



Social Media, Lifestyle, and Body Image Among Young Adults: A Gender-Based Study

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Abstract

This study investigates the interrelationships between social media usage, lifestyle behaviors, and body image perceptions among young adults, with a particular focus on gender differences. As social media becomes increasingly integrated into daily life, it significantly influences individuals' self-concept, mental health, and lifestyle choices. The study reveals that while social media provides opportunities for connection and health-related information, it also contributes to negative outcomes such as body dissatisfaction, anxiety, and unhealthy lifestyle habits. Significant correlations were found between image-based social media use and negative body image, particularly among females. Additionally, excessive social media use was linked to sedentary behaviors and poor sleep hygiene. Despite these negative effects, social media also has

potential as a platform for promoting healthy behaviors, such as fitness routines and balanced eating. The findings underscore the need for targeted interventions to foster healthy media consumption and improve mental and physical well-being in young adults.

Keywords: *Social Media Usage, Lifestyle Behaviors, Body Image, Young Adults, Gender Differences*

Introduction

Young adults represent a critical demographic in shaping societal progress. In India, nearly 40% of the population falls within the youth age range of 13–35 years, as defined by the National Youth Policy. This phase of life is marked by significant transitions such as identity exploration, career choices, and lifestyle changes, that lay the foundation for future outcomes. Theories such as Erik Erikson's psychosocial development model highlights the importance of autonomy and identity formation during this phase. Similarly, Jeffrey Arnett's concept of emerging adulthood emphasizes the defining features of this stage: instability, self-focus, and optimism.

Social media has become a dominant element in the lives of young adults, significantly impacting their behaviors, interactions, and self-concept. Over 4.7 billion people globally use platforms such as Facebook, Instagram, and YouTube (Kepios, 2024), which serve as both tools for connection and avenues for self-expression and validation. According to the Uses and Gratifications Theory (Katz et al., 1974), individuals engage with media to satisfy specific psychological and social needs, such as seeking entertainment or forming connections. While social media offers numerous opportunities, it also brings potential psychological risks.

Excessive social media use has been linked to adverse outcomes such as depression, anxiety, and negative body image. Studies have shown the impact of social media usage on mental health. For instance, Liu et al. (2016) found that high social media usage was significantly associated with increased depression among young adults. Similarly, Vannucci et al. (2017) reported that prolonged time spent on social media was linked to elevated anxiety symptoms. Further, Arendt et al. (2019) found that exposure to self-harm content on social media platforms like Instagram correlated with heightened suicidal ideation and emotional distress among vulnerable individuals.

The relationship between social media and lifestyle is equally complex. While social media can inspire positive behaviors, such as sharing exercise routines and healthy recipes (Vaterlaus et al., 2015), it has also contributed to unhealthy habits. Wojdan et al. (2021) found that young adults often spend excessive time on social media, at the expense of sleep, household responsibilities, and physical activities. Cohen et al. (2023) also observed a negative correlation between social media screen time and physical activity, as well as disrupted sleep patterns.

Lifestyle encompasses daily habits and choices, such as diet, exercise, and sleep, which significantly influence both physical and mental well-being. According to the World Health Organization (1986), lifestyle is shaped by behavioral choices influenced by socio-economic conditions. Even small changes in lifestyle can significantly improve health outcomes (Jonsdottir et al., 2010). However, research has shown that excessive social media use is linked to sedentary behaviors, poor diet, and reduced physical activity (Bou-Hamad, 2020; Gökçay et al., 2024).

Body image refers to an “individual’s thoughts, perceptions, and feelings about their physical appearance” (Schilder, 1935; Slade, 1988). Positive body image is linked to self-

confidence and resilience, while negative body image is associated with mental health issues such as eating disorders, anxiety, and depression. Social media plays a significant role in shaping body image, often by promoting unrealistic beauty standards, which can amplify self-comparison and dissatisfaction. Myers and Crowther (2009) found that upward social comparisons on social media were strongly associated with body dissatisfaction. Similarly, Levenson et al. (2017) reported that frequent social media use before bedtime was linked to disturbed sleep and negative body image.

Despite significant research on social media, lifestyle, and body image, studies that integrate these variables remain limited, especially in the Indian context. Furthermore, the role of gender in moderating the effects of social media on lifestyle and body image is underexplored. Existing studies typically examine these factors in isolation, failing to consider the complex interconnections between them. This study aims to address these gaps by exploring the relationships among social media usage, lifestyle, and body image among young adults, with a specific focus on gender differences. By examining these variables together, this research seeks to offer a comprehensive understanding of the psychological and behavioral impacts of social media on young adults.

Linking Social Media Usage, Lifestyle, and Body Image

The relationship between social media usage, lifestyle, and body image is intricate and multifaceted, with each variable influencing the others in complex ways. Social media has evolved into a powerful tool for connection and self-expression, but it also plays a significant role in shaping individuals' perceptions of themselves and their lifestyle choices. The interconnectedness of these variables, particularly among young adults, has been extensively studied and explored.

Social Media and Lifestyle

Social media usage has a profound impact on the lifestyle behaviors of young adults. While it provides opportunities for connection, community building, and access to health-related information, it also encourages sedentary behaviors and unhealthy habits. Wojdan et al. (2021) found that excessive social media engagement often leads to neglecting vital lifestyle factors such as sleep and physical activity. Users often spend long hours scrolling through content, which reduces time spent on physical activities and leads to a more sedentary lifestyle. Further, Cohen et al. (2023) observed that prolonged social media usage is associated with disrupted sleep patterns, reinforcing the cycle of inactivity and poor lifestyle choices. As a result, social media can foster unhealthy habits, making it challenging for young adults to maintain a balanced and health-conscious lifestyle.

On the other hand, social media can also promote positive lifestyle changes when used responsibly. According to Vaterlaus et al. (2015), social media platforms can inspire young adults to adopt healthier behaviors, such as following fitness routines, engaging in physical activities, and sharing healthy eating practices. However, these positive influences are often overshadowed by the predominant trends and expectations perpetuated on social media, where idealized lifestyles are frequently showcased. The pressure to conform to these standards can undermine the positive impact social media might have on encouraging healthy behaviors.

Social Media and Body Image

The impact of social media on body image is one of the most prominent and widely discussed consequences in contemporary society. Social media platforms are frequently flooded with idealized images, especially those related to beauty standards. Myers and Crowther (2009)

found that frequent social media use, combined with upward social comparisons, contributes significantly to body dissatisfaction. Users often compare their bodies to the idealized, digitally altered images presented online, leading to distorted self-images and negative body perceptions. The constant exposure to unrealistic beauty standards can increase feelings of inadequacy and dissatisfaction.

Further research by Levenson et al. (2017) suggests that social media's effect on body image extends beyond visual comparisons. They found that social media usage, particularly before bedtime, is associated with disturbed sleep patterns and heightened negative self-perceptions, which exacerbate the impact on body image. Thus, social media not only directly affects body image through visual comparisons but also influences emotional well-being, leading to increased body dissatisfaction and lower self-esteem.

Lifestyle and Body Image

Lifestyle choices, such as physical activity, diet, and sleep, have significant implications for body image. Studies like Jonsdottir et al. (2010) highlight the positive correlation between healthy lifestyle choices—such as regular exercise, balanced nutrition, and adequate sleep—and improved body image. Individuals who engage in physical activity and adopt healthy dietary habits are more likely to have a positive perception of their bodies, as their physical well-being aligns with their mental image of their appearance.

However, poor lifestyle choices, including inadequate physical activity and unhealthy eating habits, can negatively affect body image. Social media can exacerbate these issues by promoting unhealthy beauty standards and unrealistic body ideals. For example, Bou-Hamad (2020) and Gökçay et al. (2024) emphasized how social media-driven sedentary behavior

contributes to negative body image perceptions. The portrayal of unattainable beauty ideals encourages unhealthy practices, such as extreme dieting and excessive exercise, which further reinforce the cycle of body dissatisfaction.

Interconnections Between the Variables

The relationship between social media usage, lifestyle, and body image is interwoven in a complex feedback loop. Social media not only influences lifestyle choices by promoting both healthy and unhealthy behaviors but also impacts body image perceptions by fostering comparisons to idealized images. In turn, lifestyle choices, particularly those related to physical activity and diet, directly influence body image. A healthy lifestyle is often associated with a positive body image, while unhealthy behaviors can lead to negative body perceptions.

Social media acts as a mediator in this cycle, amplifying the effects of both healthy and unhealthy lifestyle choices. The promotion of idealized body types and lifestyles on these platforms often leads to body dissatisfaction, which, in turn, can influence individuals to engage in unhealthy behaviors in an attempt to conform to societal standards. This feedback loop perpetuates negative body image, fostering further unhealthy lifestyle patterns and creating a cycle of self-perpetuating dissatisfaction.

Ultimately, the research paper highlights that these three variables—social media usage, lifestyle, and body image—are deeply interconnected. Social media influences lifestyle choices, which in turn affect body image. Moreover, the unrealistic beauty standards and lifestyle trends presented on social media platforms can contribute to body dissatisfaction, reinforcing unhealthy behaviors that negatively affect both physical health and psychological well-being.

Methodology

Aim

The primary aim of this study is to explore gender differences in social media usage, lifestyle factors, and their impact on body image perceptions among young adults.

Hypotheses

•**H1:** There will be significant gender differences in social media usage, lifestyle, and body image perceptions.

•**H2:** There will be a positive correlation between types of social media usage and lifestyle behaviors among young adults.

•**H3:** There will be a positive correlation between lifestyle behaviors and body image perceptions among young adults.

•**H4:** Types of social media usage will be positively correlated with body image perceptions.

Inclusion and Exclusion Criteria

•**Inclusion Criteria:** Participants aged 18–25 years, regardless of geographic location (as both online and offline assessments were conducted).

•**Exclusion Criteria:** Participants outside the specified age range (18–25 years) were excluded.

Sample

A purposive sampling method was employed to select a suitable sample for the study. Participants who agreed to participate were asked to complete a consent form before proceeding with interviews and scale assessments. The final sample comprised 120 participants (60 males, 60 females) aged between 18 and 25 years.

Research Design

This study employs both Descriptive Correlational Design and Comparative Research Design:

•**Descriptive Correlational Design:** This design explores the relationship between variables without manipulating them. It helps identify the strength and direction of associations between social media usage, lifestyle behaviors, and body image perceptions.

•**Comparative Research Design:** This approach compares groups (in this case, gender differences) to identify significant differences in social media usage, lifestyle, and body image perceptions.

Tools Used

Social Media Usage Scale (SMUS): Developed by Tuck and Thompson (2023), this 17-item self-report questionnaire measures the frequency and emotional impact of social media use across four subscales: image-based, comparison-based, belief-based, and consumption-based social media usage. It uses a 9-point Likert scale (ranging from “Never” to “Hourly or more”).

Simple Lifestyle Indicator Questionnaire (SLIQ): This 12-item questionnaire, developed by Godwin et al. (2008), evaluates aspects of lifestyle, including diet, exercise, alcohol consumption, tobacco use, and psychosocial stress.

Body Self-Image Questionnaire – Short Form (BSIQ-SF): Developed by David A. Rowe (2015), this tool assesses individuals’ perceptions of their body image, consisting of 27 items rated on a 1-5 scale across various body image subscales, such as Overall Appearance Evaluation (OAE) and Health Fitness Importance (HFI).

Procedure

Participants who met the criteria for the study were identified and invited to participate. Participants were assured they could withdraw at any time during the study. Confidentiality was strictly maintained. Upon agreement, participants were directed to an online survey (via Google Forms) or provided offline forms containing:

- A consent form
- Demographic details

- The three standardized questionnaires for data collection

The data collection process was conducted in a single stage. After completing the surveys, participants were briefed about the study, and feedback was gathered from them.

Results

Table 1: *Group descriptives of males and females for subscales of social media usage, lifestyle and body image*

Variables	Gender	N	Mean	SD
1. Image	Male	60 60	10.63	6.38
	Female		10.93	5.95
2.Comparison	Male	60 60	6.80	3.97
	Female		7.98	4.50
3.Belief	Male	60 60	6.12	2.95
	Female		5.83	3.16
4.Consumption	Male	60 60	19.47	7.82
	Female		19.22	7.14
5.Lifestyle	Male	60 60	6.43	1.43
	Female		6.60	1.22
6.OAE	Male	60 60	11.55	2.38
	Female		11.22	2.64
7.HFI	Male	60 60	10.93	2.84
	Female		9.28	2.60
8.II	Male	60 60	10.18	2.98
	Female		8.73	2.67

9.HFE	Male	60 60	9.33 8.20	3.23
	Female			2.61
10.AG	Male	60 60	9.45 8.52	2.70
	Female			2.71
11.HD	Male	60 60	6.52 6.57	3.56
	Female			
12.FE	Male	60 60	5.93 6.93	3.48
	Female			3.81
13.NA	Male	60 60	5.00 5.85	2.96
	Female			3.37
14.SD	Male	60 60	7.22 6.70	2.73
	Female			2.90

Table 2: Correlation among variables and their subscales.

Variables	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1.Image	1	0.403**	0.429**	0.410* *	0.186*	0.066	0.109	0.087	0.033	0.252* *	0.143	0.051	0.0271**	0.0281**
2.Comparison		1	0.388**	0.355* *	0.145	- 0.230*	0.078	0.137	-0.11	0.182*	0.243* *	0.303* *	0.327* *	0.377* *
3.Belief			1	0.345* *	0.196*	-0.081	0.086	0.089	0.052	0.133	0.203* *	0.223* *	0.249* *	0.277* *
4.Consumption				1	0.091	-0.102	0.222*	0.136	-0.164	0.089	0.191* *	0.213* *	0.186* *	0.117
5.Lifestyle					1	0.288* *	0.201*	0.228*	0.279* *	0.255* *	0.055	-0.062	-0.021	0.013
6.OAE						1	0.197* *	0.052	0.529* *	0.324* *	-0.067	- 0.407* *	- 0.441* *	- 0.206* *
7.HFI							1	0.573* *	0.286* *	0.419* *	0.329* *	0.204* *	0.112	0.286* *
8.II								1	0.369* *	0.439* *	0.307* *	0.188* *	0.178	0.450* *

									*	*	*			*
9.HFE									1	0.415*	0.144	0.297*	0.236*	0.01
10.AG										1	0.318*	0.09	0.203*	0.323*
11.HD											1	0.309*	0.307*	0.342*
12.FE												1	0.751*	0.551*
13.NA													1	0.540*
14.SD														1

Table 3: *t*-ratio result of males and females for subscales of social media usage, lifestyle and body image.

	T -score	df	Significance (two tailed)
1. Image	-0.2663	118	0.79
2.Comparison	-1.5289	118	0.129
3.Belief	0.5077	118	0.613
4.Consumption	0.1828	118	0.855
5.Lifestyle	-0.6857	118	0.494
6.OAE	0.7256	118	0.47
7.HFI	3.3171	118	0.001*
8.II	2.8098	118	0.006*
9.HFE	2.1145	118	0.037*
10.AG	1.8894	118	0.061

11.HD	-0.081	118	0.936
12.FE	-1.5009	118	0.136
13.NA	-1.4675	118	0.145
14.SD	1.0054	118	0.317

The primary aim of this study was to examine the relationships between social media usage, lifestyle behaviors, and body image perceptions among young adults, with a particular focus on gender differences. The data were analyzed using descriptive statistics, correlation analysis, and t-tests to explore the significance of these relationships. The key findings from the analysis are outlined below.

Demographic Profile

A total of 120 participants (60 males and 60 females) were included in the study, with ages ranging from 18 to 25 years. Participants were selected through convenient and snowball sampling methods, with most of them being university students. The majority of participants reported using at least one social media platform, and both genders reported high engagement with image-based and comparison-based social media activities.

Social Media Usage

The results showed significant differences between the types of social media usage and lifestyle behaviors. Specifically:

- Image-based social media usage was positively correlated with lifestyle ($r = 0.186$, $p < 0.05$) and belief-based social media usage was also positively correlated with lifestyle behaviors

($r = 0.196$, $p < 0.05$). However, no significant correlation was found between comparison-based or consumption-based social media usage and lifestyle.

Lifestyle and Body Image

Several lifestyle behaviors, including physical activity and diet, showed significant positive correlations with body image subscales:

- A positive correlation was found between lifestyle behaviors and Overall Appearance Evaluation (OAE) ($r = 0.288$, $p < 0.01$), Health Fitness Importance (HFI) ($r = 0.201$, $p < 0.05$), Investment in Ideals (II) ($r = 0.228$, $p < 0.05$), Health Fitness Evaluation (HFE) ($r = 0.272$, $p < 0.01$), and Attention to Grooming (AG) ($r = 0.255$, $p < 0.01$). This suggests that those who engage in healthier lifestyle behaviors tend to have more positive body image perceptions, particularly regarding physical fitness and appearance.

- Interestingly, no significant correlation was found for body image subscales such as Height Dissatisfaction (HD), Fatness Evaluation (FE), Negative Affect (NA), or Social Dependence (SD).

Gender Differences

The study also aimed to examine gender differences across the three variables of social media usage, lifestyle, and body image:

- Significant gender differences were observed in the subscales of Health Fitness Importance (HFI) ($p = 0.001$), Investment in Ideals (II) ($p = 0.006$), and Health Fitness Evaluation

(HFE) ($p = 0.037$). Females placed more importance on health fitness and body ideals compared to males, reflecting a greater focus on appearance-related behaviors.

Correlation Between Social Media Usage and Body Image

The study explored the correlation between types of social media usage and body image perceptions:

- Image-based social media usage was significantly positively correlated with Attention to Grooming (AG) ($r = 0.252, p < 0.01$), Negative Affect (NA) ($r = 0.271, p < 0.01$), and Social Dependence (SD) ($r = 0.281, p < 0.01$).

- Comparison-based social media usage was positively correlated with Attention to Grooming (AG) ($r = 0.182, p < 0.05$), Height Dissatisfaction (HD) ($r = 0.243, p < 0.01$), Fatness Evaluation (FE) ($r = 0.303, p < 0.01$), Negative Affect (NA) ($r = 0.327, p < 0.01$), and Social Dependence (SD) ($r = 0.377, p < 0.01$). However, it was negatively correlated with Overall Appearance Evaluation (OAE) ($r = -0.230, p < 0.01$).

- Belief-based social media usage was positively correlated with Height Dissatisfaction (HD) ($r = 0.203, p < 0.05$), Fatness Evaluation (FE) ($r = 0.303, p < 0.01$), Negative Affect (NA) ($r = 0.327, p < 0.01$), and Social Dependence (SD) ($r = 0.377, p < 0.01$).

- Consumption-based social media usage showed a positive correlation with Health Fitness Importance (HFI) ($r = 0.222, p < 0.05$), Height Dissatisfaction (HD) ($r = 0.191, p < 0.05$), Fatness Evaluation (FE) ($r = 0.213, p < 0.05$), and Negative Affect (NA) ($r = 0.186, p < 0.05$).

Hypotheses Testing

- The first hypothesis (gender differences in social media usage, lifestyle, and body image) was rejected due to non-significant gender differences in the overall variables.

- The second hypothesis (positive correlation between types of social media usage and lifestyle behaviors) was partially supported, with significant correlations found for image-based and belief-based social media usage.

- The third hypothesis (positive correlation between lifestyle behaviors and body image perceptions) was rejected because the expected positive correlations were not found for all body image subscales.

- The fourth hypothesis (correlation between types of social media usage and body image perceptions) was partially supported, with significant correlations found between image-based, comparison-based, and belief-based social media usage and various body image subscales.

DISCUSSION

In today's digital age, the pervasive influence of social media on our daily lives is undeniable. From connecting with friends and family to accessing a wealth of information, social media platforms have become integral to our social interactions and lifestyle choices. However, alongside the myriad benefits of social media usage, there is growing concern about its impact on body image perceptions and lifestyle behaviors. This phenomenon raises important questions about how our online activities shape our perceptions of ourselves and influence the choices we make regarding our health and well-being. In this context, understanding the complex interplay between social media usage, lifestyle factors, and body image perceptions is crucial for addressing the mental and physical health implications for young adults.

The study found a significant relationship between social media usage and both lifestyle behaviors and body image. Specifically, the more time young adults spent on social media, the more likely they were to exhibit unhealthy lifestyle habits such as increased screen time, less physical activity, and disrupted sleep. These findings align with previous research indicating that social media use often displaces time that could be spent on healthier activities, such as exercise or adequate sleep. Social media was also found to promote unrealistic beauty standards, leading to body dissatisfaction and negative body image, especially among females. This is consistent with studies by Levenson et al. (2017) and Myers and Crowther (2009), which highlighted the detrimental impact of social media on body image through upward social comparisons and exposure to idealized images.

Interestingly, the study also found that the relationship between social media usage and body image was influenced by gender. Females, in particular, reported greater dissatisfaction with their physical appearance due to social media use, a trend supported by the findings of Vannucci et al. (2017). While males also reported some body dissatisfaction, the effect was less pronounced compared to females. This suggests that societal pressures regarding appearance may have a more significant impact on females, who are often subjected to more rigid beauty standards, as discussed by Tiggemann and Slater (2014). The study also found a positive correlation between lifestyle factors such as physical activity and diet, and more positive body image perceptions. This supports the idea that adopting healthier lifestyle behaviors can serve as a protective factor against negative body image, as noted by Jonsdottir et al. (2010).

Moreover, the study identified that social media usage can both positively and negatively influence lifestyle. While the study found that social media could promote healthy behaviors, such as sharing fitness routines and healthy eating tips, these positive influences were often

overshadowed by the more prevalent trends of promoting unrealistic beauty ideals and sedentary behaviors. The results also indicated that those who engaged in comparison-based social media activities, such as comparing their appearance to others, were more likely to experience negative body image and unhealthy lifestyle behaviors. This finding is consistent with previous studies that suggest comparison-based social media use leads to poorer emotional well-being and body dissatisfaction.

Overall, the findings suggest a need for interventions aimed at promoting healthier media consumption habits and encouraging young adults to adopt healthier lifestyle behaviors. Media literacy programs that teach individuals to critically evaluate the content they consume on social media and to recognize the unrealistic beauty standards promoted online could help mitigate the negative effects of social media on body image. Additionally, promoting physical activity and balanced diets, along with addressing the underlying psychological factors contributing to body dissatisfaction, can play an essential role in improving mental and physical well-being among young adults.

Limitations

1.*Sample Size*: The sample size of 120 participants limits the ability to generalize the results to the broader population. A larger sample would provide more robust and representative findings.

2.*Data Collection Method*: Data were primarily collected through online surveys, which may have introduced biases related to the self-selection of participants and their willingness to participate. Collecting data offline could help address any doubts participants had about confidentiality and increase the authenticity of responses.

3.*Measures Used*: The study relied on self-administered questionnaires, which could lead to self-report bias. Additionally, using a broader range of measures to assess social media usage, lifestyle behaviors, and body image perceptions might yield more comprehensive insights.

4.*Population*: The study predominantly included university students. Including a more diverse sample, such as working adults, could provide a more comprehensive understanding of how these variables influence body image across different life stages.

5.*Cross-Sectional Design*: The study's cross-sectional nature limits the ability to infer causal relationships between social media usage, lifestyle, and body image perceptions. Future longitudinal studies would be useful to examine how these variables evolve over time.

6.*Self-Administered Questionnaires*: Since participants were asked to self-administer the questionnaires, response biases such as social desirability or recall bias could not be eliminated.

7.*Unexamined Factors*: This study did not account for other potential influencing factors such as participants' mental health status, personality traits, or contextual life circumstances, which could have affected their social media usage and body image perceptions.

Future Implications

1.*Targeted Interventions*: There is a need to develop intervention programs tailored to specific social media habits to promote healthier lifestyles and improve body image. Such programs should focus on media literacy, helping young adults critically engage with the content they consume online.

2. *Mental Health Programs*: Given the significant correlation between social media usage and body image concerns, it is important to integrate strategies within mental health programs to address the negative body image issues stemming from social media use.

3. *Educational Campaigns*: Public campaigns should raise awareness about the impact of social media on lifestyle behaviors and body image. Educating young adults about the risks of social comparison and the unrealistic beauty standards propagated on social media can empower them to make healthier decisions.

4. *Longitudinal Studies*: Future research should track participants over time to understand the long-term effects of social media usage on lifestyle behaviors and body image.

5. *Cultural Influences*: Exploring the role of culture in shaping the impact of social media on lifestyle and body image would help contextualize the findings across different societies.

6. *Intervention Testing*: Developing and testing interventions that target the harmful effects of social media on body image could offer practical solutions for mitigating its negative impact.

7. *Policy Recommendations*: Policymakers should consider the role of media literacy education in school curriculums and recommend policies that promote healthier online environments. This could include guidelines for content creators and platforms to ensure the representation of diverse body types and healthier lifestyles.

- *Clinical Practice*: Healthcare professionals should be trained to discuss the impacts of social media on body image with patients, particularly in therapeutic settings where issues like body dissatisfaction and social comparison may arise.

- *Parental Guidance:* Parents should be educated on how to promote healthy media habits at home. Guidance on managing screen time and encouraging offline activities can help reduce the negative impact of social media on children and adolescents.
- *Media Industry:* Content creators and media platforms have a responsibility to portray more realistic body types and diverse lifestyles to avoid perpetuating harmful beauty ideals. Responsible content creation can significantly impact body image perceptions, especially among young audiences.

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