

## The Influence of Social Media on Adolescent Body Image Perception, Self-Esteem

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### ABSTRACT

This study investigates the complex interactions between adolescents' use of Social Media (SM) and their perceptions of their bodies and esteem. The research examines how the pervasiveness of SM in modern culture impacts the cognitive processes and emotional responses of adolescents through a thorough examination of the body of current literature and empirical analysis based in social psychology. Using multiple regression analysis and a cross-sectional correlational methodology, the study investigates the associations between SM use, self-esteem (SE), and body image assessment in 128 adolescents selected using quota sampling. The results of this study show a strong negative relationship between teenage SM use and SE, suggesting that higher involvement levels are associated with lower SE. Nonetheless, SM impact on how people perceive their bodies is less pronounced and not statistically significant. These results emphasize the intricacy of SM influence on teenage mental health and the necessity for more investigation to fully comprehend its underlying mechanisms.

**Keywords:** SM, Adolescents, Body Image Perception, SE, Social Psychology, Digital Natives, Mental Health, Correlation Analysis, Regression Analysis, Literature Review

Social psychology sheds light on the intricate dynamics that exist between individuals and its larger society. As a result of the dynamic nature of human interaction, this relationship also evolves. The study of how emotions, thoughts, and behaviors interact with the external environment constitutes social psychology. Social psychology is, at its core, the study of human behavior.

Social psychology is the scientific study of the manner in which individuals interact with one another. Its primary aim is to shed light on the cognitive processes that dictate our information acquisition regarding others, the affective responses elicited from our interactions with them, and the behavioral patterns that develop in response to societal pressures.

### Social Media (SM)

Technology has converted SM into a potent instrument with the capacity to mold contemporary culture. A great number of lives have been transformed by media. It

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encompasses "digital platforms and technologies that enable the generation, distribution, and swapping of information, concepts, and multimedia materials." its most significant influence is felt by young people. Teens struggle with self-expression, interpersonal relationships, and identity in the digital age.

### Self Esteem (SE)

Self-worth influences the psychological health and social navigation of an individual. An individual's perception of self-worth assists them in assessing their own value. It aids in the surmounting of challenges and imparts self-assurance. After adolescence, the effects of media become apparent. The most significant impact of SE alterations on self-image occurs during adolescence.

### Body Image

Body image is considered by social psychology to be a mere component of perception. The subjective comprehension and opinion of an individual regarding their physical attractiveness are incorporated. A wholesome self-image is difficult for adolescents to cultivate in a culture that prioritizes physical attractiveness and social acceptance. Time-varying body image perception is influenced by SE, cultural norms, and media representations.

## REVIEW OF LITERATURE

(colak et al., 2023) examined the complex connection between teenage SM addiction, low SE, and negative body image. Researchers looked at the issue, "How does body image mediate SE and SM addiction?" The connection between SM, SE, and body image has been extensively studied.

(colak et al., 2023) found that teenage SM use and SE had a dynamic relationship. Examining the mediating function of body image could result in alternative approaches to treatment. Recognize the relationship between digital teenagers' self-worth, SM, and body image in order to assist their personal growth. Up until then, it is impossible to create educational and therapeutic programs that are effective.

(musetti et al., 2021) examined SE and media depictions of women's bodies. They explored how these photos affected young women. This study reviewed literature on how mass media affects adolescent girls' body image. Numerous internet resources were examined for the study. This research examined the broader media effect environment to gain a deeper understanding of the complex correlation between this cohort's media exposure and body image opinions.

(çimke& gürkan, 2023) advanced information on teenage body image determinants. The study found major elements affecting adolescent body image in this social media age. The study evaluated these factors to reveal the complex relationship between body image consciousness, social media use, and personality attributes.

A study by (çimke& gürkan, 2023) examined how social media affects individuals' self-perceptions of physical beauty. The study examined self-aware adolescents' social media body image attitudes. To study body perception, intentional and unintended digital influences are examined.

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(musetti et al., 2021) examined how optimistic future predictions impact results. Future objectives may buffer media depictions of bodies and SE, according to the study. This innovative perspective helps us understand psychological processes and determine whether the media boost or lower body image.

Adolescent women's instagram body image and SE were examined by audrey et al. (2020). Instagram's visual content was the focus of the study. This study studied body image and SE to determine how instagram affects adolescent SE.

The study highlights the need for platform-specific research on instagram's unique traits and potential impact on SE. One must first understand the relationship between instagram users' body image and SE to fully appreciate how visual-centric social media platforms affect adolescents' self-perception. The mental health effects of internet platforms on adolescents are discussed.

Self-targeting, body image, selfies, and SE in young women were examined by (veldhuis et al., 2020). Everyone oversaw the investigation. This study explored selfies, self-objectification, and body image. The study examined social media photos.

To understand how social media affects young women, examine the complex relationships between body image, SE, self-objectification, and pictures. This study adds to the discussion of how social media self-presentation may affect juvenile body image and SE.

(rogers et al., 2020) used a biopsychosocial paradigm to study social media 's effects on body image, eating disorders, muscle development, and adolescent gender. One study found biological, psychological, and social factors affect adolescents' body image and social media use.

Rodgers et al.'s biopsychosocial paradigm covers nutrition, body image, and muscle development. This comprehensive strategy recognises social media 's breadth and complexity to lay the groundwork for adolescent health interventions.

### *Hypothesis*

**Hypothesis 1:** the impact of SM on adolescents' SE and perceptions of their bodies is substantial.

**Hypothesis 0:** adolescents' SE and body image perception are unaffected by social media.

### *Variables of the study-*

- **Independent variable**-social media
- **Dependent variable**-body image perception, SE.

## **METHOD AND MATERIALS**

The purpose of this research was to examine the relationship between adolescents' SE, body image perception, and social media use. The study used a cross-sectional correlational design. In order to assure representation of various groups, data from 128 people were obtained via quota sampling, wherein participants are picked based on particular demographic features. The three primary instruments used are the adolescent self-esteem questionnaire (asq), a social media usage questionnaire, and the body-shape questionnaire-

16B (bsq-16B). In order to analyse the data and look for these associations while controlling for any confounding variables, multiple regression analysis is used.

### Measures Tools

#### Body shape questionnaire-16B(bsq-16B)

To measure body dissatisfaction and shape anxiety, Evans and Dolan (1993) created the 16-item body satisfaction questionnaire (bsq). Higher scores imply greater body shape dissatisfaction; the items are rated on a six-point Likert scale, where 1 = never and 6 = always. Questions like "have you ever worried that you might gain weight?" are all presented as statements made by the respondent. (item 2) and "has you ever felt self-conscious about your body after seeing a reflection in a mirror or store window?" the thirteenth item. Excellent internal consistency (.95) and good test-retest reliability (.88) (Hudson, 2008; Pook, Tuschen-Caffier, & Braehler, 2008) establish the bsq-16B as a valid and reliable measure of body image satisfaction.

#### Social networking usage questionnaire

A measure to evaluate the SM activity of college students was developed using our theoretical framework as a guide. By eliminating 56 items pertaining to SM use, we improved previously developed measures using Likert's (1932) summated evaluation technique. To ensure alignment for consistent responses, each sentence is graded on a 5-point Likert scale (always=5, often=4, sometimes=3, rarely=2, never= 1). Strong psychometric qualities are demonstrated by this tool, which is supported by extensive literature research. Using a Likert-type method, the scale is very helpful in assessing how people use webpages (Devellis, 2016).

#### Adolescent SE questionnaire

Adolescents' levels of SE are measured using the 13-item Adolescent SE Questionnaire (ASQ), which uses a 5-point Likert scale with responses ranging from "strongly agree" to "strongly disagree." Positively phrased items are reverse-coded, and item scores are added up to determine the final score. The ASQ exhibits excellent test-retest reliability and internal consistency (Cronbach's alpha = 0.91), with slight gains in SE noted with time. Strong correlations (-0.73) between positive and negative item subscales and a significant negative correlation (-0.78) between the ASQ and depression symptoms further demonstrate the scale's high validity. Because of its organized methodology, which enables sophisticated self-evaluation, the ASQ is a useful instrument for evaluating teenage SE.

## RESULTS

Table 1 correlation

Parameter	Value
Pearson correlation coefficient(r)	-0.3885
R <sup>2</sup>	0.1509
P-value	0.000005866
Covariance	-50.8124
Sample size(n)	128
Statistic	-4.7322

According to the results, there is a significant negative association ( $r = -0.3885$ ) between teenage SM use and SE. A low p-value of 0.000005866 indicates that this link is unlikely to be the result of chance, explaining 15.09% of the variance in SE that can be attributed to SM use. The significance of SM on adolescents' opinions of their bodies and overall self-worth

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is highlighted by these findings, which emphasize the need for more research and initiatives aimed at encouraging teens to utilize SM in a good way and improving their self-perception or body image.

### Regression

#### Variables entered/removed

Model	Variables entered	Variables removed	Method
1	Snuq <sup>b</sup>	.	Enter

- a. Dependent variable: asq
- b. All requested variables entered.

#### Model Summary

Model	R	R square	Adjusted r square	Std. Error of the estimate
1	.388	.15	.144	7.9959
	A	1		4

- a. Predictors:(constant), snuq
- b. Predictors:(constant), snuq

#### Anova<sup>a</sup>

Model		Sum of squares	Df	Mean square	F	Sig.
	Regression	1431.736	1	1431.736	22.39	.000
1	Residual	8055.819	126	63.935	4	B
	Total	9487.555	127			

- a. Dependent variable: asq
- b. Predictors:(constant), snu

#### Coefficients<sup>a</sup>

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
(constant)	44.262	2.924	-.388	15.138	.000
1. Snuq	-.222	.047		-4.732	.000

- A. dependent variable: asq

A low p-value of 0.000 indicates that SM has a highly significant impact on SE. The regression analysis showed a substantial link between adolescent SM use and SE. Adolescents' SE decreases by 222 units for every unit increase in SM use, according to the negative coefficient of -222. This shows that among this population, higher levels of SM involvement are linked to lower levels of SE. These results highlight how crucial it is to take SM use's effects on mental health into account, especially for at-risk groups like teenagers.

#### Table 2 correlation

Parameter	Value
Pearson correlation coefficient(r)	-0.1038
r <sup>2</sup>	0.01078
P-value	0.2435
Covariance	-22.8306
Sample size(n)	128
Statistic	-1.1717

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The study discovered a slight negative association ( $r=-0.1038$ ) that explains just 1.078% of the difference between youths' opinions of their bodies and their use of SM. This correlation's p-value of 0.2435 suggests that it might have happened by accident. The lack of statistical significance in the correlation suggests that teens' perceptions of their bodies are not significantly influenced by SM. Understanding these complexity and relationships in their entirety will require additional research or consideration of other aspects.

### Variables entered/ removed<sup>a</sup>

Model	Variables entered	Variables removed	Method
1	Snuq <sup>b</sup>	.	Enter

A. dependent variable: bsq-16B

B. all requested variables entered.

### Model summary

Model	R	R square	Adjusted r square	Std. Error of the estimate
1	.104 A	.01 1	.003	14.51025

A. predictors:(constant),snuq

### Anova<sup>a</sup>

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	289.040	1	289.040	1.37	.244 B
	Residual	26528.952	126	210.547	3	
	Total	26817.992	127			

a. Dependent variable: bsq-16B

b. Predictors:(constant), snuq

### Coefficients<sup>a</sup>

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
(constant)	38.525	5.306	-.104	7.261	.000
1 Snuq	-.100	.085		-1.172	.244

A. dependent variable: bsq-16B

The purpose of the regression analysis was to evaluate how adolescents' use of SM affected how they saw their bodies. The findings show that there is no statistically significant correlation between SM usage and perceptions of one's body image (p-value =.244). This implies that any effects on adolescents' body image that have been detected as a result of SM are probably more the result of chance than of a true relationship between the two. Despite a -100 negative correlation, the non-significant p-value makes the relationship between SM use and body image perception not statistically significant. In conclusion, the null hypothesis that there is no significant effect is refuted by the lack of data supporting the assertion that SM significantly changes adolescents' perceptions of their bodies.

## DISCUSSION

Exploring how SM usage affects adolescents' SE and opinions of their own bodies was the aim of this investigation. The hypothesis that SM negatively affects teenage SE is supported by a low p- value of 0.000, and the results of the regression analysis indicate a substantial

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correlation between SM consumption and SE. The potential impact on psychological well-being is illustrated by the correlation between a one-unit increase in SM use and a 222-unit decline in SE. When examining the influence on perception of body image, however, a p-value of .244 suggests that there is no statistically significant link. It seems that rather than reflecting a significant relationship, the association between adolescents' use of SM and their body evaluations may just be the product of random chance. The idea that SM has a major influence on how teenagers view their bodies is not well-supported by the data in our investigation.

### *Limitations*

This study's cross-sectional approach is a key limitation since it makes it difficult to establish causal relationships between teenage SM use and body image perception. Furthermore, the results may not be as accurate as they may be due to biases like social desirability or recollection problems introduced by relying on self-report measures. Furthermore, other possible variables that could impact these results, such as peer influences, media literacy, or body image resilience tactics, were not taken into account because the study primarily focused on social media and body image perception. One potential drawback is that the sample demographics might not be representative of the population at large, which would reduce the generalizability of the results. The possible impact of social and cultural factors on body image perception was not extensively explored in this study, highlighting the need for more comprehensive investigations in future research.

### *Future directions*

In order to go over these limitations and advance the subject, future research on how SM affects teens' perceptions of their bodies should consider utilizing experimental or longitudinal methodologies. To mitigate the inherent biases in self-report measures, it is helpful to combine them with objective measurements and varied data sources, such as behavioural observations or physiological indications. We can learn more about what influences teenagers' body image judgements if we look at aspects other than social media, like media literacy, peer pressure, and resilience tactics. To capture larger viewpoints and assure the relevance of findings across different groups, it is necessary to conduct studies among diverse populations with varied sociocultural contexts. In addition, it would be great to see future studies focus on ways to help digital-age teenagers maintain a healthy body image and SE. Keeping up with the ever-changing digital technologies and how they affect mental health requires constant vigilance and the modification of study methods. Supporting adolescents' mental health in the digital age requires a concerted effort from a variety of sectors, including education, government, and mental health.

## **CONCLUSION**

The study demonstrates a strong and statistically significant association between SM usage and SE, shedding light on the important impact of SM on teenagers' sense of self. This research highlights the significance of acknowledging SM as a major determinant of teenagers' mental health, especially those belonging to marginalized groups. No statistically significant association was identified, but the study also reveals a less noticeable impact of SM on teenagers' perceptions of their bodies. While SM use and body image perception do correlate negatively, the relationship is not statistically significant, indicating that other factors may be more important in influencing adolescents' body impressions. The impact of SM on adolescents' mental health is complicated, as these findings highlight. To better understand these complex relationships, comprehensive approaches that take into account a

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variety of data sources as well as larger contextual factors like peer pressure and cultural norms are necessary. While acknowledging the impact of SM on adolescents' body evaluations must go on, even though it is acknowledged that SM plays a significant part in the development of SE. Using holistic approaches that consider elements like media literacy and cultural beauty standards—both of which have a substantial impact on the mental health of teenagers—we can better promote positive mental health outcomes in the digital age. These findings underscore the need to treat these issues in larger social and cultural contexts and contribute to our understanding of the complex links between adolescent SM use and mental health.

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### *Conflict of Interest*

The author(s) declared no conflict of interest.

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