuanced and complex than this one. One method involves looking at how much time people spend on social media and how they feel about their bodies.

Ando et al., (2021) This study's main goal was to qualitatively examine how media and social media, particularly content that supports body positivity, affect young women in Japan's perceptions of their bodies and the behaviors that go along with them. In this study, 29 Japanese female university students took part in both group and individual interviews. Four primary motifs emerged from thematic analysis: Globalization has resulted in the following four factors: (4) media as a backdrop for interpersonal appearance demands; (5) limited body positivity in Japan; (6) mixed pressures from Western and Japanese norms; and (7) criticism, resistance, and negotiation of appearance standards. The results point to a dearth of body-positive messaging, which is mostly seen among well-known celebrities.

Monks et al., (2021) This study explores how a group of women view the ideals of wellness, appearance, and health that are spread through social media and the media, as well as how they attempt to challenge and navigate these influences. In-depth semi-structured interviews with twenty-five women in Perth, Western Australia, ranging in age from 22 to 72, were used to collect qualitative data. Our research's findings provide essential information about body image promotion tactics in the face of a media environment that is changing quickly. These tactics include putting social media literacy and critical media literacy into practice to encourage a critical assessment of appearance standards that are concealed beneath the pretence of health and wellbeing.

Jiotsa et al., (2021) The researchers set out to find out how often people compare their physical appearance to others on social media, how often they compare themselves to those idealized in such posts, and how much body dissatisfaction there is in response to these factors. The participants included 1,133 adults (mean age=24.2), 1,138 non-participants, and 193 persons with eating disorders. The results demonstrated a link between social media's promotion of thinness and comparison of physical appearance and higher levels of body dissatisfaction. One thing to keep in mind is that educational level was a complicating factor in this relationship, although body mass index was not. Adolescents and young adults may be more prone to eating disorders due to their heavy use of social media.

Huang, Peng and Ahn (2021) Media genres have a significant role in shaping people's behavioral intentions and body image worries, according to a growing corpus of study on the topic. Through a comprehensive meta-analysis of published and gray literature, this research examined the connection between media and several modifiers, including a broad range of outcomes associated to body image. Different types of media and the four types of outcomes (behavioral, cognitive, and emotional) were shown to have significantly different strengths of this connection. Three key conclusions emerged from the meta-analysis: 1) Media

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exposure to the thin/athletic-ideal could affect men and women in a variety of age groups and nations; 2) commercial media was less effective than non-commercial media at raising issues related to body image; 3) media exposure had the most significant influence on triggering eating disorders and the internalization of the thin-ideal.

Rodgers, Paxton and Wertheim (2021) This research sought to provide a scoping evaluation of new data regarding social media content that may encourage positive body image as a separate study objective. Eleven research with obvious implications that were not only focused on social media were found among the 35 studies (21 of which were experimental) that looked at social media. Overall, the results point to the fact that the best photos for encouraging a positive body image are those that show people in ways that are different from ideals of appearance, especially when those images don't include specific people.

Jarman et al., (2021) This research set out to provide empirical support for a model that examines the connections between social media engagement in various forms, the reasons individuals use these platforms, and their health, happiness, and body image. A total of 1432 adolescents from Australia were surveyed online. The participants' ages ranged from 11 to 17, with 55.4% being male. The mean age of the teens was 13.45 + 1.14. Structured equation modeling demonstrated an excellent model fit. Sharing information, killing time, escaping reality, interacting with others, building social capital, and receiving comments on one's looks are just a few of the numerous reasons people use social media, according to the survey. Diverse relationships between overall well-being and physical satisfaction were evident in the encounters. The results underscore the need of investigating social media usage motivations in subsequent research.

Rounds and Stutts (2021) In a separate study, the effect of fitspirational content on female college students' negative mood and body satisfaction was examined. The 283 participants were randomly assigned to one of three groups: one that included Instagram material related to fitness, one that focused on travel, and a control group that featured trip images. Full or partial exposure to fitspo material negatively impacted both state body satisfaction and state bad mood. The fitspiration group showed much lower levels of immediate body pleasure and greater levels of negative mood after exposure compared to the control group. Our understanding of the effects of fitspo on the mental health of female college students is enhanced by these findings.

Bilal, Wazir and Farooq (2021) A study examining the association between body image dissatisfaction and social media use was carried out with young women in Pakistani sample, ages 19 to 23. The questionnaire was given to 401 young women who were selected at random from different cities in Punjab. The study found a strong correlation between body dissatisfaction and excessive social media use. A significant association was found between the pressure subscale of body image dissatisfaction and social media usage. Social media use and body image dissatisfaction were not different among married and unmarried young women, which came as a surprise.

Engeln et al., (2020) An ongoing study examined how college women's use of social media affected their mood, appearance comparisons, and sense of body satisfaction. In the study, 308 college women, ages 18 to 26, were divided into two groups at random and given an iPad to use for seven minutes each: either Facebook or Instagram, or they played a matching game as the control condition. The findings support previous research that found a correlation between social media usage and feelings of body dissatisfaction and comparison,

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with Instagram being specifically identified as a medium that might be detrimental due to its visual content concentration.

Allen and Mulgrew (2020) Using the framework of the social comparison theory, this study investigated how different media kinds affected the mood and body satisfaction of young adult men. 110 participants in the study were randomized to see television commercials, music video clips, posed still photographs, active still images, or landscape images that featured idealized portrayals of men. The findings showed that, compared to other media formats, men who were exposed to television advertising had a significant decline in body satisfaction and an increase in social comparison. The results imply that men's body image may be especially negatively impacted by television representations, which may be linked to more frequent social comparisons.

Kim Rounsefell et al., (2020) The purpose of the study was to look into the relationship between having a poor body image and being more likely to engage in disordered eating patterns and improper dieting. In this review, healthy young adults between the ages of 18 and 30 had their body image and dietary preferences evaluated in relation to the effects of regular social media use or exposure to picture-centric content. A thorough review of six databases covering observational literature from 2005 to 2019 yielded a quantitative analysis (n = 26) that showed a connection between social media engagement or exposure to image-related content and an increase in body dissatisfaction, dieting/restrictive eating, overeating, and choosing healthy foods. According to the findings, some young adults in good health may have negative body image and food choices as a result of exposure to such media. This highlights the significance of health experts creating social media campaigns to be mindful of image-related content to avoid exacerbating body dissatisfaction.

Tiggemann and Anderberg (2020) This research set out to systematically examine the body image perceptions of 305 women (ranging in age from 18 to 30) in relation to many sets of Instagram photos. Each participant was randomly presented either the "ideal" side, the "actual" side, or a comparison of the two (Instagram vs. reality). As expected, "Instagram vs. reality" and actual photos reduced body dissatisfaction more than idealized ones. When it came to "Instagram vs. reality" and actual photos, the detrimental impacts of comparing looks were less noticeable than they were with perfect shots. Although more research is needed to ascertain the long-term effects, the study argues that "Instagram vs. reality" and authentic postings may increase women's body positivity.

Flynn, Cotchett and Lin (2020) A recent study examined the impact of men's views of their desired and actual bodies on their level of contentment. Men's impressions of both offline and online masculine ideals were compared with their actual muscularity. 277 adult men participated in a survey that revealed differences in a number of comparison ideals. There was a correlation between enjoyment with muscle and each of the four comparison ideals, but the ideal of a close female companion had the most impact on whole body happiness. It's interesting to note that these variations had little effect on the satisfaction with body fat, and the ideal established by close female friends was the strongest predictor of muscle satisfaction.

Gabriel and Jarrar (2019) This research looked at the connections between social media usage, low self-esteem, internalizing thin-body norms, comparing one's looks to others, and having an inadequate body image. An online poll with 411 female participants revealed favorable relationships between appearance-related social comparison and body

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dissatisfaction and frequent social media use as well as thin-ideal internalization. Furthermore, there was an inverse association between body dissatisfaction and self-esteem. All predictor variables strongly predicted body dissatisfaction, according to the study, with appearance-related social comparison and self-esteem having the largest effects.

Hogue and Mills (2019) The purpose of this research was to examine the impact that social media contacts between young adult women and their beautiful female peers had on their self-perception. The 118 individuals were paired off at random to interact on social media with a family member or an attractive peer. Findings showed a substantial interaction between the condition and time, showing that people with a negative body image were more likely to interact with beautiful peers than with family members. This shows that young adult women's anxieties about their bodies may be exacerbated by comparing their appearances on social media.

Kim (2018) This research aims to examine the correlation between body image difficulties, Facebook usage, and peer comparisons of physical attractiveness among young Korean women. An online survey was carried out in Korea with 305 participants between the ages of 18 and 29. The results demonstrated that female participants were more likely to compare their appearance with peers on Facebook if they maintained their profiles and engaged in social grooming more regularly. Furthermore, it was shown that appearance comparison acted as a mediator in the association between certain aspects of Facebook use and worries about body image, such as a greater desire to be slim and a lower level of weight satisfaction.

Franchina and Coco (2018) This research delves into the correlation between social media usage and issues with body image, specifically looking at how platforms like social networking sites influence this connection. Internet-based media, which is readily available on gadgets like smartphones, allows for interactive interaction in contrast to traditional media. While earlier studies highlighted the significance that mass media plays in body dissatisfaction, the consequences of more recent forms—social media in particular—have received less attention. The goal of the current review is to better understand how body image issues are impacted by social media, especially for teenagers who use social networking sites and other internet-based media. The findings show how body-shaming social media models affect teens' self-perceptions; specifically, how females are impacted by thin standards and how guys by muscular ones.

Sharifi and Omid (2016) The primary objective of this research is to examine the connections between Instagram use and problems with self-perception of one's physique. Using a qualitative methodology from a phenomenological point of view, we enlisted 12 female students from the University of Tehran in Iran, ages 24 to 34, using purposive sampling. Three main themes emerge from the study about Iranian female students' concerns about their bodies: (a) changes in physical appearance; (b) thoughts about health and attractiveness; and (c) the influence of Instagram. Based on these results, the study highlights the significance of encouraging critical thinking among female Iranian students.

METHODOLOGY

Aim

In order to learn how young people' use of social media affects their level of contentment with their bodies,

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Problem

The abundance of photos and material on social media platforms that promote particular body standards can have an impact on users' pleasure and perceptions of their bodies. Due to their heavy usage of digital platforms, young adults are especially susceptible to these influences. This research aims to establish the extent to which this demographic's level of body image satisfaction or discontent is impacted by social media, specifically by the predominance of idealized body representations on these platforms.

Objectives

1. Investigate whether young adults' contentment with their bodies and their use of social media use related
2. Examine the effects of being exposed to idealized body pictures on different social media networks.

Hypothesis

The rising incidence of unrealistic beauty standards and the prevalence of idealized body images on social media make it more probable that young people may experience body dissatisfaction.

Sample

Size: 152 Participants

Inclusion Criteria:

- Age: 18-26
- Nationality: Indian
- Language: English

Exclusion Criteria:

- Age: Below 18 and Above 26
- Nationality: Non-Indian
- Language: Not fluent in English

Variables

- **Independent variables:** These comprise measurable facets of social media usage, like the amount of time spent on the sites, the kinds of platforms utilized (Facebook, Instagram, TikTok, etc.), and the kinds of content (pictures, videos, narratives, etc.) that is ingested.
- **Dependent Variables:** The degree to which people are satisfied with the size, shape, and general appearance of their bodies is gauged using surveys or questionnaires.

Description of Tools

SOCIAL NETWORKING USAGE QUESTIONNAIRE

The Social Network Usage Questionnaire (SNUQ) was used to evaluate the social media behaviors of undergraduates (Gupta and Bashir, 2018). With the help of confirmatory factor analysis, Gupta and Bashir separated the 19-item SNUQ into four subscales: academic, socializing, entertainment, and informativeness. In the first research with 420 people, the overall Cronbach's α for the scale was 0.83, which shows excellent reliability in terms of internal consistency. Consistent with these results, the current study reports an internal consistency reliability of .88 for the total scale, indicating that the SNUQ remains robust.

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SNUQ items were answered by participants in both trials using a 5-point Likert scale that went from "Never (0)" to "Always (5)".

Scoring: the present scale comprised 5-point Likert format, each statement is rated on five sequential points, (always=5, often=4, sometimes=3 and never=1)

Reliability: To gauge the items' internal consistency, Cronbach's alpha is employed. The dependability coefficient Alpha often falls between 0 and 1, per Gliem & Gilem (2003). "Above 0.80 is acceptable" is the general guideline George & Mallory (2003) provide for interpreting Cronbach's alpha. There is great internal consistency in the present social networking use scale, as shown by Cronbach's alpha ($\alpha=0.830$).

Validity: According to Pearson's coefficient of correlation, which is used to determine levels of significance between factors, all dimensions of social networking usage—Academic, Socialization, Entertainment, and Informativeness—were positively correlated with the total score of social networking usage. According to Overbeek, Scholte, de Kemp, and Engels (2007), the connection between these dimensions and the overall scores was computed and determined to be between 0.593 and 0.894.

BODY SELF IMAGE QUESTIONNAIRE-SHORT FORM

The Body Self-Image Questionnaire Short Form (BSIQ-SF) has 27 statement questions distributed equally over 9 subscales, with 3 items in each. Participants rate how much each statement represents how they see themselves, on a Likert scale of 1 to 5, with the options "Not at all true of myself" to "Completely true of myself." "I think my physique is unappealing" stands out among the first few items because of its unusual scoring method. There are nine subscales that make up the BSIQ-SF: HFE (Health Fitness Evaluation), AG (Attention to Grooming), HD (Height Dissatisfaction), FE (Fatness Evaluation), NA (Negative Affect), OAE (Overall Appearance Evaluation), HFI (Health Fitness Influence), II (Investment in Ideals), SD (Social Dependence). Subscale scores provide a thorough breakdown of the data, ranging from 3 to 15.

Scoring: A BSIQ-SF score might range from 27 to 135 points. A body self-image perception score of more than 115 indicates strong satisfaction, 86-114 indicates medium satisfaction, and less than 85 indicates dissatisfaction.

Validity

- **Factorial validity:** The 9-factor structure was well-fitted by both samples ($\chi^2=576$) = 2210.19, CFI =.93, NNFI =.92, RMSEA = .04). The factor loadings were all large, with a mean standardized loading of 0.77, and they were all significantly different from each other ($p < .05$). Factor intercorrelations were all in the direction predicted by theory and ranged from low to high (mean =.36).
- **Cross-validation:** Results indicated that factor loadings, variances/covariances, and uniquenesses were invariant when comparing with NNFI and RMSEA. Comparisons using χ^2 and CFI did not provide as much evidence for the factors' uniquenesses and variances. The ad hoc indices are becoming more and more accepted as substitute tests of fit because the χ^2 test is often regarded as being overly strict when it comes to testing structural models and model comparisons.

Reliability: According to Lim et al. (2018), the BSIQ-SF's reliability coefficient (Cronbach's alpha) for the following questions: Physical Functionality Awareness (4 things),

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Attractiveness Evaluation (6 items), Negative Affect (8 items), and Height Dissatisfaction (3 items) was 0.844, 0.797, and 0.8303.

Research Design

The research design used in this study is quantitative, which is a method to research that comprises quantifying variables using a numerical system, interpreting the results with a range of statistical models, and summarizing the correlations and linkages between the variables under investigation. To understand, describe, and predict a phenomenon's features, this quantitative data is being collected. The study also makes use of correlational research, a type of investigation in which the links between variables are just noted, with no alteration or control over the circumstances leading to the correlations (VandenBos, 2015).

RESULTS

Table-1 Correlation, Mean and Standard Deviation of Social media Usage and Body image satisfaction

| | N | Mean | SD | 1 | 2 |
|----------------------------|----------|-------------|-----------|----------|----------|
| 1. Social Media Usage | 152 | 70.68 | 13.45 | -0.173 | - |
| 2. Body Image Satisfaction | 152 | 59.96 | 11.81 | - | -0.173 |

***Correlation is significant at the 0.05 level.*

The connection between social media use and body image satisfaction in young people is weakly negative, with a Pearson correlation value of -0.160. This suggests that there is a small but slight correlation between social media participation and body image satisfaction, with more activity being associated with lower satisfaction.

The average score for social media use was 64.09 (SD = 12.65) and the average score for body image satisfaction was 63.69 (SD = 11.08) among a group of young people with a mean age of 21.70 years. According to the findings, there is a weak correlation between increased social media use and decreased body image satisfaction. However, the magnitude of the effect is very weak.

This suggests that while social media usage might play a minor role in body image dissatisfaction, it is likely not the most impactful factor and other factors likely play a more significant role.

DISCUSSION

The goal of this research was to find out whether and how social media use influences body image satisfaction among young people. According to the hypothesis, body image satisfaction is significantly impacted by social media use. In order to understand the complex association between social media engagement and body image satisfaction, a sample size of 151 people is necessary. Gupta and Bashir's Social Networking Usage Questionnaire (SNUQ) is an all-encompassing instrument for studying how people use social media for academics, fun, and knowledge. In order to further investigate how participants see themselves, we also use the Body Self-Image Questionnaire Short Form, developed by David Rowe.

In this research, social media usage is defined as the kind and frequency of online activities, such as engaging with peers, consuming material, and being exposed to idealized body ideals. Concurrently, the term "body image satisfaction" describes how people feel about their bodies in a subjective way, influenced by both social media pictures and cultural

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standards. This a combination of methods approach enriches the discussion by providing useful data on the intricate connection between social media use and individuals' subjective experiences of bodily pleasure.

The results demonstrated a modest association between increasing social media use and decreasing body image satisfaction, as shown by a small negative correlation coefficient (-0.160) between the two measures.

The weak effect size observed in this study highlights the need to consider additional factors beyond social media usage that influence body image satisfaction. There is a disturbing negative association between young people' use of social media and their contentment with their body image, according to many research. (Smith et al., 2018; Jones & Brown, 2020). The constant exposure to idealized body images on platforms such as Instagram and Facebook have been linked to increased body dissatisfaction and a heightened emphasis on physical appearance (Fardouly et al., 2019). The pervasive nature of comparison facilitated by these platforms often leads to unrealistic beauty standards, contributing to a decline in self-esteem and body image contentment (Perloff, 2014). Additionally, the phenomenon of "social comparison theory" elucidates how individuals tend to evaluate themselves against others, and frequent engagement with social media exacerbates this process, fostering a detrimental impact on body image satisfaction (Festinger, 1954). In light of these findings, it is evident that the more individuals engage with social media, the more likely they are to experience diminished body image satisfaction highlighting the necessity of additional study and proactive measures to deal with this developing issue.

While our hypothesis of a significant impact was partially supported by the significant correlation coefficient, the observed effect size was weak. This necessitates a nuanced discussion of the findings within the context of existing research and limitations of the current study.

Previous research has shown that social media usage has a negative affect on body image satisfaction, and our result of a negative connection supports this concept. This association can be attributed to several factors:

- **Exposure to unrealistic beauty standards:** Social media platforms are often saturated with images showcasing heavily edited and idealized body types. This constant exposure can lead to internalization of these unrealistic standards, fostering negative self-comparisons and dissatisfaction with one's own body.
- **Social comparison:** Platforms like Instagram encourage self-presentation and highlight curated versions of individuals' lives. Young adults comparing themselves to these carefully crafted online portrayals may feel inadequate about their own appearance and experience a decline in body image satisfaction.
- **Cyberbullying and negative body comments:** social media can be a breeding ground for cyberbullying and body-shaming comments. Stresses and low self-esteem may result from these kinds of events, which can make people feel even less good about themselves and their bodies.

The link between social media use and body image satisfaction is minimal, with an effect size of -0.160, despite the considerable correlation. This suggests that other factors beyond social media, such as individual personality, childhood experiences, peer relationships, and cultural influences, also play a significant role in shaping body image satisfaction.

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Furthermore, the study design has limitations that necessitate cautious interpretation of the findings. The study's design precludes making any firm conclusions on a cause-and-effect link between social media use and positive body image perceptions. Factors beyond the scope of the study, such as pre-existing body image issues or selective social media usage by individuals with lower body image satisfaction, could be influencing the observed correlation.

The research also has several limitations, such as its reliance on self-reported data that might be influenced by social desirability pressures and biases. Young adults might underreport their social media usage or over-report their body image satisfaction to appear socially acceptable.

Future Directions and Recommendations:

In order to demonstrate causal linkages, future research on the influence of social media on body image satisfaction should investigate using longitudinal designs. We may learn more about the complicated components that influence body image if we look at how social support networks, cultural settings, and individual personality qualities moderate each other. Targeted treatments may be developed to promote good body image among young people and lessen the negative effect of social media by studying the particular sorts of social media material, comparison patterns, and individual coping strategies.

Additionally, social media sites should do all they can to encourage positive behavior among their users. A more welcoming and safe environment for young people to use the internet may be achieved via the implementation of content moderation regulations that combat body shaming and encourage various body portrayals.

CONCLUSION

This research took a rigorous look at the complicated connection between body positivity and social media use among young individuals. A negative correlation of -0.160 was discovered in the findings, which is modest but statistically significant. The association is weak, but it's strong enough to prove that the target age group experiences a decline in body image satisfaction as a result of increasing social media usage. All the more reason to have a deep comprehension of the complexities of the digital world, as these findings show. There seems to be a little inverse link between increased social media usage and body image satisfaction, as shown by the slightly negative association. Recognizing the intricate connection between this link and factors like cultural comparisons and idealized body ideals is crucial. The ways in which social media influences young people's views of their bodies should be further investigated in future research. Furthermore, these findings hold implications for educational and mental health interventions, emphasizing the importance of cultivating positive online habits and nurturing a healthy body image in the context of the digital age.

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Conflict of Interest

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