

The Impact of Social Media on Body Image

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Abstract. Social media significantly influences body image (often negatively), through mechanisms like social comparison, particularly among young people who are exposed to idealized content on platforms like Instagram and TikTok. This paper reviews the impact of social media on body image. It also examined moderating factors such as gender and culture, as well as consequences including eating disorders and reduced self-esteem. Evidence suggests frequent exposure to body image related social media exacerbates dissatisfaction, with women and adolescents being particularly vulnerable. However, media literacy education is able to mitigate these effects. Current research lacks cross-cultural and longitudinal perspectives, necessitating further exploration. This study underscores the need for balanced social media use and interventions to foster healthier self-perception, offering insights for readers to learn more about its relationships with different platforms, ages, cultural backgrounds, and so forth, so as to reduce harmful idealized content and encourage readers to use social media in a more critical way.

Keywords: social media, body image, body dissatisfaction, social comparison, psychological impact

1. Introduction

Body image, defined as one's perception and evaluation of their physical appearance, is closely linked to psychological well-being, influencing self-esteem and, in extreme cases, contributing to eating disorders among young people [1]. The widespread use of social media platforms, typically Instagram and TikTok, has amplified the exposure to idealized images, such as "fitspiration" content and digitally edited photos, fostering body dissatisfaction [2, 3]. These platforms often promote unrealistic beauty standards, making young populations, especially adolescents and young women, feel inadequate about their own appearance. This paper investigates how social media exposure impacts body image, exploring practical mechanisms like social comparison. We examine the psychological mechanisms behind these effects, differences between platforms, and why some groups are more vulnerable than others. Most importantly, we discuss how young people can protect their mental health while using social media. The paper is structured as follows: Firstly, it examines the mechanisms linking social media to body image issues, followed by platform-specific effects and group differences. It then integrates findings, discusses theoretical frameworks, highlights research gaps and practical implications. By understanding these relationships, we can develop better strategies for maintaining positive self-image in the digital age.

2. Body paragraph

2.1. Psychological mechanisms behind social media's impact

Research shows that comparing ourselves to others on social media significantly impacts body image. Jiotso et al. found that frequent appearance comparisons on social media strongly correlate with body dissatisfaction and excessive desire for thinness [4]. Their study of 1,331 people aged 15-35 found that this effect was significant regardless of body weight, but education level played an important role. This suggests that learning to recognize and question unrealistic images might help reduce their negative impact.

The problem extends beyond individual comparisons. Fioravanti et al.'s review of 43 experimental studies confirmed that exposure to idealized images increases body dissatisfaction in both young men and women [5]. The research identified two key factors: temporary comparison while viewing images (state appearance comparison) and a person's general tendency to compare themselves to others (trait appearance comparison). This tells us that both the content we see and our personal mindset contribute to how social media affects us.

Even content meant to inspire health can cause harm. Cataldo et al. found that "fitspiration" content - posts showing extremely fit bodies and workout routines - often promotes unrealistic standards [5]. Instead of motivating healthy habits, this content frequently leads to negative feelings, excessive exercise, and unhealthy eating patterns among young adults. This is particularly concerning because such content appears healthy on surface level, making it harder to recognize its potential dangers.

2.2. Platform differences in impact

Moving to platform-specific influences, different social media apps affect body image in distinct ways. Instagram is one of the most studied platforms for problematic use. Fioravanti et al. in another paper focusing on adolescents found that problematic Instagram use leads to psychopathological consequences [6]. This means spending too much time on Instagram to like and comment on certain beauty contents, can increase body image dissatisfaction. The study showed that body dissatisfaction mediates the link between problematic use and issues like anxiety or depression. Gender also plays a role: girls are more affected because they moderate the effect. For example, Teenage girls appear especially vulnerable to these effects, possibly because they more frequently follow influencers who promote unrealistic beauty standards. This can create a cycle where they use Instagram more to cope, but it makes things worse. The research suggests that limiting time on Instagram or following positive accounts could help reduce these risks.

TikTok is another platform that influences body image as a result of its short videos and challenges. Wang et al. did a pilot study on Douyin (the Chinese version of TikTok) and body image concerns by seeking at how viral challenges, like dance trends or body transformation videos, affect users [7]. The results showed that participating in or watching these challenges can increase worries about body shape and weight. For China's young people, the social media has a massive user base. This situation may lead to greater dissatisfaction among them because these challenge videos often showcase slim, glamorous physiques. This study is small in scale and has limitations, but it highlights how TikTok's algorithm pushes similar content, exposing users to more idealized images. Under such circumstances, it may encourage some higher-risk behaviors, such as extreme dieting to keep up with trends. Compared to other platforms, TikTok is more vibrant in terms of music and special effects, which makes its emotional impact more intense.

Photo-editing on social media also varies due to diverse cultures and platforms. Yang and Fardouly compared Chinese and American female college students on their intentions to edit photos on social media [8]. They found that Chinese women have stronger desires to edit photos, e.g., making their skin smoother or bodies slimmer, due to cultural pressures. In collectivist cultures like China, people place greater emphasis on fitting in with the group and making a good impression on others, which leads them to use filters more frequently. In contrast, American women engage less in photo editing, which is likely because individualism tends to favor accepting natural appearances. This study used surveys to measure the level of editing intentions and linked it to body image. It shows that social media tools, like built-in editors on WeChat or Instagram, make it easier for people to change their appearances, which can worsen dissatisfaction when comparing edited selves to reality. These findings remind us that social media's impact varies across different cultures and communities. In this case, this cultural difference means that interventions need to consider where users are from.

2.3. Group differences in susceptibility

Regarding group differences, social media's effect on body image is diverse for everyone; it depends on gender, culture, and community. Gender is a relatively huge factor as it significantly influences vulnerability. Franchina and Lo Coco reviewed how social media influences body image concerns [9]. They found that women are more likely to have negative effects because they tend to internalize beauty ideals more. Women often compare themselves to female influencers or friends' posts, leading to lower self-esteem and more body shame. Men may also be affected (relatively less than women) by muscle ideals. The study suggests that social media amplifies gender stereotypes, like thinness for women, making females more vulnerable. This is important for prevention, as programs could target girls more.

Cultural factors also matter a lot. Saura and Bennett did a review on body perceptions and well-being, focusing on social media's impact [10]. They noted that in collectivist cultures, like Asian or Latin American ones, social media worsens body image because collectivist cultures are cultures where social harmony and conformity are highly valued. For example, in these cultures, family and society value appearance for social harmony, so seeing perfect bodies online have a much stronger negative effect. In individualist cultures, like the US, it's more about personal achievement, so the outcomes might be less severe. The review also links this to gender, with women in collectivist societies facing double pressure. Physical measurements interact with social media, but satisfaction depends on cultural views of beauty. This shows that global platforms like Facebook need culturally sensitive features.

Socioeconomic factors also play a role since adolescents in vulnerable communities face extra risks. McCrory et al., studying social media use and body image in a rural Louisiana community, found that teens who are living there have more body image issues from social media because of limited resources, such as having no access to therapy or positive role models [11]. Exposure to idealized images on platforms makes them feel worse, leading to isolation or unhealthy coping. The study used interviews and surveys, showing how poverty and location can amplify the problems. For example, without proper online education, children may mistake false information for the truth. This indicates that due to existing inequalities, not all young people can receive equal protection from the harms caused by social media. In this case, limited access to mental health resources, positive role models, and media literacy education makes it harder for these young people to critically evaluate social media content.

2.4. Broader consequences of body image concerns

Media literacy education emerges as particularly important - learning to identify edited images, understanding marketing techniques, and recognizing unrealistic standards can help young people consume social media more critically [12]. After studying the relationship between young people and body image and eating disorders, they found clear evidence that social media use leads to dissatisfaction, which in turn triggers conditions such as anorexia or bulimia. In summary, educational programs teaching the skills mentioned above significantly reduce the negative effects of social media exposure. Idealized images encourage people to diet or binge eat, especially when content combines body standards with food-related themes. The review included many studies and showed that young people are at high risk because their brains are developing. It is important for prevention which should include media literacy to teach about edited photos.

Moreover, Fardouly and Vartanian reviewed social media, body image, and food choices in healthy young adults using mixed methods [13]. They found that body dissatisfaction from social media links to poorer mental health, like anxiety and depression. Users who compare often choose unhealthy foods or skip meals to match online standards. The study combined qualitative interviews and quantitative data, showing real-life impacts. For example, seeing fit bodies can make people feel low self-esteem, affecting daily life. This underscores that social media's effects go beyond looks to overall well-being.

2.5. Practical strategies for young people based on current research, we recommend these practical approaches

- Develop critical viewing skills: Learn to identify edited images, recognize filters, and question unrealistic standards. Remember that most social media content is curated and enhanced.
- Diversify your feed: Follow accounts that promote body positivity, mental health awareness, and diverse representations of beauty. Unfollow accounts that make you feel bad about yourself.
- Set boundaries: Limit time spent on appearance-focused platforms and take regular social media breaks. Use app timers to maintain healthy usage habits.
- Focus on real-life connections: Balance online interactions with in-person relationships and activities that build self-esteem beyond physical appearance.
- Practice self-compassion: When you notice negative comparisons, remind yourself that all bodies are different and that social media rarely shows reality.

3. Conclusion

Social media significantly impacts body image, particularly through social comparison mechanisms that affect adolescents and young women most strongly. However, understanding these effects empowers us to develop effective solutions. Media literacy education, conscious content consumption, and balanced usage habits can significantly reduce social media's negative impacts while preserving its benefits for connection and communication.

Future research should explore long-term effects across diverse cultures and develop school-based programs that teach healthy social media use. For now, evidence suggests that developing critical thinking skills about social media content represents our most powerful tool for maintaining positive body image in the digital age.

Young people can take control of their social media experiences by becoming more critical consumers, curating their digital environments, and remembering that real worth comes from who

they are - not how they appear online.

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