

An in-depth Analysis of How the Media Influences Young Adults' Body Image

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ABSTRACT

This study focuses on a theoretical understanding of the relationship between media and the body image of young adults. Social and traditional media have made a significant impact on one's self-satisfaction with their own body. Young adults use social comparison as an important tool to establish their self-concept, making it an important psychological construct in understanding the impact of media on body image. Appearance comparisons with the said ideal body lead to body dissatisfaction, surveillance, and self-objectification ultimately contributing to feelings of insecurity and low self-worth. The main purpose of this research is to get a deeper insight into the psychological consequences of media on the body image of young adults, using literature studies. This research investigates 30 research papers dated from 2014-2024 which have been studied from ResearchGate, Shodhganga, Google Scholar, PubMed, various journals, etc. Many experimental, longitudinal, and correlational studies suggest that prolonged exposure to social media increases body dissatisfaction. Body perfection portrayed in mass media increases appearance-related discussions among peers which thus leads to perceptual distortion of one's own body. Social media and body image is an emerging areas for research, and it contains many gaps in knowledge that need further exploration. It is important to promote media literacy and critical thinking skills among youth. Encouraging them to question and analyze the messages portrayed in media can help them develop a healthier perspective on body image.

Keywords: *Body Image, Social Media, Body Dissatisfaction, Appearance Comparison, Ideal Body*

Media can be seen as a tool or method by which thoughts, information generally any type of content can be shared among people. Media is a means of communication through which information is shared with a larger group of people. Media plays a major role in making a significant impact on individuals' lives. Media plays both an informative and entertaining role in society. It has evolved a lot from print media such as books, and magazines to mass media in which communication is unidirectional, such as television. The basic framework of media has undergone complete transformation due to the involvement of the internet. The use of media has drastically increased in the past few

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decades due to its versatile nature. It can be used in various sectors such as advertisements, education, healthcare, business, politics, social awareness, etc. “The medium is the message” is a phrase that focuses on the form of media used in order to convey the message as it itself influences and shapes how information is perceived more than the message it carries (McLuhan, 1964). McLuhan tried to convey that how society perceives a particular message depends a lot on the form of the message i.e. visual, print, musical, etc. Media can be broadly classified into traditional and new media.

Traditional media generally comprises print media, advertising agencies, broadcast communications, film studios, music studios, etc. Traditional media has been there for a long time and is one of the trusted means of communication. It has played a major role in informing and increasing awareness of society about particular topics. Traditional media are generally unidirectional as content is broadcasted to the general masses at once without any further interaction. Traditional media is a well-established form of media that is perceived as less biased and more trustworthy than new media although it does have its own biases. However, it is expensive to produce and distribute and also incapable of targeting specific users. Traditional media has witnessed many changes throughout the years. Traditional media has undergone changes from cave paintings to the invention of the printing press and then to the development of television in the 1920s. Since the arrival of the internet, new media has started flourishing. New media consists of social media, multimedia, digital media, and user-generated content. New media reaches to a larger extent and can be accessed by any individual. It spreads content efficiently to a larger group of people at once. New media focuses on quantifiable feedback.

Body Image

Body image can be seen as a schema an individual makes of himself/ herself. A person's perception of their own body can be known as body image. Body image can be seen as the perceptions and attitudes one holds toward one's own body, especially, but not exclusively, one's physical appearance (Cash & Pruzinsky, 2004). It is a multifaceted concept that comprises an individual's thoughts, feelings, and behavior toward their own body. Body image is dynamic and is influenced by different factors like other's opinions, family dynamics, personality, social and cultural norms, etc. Body image can include the body's size, shape, weight, height, and other individual parts. Body image is a subjective concept and varies based on the eyes of the viewer. There are no fixed beauty standards that form a perfect body image. Body image can be positive or negative. People who are either overweight or underweight can have a negative body image. Negative body image (body dissatisfaction) can lead to low self-esteem, insecurity, depression, poor quality of life, and eating disorders in young adults. Young adulthood is a pivotal time in which individuals tend to focus on their body image shaping their mental, physical and emotional well-being. Positive body image enhances an individual's self-confidence and motivates them for a better lifestyle. Body dissatisfaction occurs when views of the body are negative and involve a perceived discrepancy between a person's assessment of their actual and ideal body (Cash & Szymanski, 1995, Grogan, 2008). Young adults use appearance comparison as an important tool for building their body image which can lead to body surveillance, self-objectification, perceptual distortion, etc. Body dissatisfaction can lead to maladaptive consequences for both physical and mental health, including depression, anxiety, low self-esteem, and eating disorders (Dittmar, 2009, Grabe et al., 2008, Groesz et al., 2002). Often people with higher body dissatisfaction (more negative body image) tend to make changes in their physical appearances.

Role of Media in Shaping Body Ideals

Media in all its types has been influential to people's attitudes towards different concepts, body image being one of those concepts. Media has mostly focused on 'picture perfect ideals' affecting young adults emotionally and mentally. Prolonged use of social media leads to long-term manifestation of self-objectification which includes body shaming, body surveillance, appearance anxiety, internalization of thin ideals, etc. Social media influencers, body perfect ideals, celebrity trends, advertisements, etc aid to a society that is filled with body shaming and cyberbullying. Media has played a major role in setting specific beauty standards that are to be followed by young adults, which further leads to social comparisons and internalization of thinness. People tend to use airbrushing and photo manipulation, thus setting more unrealistic body standards. Social media platforms enhance comparison by showcasing curated and filtered content. Media exacerbates body image concerns of young adults thus contributing to the pressure faced by them.

THEORETICAL FRAMEWORK

Objectification theory

Objectification theory was created by Fredrickson and Roberts (1997) as a way to describe the experiences that women had in their daily lives. Women are often "treated as a body valued primarily for its use (or consumption by) others," they said, in Western culture.

According to Miner-Rubino, Twenge, and Fredrickson (2002), objectified pictures of women's bodies on television and in advertisements are widely perceived as the primary source of objectification in the media.

Numerous negative effects of self-objectification include body dissatisfaction and body shame (Myers & Crowther, 2007; Miner-Rubino, Twenge & Fredrickson, 2002). Body dissatisfaction in that body is conceptually different from body shame. While body shame includes a moral component and is connected to a woman's inability to live up to social expectations, dissatisfaction is directly related to a woman's thoughts about her own body (Miner-Rubino, et al., 2002).

Social Comparison theory

Festinger's (1954) social comparison theory is based on the fundamental idea that individuals are inherently inclined to analyze themselves, and that meaningful information may be gleaned via comparisons with others who are similar to oneself. Individuals compare themselves to others in a variety of self-weight, eating habits, and appearance- according to Morrison, Kalin, and Morrison (2004) and Wheeler & Miyake (1992). High body dissatisfaction women may be more prone to seek out media representations of the ideal slender body (Martin & Kennedy, 1993).

Self-schema theory

According to the self-schema theory (Markus, 1977), humans have self-representation or cognitive frameworks that we name self-schemas. These self-schemas consist of attitudes, values, and beliefs that influence how we see and understand self-presentation data. In terms of body image, our perceptions and assessments of our bodies are greatly influenced by our self-schemas. Because of how idealized and unrealistic body standards are portrayed in the media, it has the power to shape our self-schemas and exacerbate problems with body image. We may internalize these ideals and start comparing ourselves to them if we are exposed to these pictures on a regular basis. If we have a self-schema that includes the concept that a particular body type is desirable, we could be unhappy with our own bodies if they don't fit that description.

Self-discrepancy theory

According to self-discrepancy theory (Higgins, 1987), the differences between our real selves, ideal selves, and ought selves have an impact on our sense of esteem. According to this theory, when our ideal body and our perceived real body differ, it might lead to body dissatisfaction in the context of body image. The ideal figure is frequently shaped by media representations and cultural norms. Negative feelings and poor self-esteem might result when the perceived real physique is not up to this ideal. In a similar vein, the ought self stands for the characteristics and actions we feel we ought to exhibit in light of accepted social norms. Negative self-evaluations may also result if we believe that our bodies do not live up to these ideals.

Cultivation Theory

The social psychological theory of cultivation explains how people respond to television and how television serves a cultural purpose. Cultivation theory states that television expands, reinforces, and amplifies cultural concepts. According to the cultivation theory, we pick up attitudes and beliefs through television, which emphasizes and perpetuates values, attitudes, and beliefs that are already part of our culture. Research demonstrating that television frequently delivers a distorted sense of reality gave rise to this theory. People's opinions will become increasingly representative of that fabricated reality as they watch more television.

REVIEW OF LITERATURE

According to the paper given by Peng, S. (2023), social media will aggravate female body image, and more women are experiencing psychological and physical effects as a result of being exposed to body image. Social media has had an impact on women's mental health, such as self-esteem, and physical health, such as weight loss. Sayings such as "putting coins on your collarbone" and "measuring your waistline with lipstick" on Chinese micro-blogs, creates unrealistic beauty standards, thus resulting in subconscious comparison and suppression of women, further spreading from internet space to the daily lives of women.

According to a quantitative analysis done by McCaffrey, T. et al in 2020, it is identified that social media engagement or exposure to image-related content was associated with higher body dissatisfaction, dieting/restricting food or overeating, or healthy food choices. The qualitative research sheds further light on the influence of social media on young adults in relation to feelings of comparison, competition, and their pursuit of external validation. Considered together, findings suggest both social media engagement and exposure to image-related content were associated with higher negative body image and some unhealthy food choices, however, these relationships are complex.

According to a study conducted by Dwivedi, T. & Chavan, A. in 2023, it can be observed that there is a robust correlation between the duration of social media usage and the prevalence of body image dissatisfaction, particularly among young people and teenagers. Social media serves as a platform for cyberbullying, body shaming, and unpleasant comments. Individuals develop feelings of inadequacy with their own appearance, impacting heavily on their psychological well-being.

Results from the data collected in a study showed that eating disorders are connected to self-esteem, body image, desirable ideal body, usage of social media, and prenatal testosterone. In a sample of 168 college-going women, 93% of the women wanted to change at least three zones of their body using different methods such as physical exercise, diet, surgery, and

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beauty or alimentary products. Analysis of the tests showed that most of the women had a medium probability of developing eating disorders. (Aparicio-Martinez, P. et al, 2019)

A questionnaire administered on a sample of 1331 subjects stated that social media platforms have been particularly associated with higher body dissatisfaction and the appearance of eating disorder symptoms. In eating disorder patients or at risk of eating disorder patients, the rate of body dissatisfaction and drive for thinness was higher. It was also found that the level of education was a confounding factor in the relationship between body comparison, body dissatisfaction, and drive for thinness while BMI was not. (Jiotsa, B. et al, 2021)

A study was conducted on a sample of 427 medical students by using three psychological tools and when analysed showed that although social media has a positive side, social networking sites possess a direct impact on self-esteem, loneliness, and body differences, with gender differences. Also, age, gender, financial status, and time spent on social networking sites are important factors. (Pop, L. et al, 2022)

According to a study conducted by Vuong, A. et al in 2021, from a sample of 1153 adolescent boys and girls it can be derived that social media usage, thin and muscular ideal internalization were positively correlated with body dissatisfaction in both genders. Results suggest that the use of intervention and prevention efforts are needed in order to lessen the negative effects of social media exposure on body dissatisfaction.

According to an article given by De Valle, M. in 2021, cross-sectional studies portray a deeper connection between body image disturbance and appearance-focused social media usage than general use. The article suggests that viewing appearance-ideal images on social media negatively impacts the body image of an individual.

A study conducted on a sample of 147 young adults reveals a possible correlational influence of social networking sites on body image, self-esteem, and eating disorder symptoms/concerns. Increased social networking site usage may be the most consistent predictor of negative health behaviors related to self-esteem and body image. (Santarossa, S. 2017)

According to a study conducted among US young adults, a strong and consistent connection between social media usage and eating concerns was found. This association was apparent whether social media use was measured using volume (time per day) or frequency (visits per week) indicating that two different measures of social media use were independently associated with eating concerns. (Sidani, J. et al, 2016)

According to a study, the ideal body presented in the media has become thinner in the last few decades, although the average body mass index of women has risen over the same time, so the gap between reality and media ideals has increased manyfold. Eating disorders are considered one of the most common psychosomatic illnesses in Western communities, with media being one of the triggers. (Peter, C. et al, 2020)

According to Dane, A. & Bhatia, K in 2023, social media usage is a plausible risk factor for the development of eating disorders. Specific exposures (social media trends, pro-eating disorder content, appearance-focused platforms, and investment in photos) and moderators (high BMI, female gender, and pre-existing body image concerns) strengthen the

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relationship, while other moderators (high social media literacy and body appreciation) are protective, hinting at a 'self-perpetuating cycle of risk'.

According to a study conducted on young Polish women in 2021 concludes that age, depressive symptoms, loneliness, and dependency on social networking sites are interconnected with each other. Loneliness was directly associated with internet and social media usage, and severe the depressive symptoms, the higher the addiction to the internet and social media. (Rachubińska, K. et al)

According to a multi-database search, it can be seen that social networking sites possess both negative and positive effects on depression and anxiety. Positive interactions and better social networks can lead to lesser depressive symptoms and low anxiety whereas negative interactions and social comparisons can further increase depressive symptoms and anxiety levels. (Seabrook, E. et al, 2016)

According to a review done in 2018, it was stated that social media works as a boon and bane for depression among LGB persons. Negative interactions and cyberbullying can have an alarming effect on depressive symptoms among LGB persons while positive interactions and supportive networks can aid in buffering the impact of minority and loneliness. Cyberbullying is connected with depression and suicidality. (Escobar-Viera, C. et al)

According to a study by Bottino, S. et al in 2015, it is stated that cyberbullying is a new form of violence using the internet and media to harm or mentally affect other individuals. Individuals facing frequent attacks of cyberbullying are more prone to depressive symptoms compared to individuals facing other types of bullying.

According to a study conducted in 2018, social media has three major impacts- it causes mood and anxiety disorders, it serves as a practicing ground for cyberbullying and it itself is an addiction. (O'Reilly, M. et al)

According to Ademiluyi, A. et al in 2022, cyberbullying is largely affected by the mixed relation of age, gender, social status, and behaviors. The most concerning effects of cyberbullying are social exclusion and suicidal ideation.

A cross-sectional study in 2022 highlighted that body dissatisfaction is not just a 'female exclusive' issue but is also a male phenomenon. Self-objectification and body shaming lead to low body esteem in males. (Boursier, V. & Gioia, F.)

According to a cross-sectional study conducted in 2019, negative media influence leads to ideal body internalization more in girls than boys, which further has detrimental effects on body dissatisfaction and eating disorder behavior. (Uchoa, F et al)

A study conducted on college students in 2022 revealed that media internalized pressure contributes to restrained eating behaviors, thus lowering body esteem and increasing social physique anxiety. (Fu, T. et al)

According to research in 2018, social media's 'fitspiration' content- content focusing on healthy lifestyle habits has both positive and negative effects. While promoting motivation and depicting healthy lifestyle habits, it has negative psychological effects too. (Easton, S. et al)

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Research on heterosexual and gay Polish men leads to the conclusion that mass media affects overall self-esteem and body internalization of sociocultural standards (athletic body type) thus shaping an individual's body image but it does not affect their appearance orientation. (Izydorczyk, B. et al, 2022)

According to a study in 2019, one of the important motivators of opting for cosmetic surgeries is media influence. Social media influence leads to low self-esteem and high body dissatisfaction which further increases the acceptance of cosmetic surgeries. (Chen, J. et al) In a study conducted in 2018, social comparison leads to low self-esteem thus directly influencing the time spent on social networking sites, same for both males and females. Females are more prone to online comparisons as compared to men. (Bergagna, E. & Tartaglia, S.)

According to an article published in 2018, body fat dissatisfaction, eating disorder symptoms, masculinity dissatisfaction, height dissatisfaction, and thoughts about using anabolic steroids- all are influenced more by image-centric media platforms than non-image-centric platforms. (Griffiths, S. et al)

According to a study done in 2019, the greater the usage of social media, the higher the depressive symptoms like greater harassment, poor sleep, poor body image and low self-esteem. (Kelly, Y. et al)

According to a study done in 2022, usage of smartphones, the internet, and media leads to chronic sleep deprivation, negatively affecting an individual's mental ability and work performance, thus, in turn, increasing self-harming behavior, mental distress, and suicidality. (Gupta, C. et al)

A study in 2023 revealed that low self-esteem leads to high social media addiction and body image also plays a major role in this correlation, leading to mental health issues. (Colak, M. et al)

A study in 2023 stated that there are detrimental effects of social media usage as it can lower self-esteem, increase body dissatisfaction, and cause mental health disorders like depression, and anxiety but when used ethically, social media can aid in boosting self-esteem and promoting health. (Khalaf, M. et al)

METHODOLOGY

Objective

To study the psychological and behavioral impact of social media on the body image of young adults using literature studies and review its future implications.

Sample

The sample includes 30 different research and articles obtained from different resources such as PubMed, Shodhganga, ResearchGate, Google Scholar, Sage, various journals, etc.

Inclusion criteria

Research and articles included in the sample were dated from 2014- 2024 and focused on the youth.

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Exclusion criteria

This study excludes research and articles dated before 2014 to ensure that the study focuses on the current impact. This study also does not focus on children and aged people.

Procedure

A systematic analysis of different research and articles was conducted in order to understand the common causal effects of media on the body image of young adults. Future implications of the study were also reviewed.

DISCUSSION

The media indeed shapes our perceptions of body image by showcasing these idealized and often unattainable standards of beauty.

The psychological and behavioral impact of media on body image perceptions can be significant. Constant exposure to idealized body types in the media can lead to feelings of inadequacy, low self-esteem, body dissatisfaction, depression, anxiety, and loneliness. This, in turn, may influence behaviors such as disordered eating, excessive exercising, negative self-talk, cyberbullying and body shaming.

Development of body dissatisfaction

Media portrayals of unrealistic beauty standards frequently result in a limited notion of beauty that does not adequately reflect the variety of real individuals. For instance, having a certain physical type- such as being skinny or possessing an exquisitely sculpted physique- is prioritized.

Furthermore, the media frequently highlights having perfect hair, complexion, and a particular degree of physical beauty. Young adults may have irrational expectations as a result, and they may continuously evaluate themselves against what the media portrays. Feeling compelled to meet these norms might result in poor body image and unhappiness with one's physique.

The proliferation of social networking sites (SNS) like Facebook and Instagram has also led to a greater exposure to the ideals of being fit and slender. More people utilize social media than any other type of media for communication. Young people utilize this medium actively and are constantly exposed to a variety of images and content. Influencers are among the most involved users of these platforms. The news, trends, and current inclinations that young people follow are greatly influenced by these new media role models. In this regard, researchers have also highlighted the potential role influencers and social media may have in reducing body dissatisfaction.

Decreased Self-esteem

A person's positive or negative assessment of oneself, or the degree to which they believe they are competent and worthy, is referred to as their self-esteem. Self-esteem and body image can be negatively impacted by social media. Self-esteem can be damaged, and feelings of inadequacy can arise when we compare ourselves to others. The world as it is portrayed on social media is very different from the lives we lead in real life. Not everything we see on social media is accurate or authentic. Most of the content on social media is photoshopped, filtered, or altered. People's online personas and real-life experiences might differ greatly from one another on social media. However, individuals frequently compare themselves, either consciously or unconsciously, to the images displayed on their phones or

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computers, forgetting that these representations frequently don't reflect reality. Comparing oneself to others might, then, cast doubt on one's "Self-Worth" and undermine one's sense of self.

Cyberbullying and Body shaming

Body shaming and cyberbullying are grave problems that may seriously harm people. Regrettably, social networking sites can occasionally serve as a haven for this kind of activity. While body shaming focuses primarily on a person's looks, cyberbullying uses technology to harass, threaten, or degrade others. The rise in cyberbullying and body shaming has been largely attributed to the growing use of social media. Social media platforms have grown widely available and accessible, making it simpler for people to act negatively behind screens or in secret. Social media's anonymity might give people the confidence to say hurtful things without worrying about the repercussions right away. Online harassment may develop from negative and critical statements, leaving the victim feeling violated and uncomfortable in their virtual world.

Eating Disorders

A person's changed eating habits that have a detrimental effect on their physical and emotional health are the hallmarks of eating disorders. Anorexia nervosa, bulimia nervosa, and binge eating disorder are the three most prevalent eating disorders. People who drastically restrict their food intake due to a fear of gaining weight develop anorexia nervosa. The development of bulimia nervosa occurs when a person eats big amounts of food on occasion and then attempts to reduce the excess calories in an unhealthy way. When a person often overeats without making an effort to reduce their calorie intake, as someone with bulimia nervosa would, the binge-eating disorder develops. Research indicates a favorable correlation between extended media exposure and the emergence of eating problems. Teenagers and young adults focus too much on how they appear on the internet. They become extremely aware of their calorie intake, workout routine, body weight, and body form as a result. These are the main psychological variables promoting unusual eating behavior, according to the study.

Depression, Anxiety, and Loneliness

Social media is linked to loneliness, anxiety, depressive symptoms, and unsatisfactory body image. People who compare their lives to those of others online and feel inadequate might become more socially isolated as a result of social media. This may have detrimental effects on the mental health of young individuals, increasing their risk of anxiety and sadness. Constantly comparing oneself to others on social media might be detrimental to one's emotional well-being. Individuals may experience emotions of inadequacy, anxiety, and even despair as a result of feeling pressure to live up to the seemingly flawless lifestyles that are depicted online.

CONCLUSION

The increased media usage by young adults has harsh consequences on the perception of their body which ultimately leads to the development of negative body image.

Limitations of the study:

In this review paper, many fields have not been covered which can be addressed in future studies through various approaches, different samples, and other factors. The positive aspect of the media which in turn leads to body positivity has not been studied. Many other variables such as peer influence, family dynamics, personal experiences, etc also shape the

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body image of young adults which has to be studied further. Gender-specific study has to be conducted in order to approach the topic thoroughly. The Relationship between media and the body image of the population other than young adults like children and old age has not been addressed. A longitudinal study has not been conducted. The study between media exposure and body image is subjective thus leading to inconclusive results. Self-report measures used to assess body image leave great room for biases as they depend on various factors.

Future Implications:

There are multiple implications for different stakeholders, such as people, educators, politicians, media producers, and mental health specialists, regarding the influence of media on young adults' body image.

Programs for media literacy may be implemented by educators and parents to help young adults develop their critical thinking abilities. Deconstructing media messages, questioning arbitrary beauty standards, and encouraging body positivity and self-acceptance should be the main goals of these initiatives. Policymakers may push for laws that restrict the dissemination of distorted images of the perfect body in the media, particularly on social media and in advertisements. Communities, businesses, and educational institutions may create welcoming atmospheres that encourage tolerance and body acceptance. Initiatives like body-positive groups, seminars on body image and self-esteem, and laws against discrimination and body shaming can help achieve this.

To media creators, putting these implications into practice entails accepting accountability for the material they make and making sure it encourages diversity and a healthy body image. Media creators may significantly affect the well-being of their audience by presenting a variety of portrayals and steering clear of damaging stereotypes. As a result, their brand may see an uptick in viewers and a favorable public opinion.

Mental health practitioners can help people with body image problems more effectively if they are aware of how the media affects people's perceptions of their bodies. Therapists may challenge arbitrary beauty standards and assist clients develop critical thinking skills by including media literacy instruction in therapy sessions.

Psychologists play a crucial role in shaping one's body image. The role of a psychologist includes providing a supportive and non-judgemental environment to individuals in order to give them needed time and space to understand their feelings, thoughts, and behaviours towards their own body image. Psychologists should practice evidence-based practices such as cognitive behavioural therapy (CBT) and acceptance and commitment therapy for recognising and challenging negative thought patterns about their own body image. Mindfulness-based interventions, exercise-based interventions and psychotherapeutic interventions can help individuals in increasing awareness about their own thoughts and feelings without any added judgement. Individual specific interventions can be applied to promote positive body image.

Some important coping strategies can help young adults reduce their media usage and decrease negative body image.

1. Media literacy intervention- Media literacy interventions provide young adults the tools they need to make informed decisions and cultivate a better connection with media by educating them about how media messages are put together and how they

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might be deceptive. These interventions frequently involve talks, media analysis, and the development of media literacy.

2. Positive media representations- Good media portrayals are essential for advancing diversity and inclusiveness. Stereotypes are contested and a more inclusive society is fostered when a diverse variety of body shapes are portrayed in the media. Good media portrayals can help people feel better about themselves and have better mental health as they allow them to view good images of themselves.
3. Limit screen time- setting boundaries for yourself and allocate specific times for media use.
4. Diversify your media consumption- follow body-positive influencers and accounts that promote self-acceptance and body diversity.
5. Practice self-care- engage in activities that make you feel good about yourself such as hobbies, exercise, walk in nature, or spending time with loved ones.
6. Supportive social network- Spend time with supportive friends and family who uplift and encourage you.
7. Challenge negative thoughts- Recognize and challenge unrealistic beauty standards portrayed in the media.

By implementing these strategies, individuals can reclaim control over their media consumption and cultivate a positive body image. It allows them to focus on self-care, surround themselves with positive influences, and challenge negative thoughts. Ultimately, these strategies promote mental well-being, self-acceptance, and a healthier relationship with the media.

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Conflict of Interest

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