

# A Correlational Study to Assess the Effect of Social Media Engagement on Body Image Among Adolescents in Selected School, Haryana, India

Anjali Samson<sup>1\*</sup>, Vikas Sharma<sup>2</sup>

## Abstract

*Social media has become an undeniable force in shaping modern social interactions, particularly among adolescents. Social media platforms are often criticized for perpetuating unattainable beauty ideals. These platforms frequently showcase images highlighting slimness, youth, and flawless skin, often manipulated by filters, photo editing tools, or even cosmetic surgery. These portrayals of "ideal" beauty can distort adolescents' sense of themselves, leading to increased body dissatisfaction.*

**Objectives** of the study were: (i) To assess social media engagement among adolescents, (ii) To assess the body image among adolescents, (iii) To find a correlation between social media engagement and its effect on body image among adolescents, and (iv) To find out the association between social media engagement and body image among adolescents and selected demographic variables. **Method:** The research method chosen for this study was quantitative. A sample of 300 adolescents (ages 13–19 years), in the selective school in Haryana, was selected by purposive sampling technique. Standardized questionnaire social media engagement scale (SMES-A), and Body Image Scale were used for data collection; Descriptive and inferential statistics were used for data analysis; and IBM SPSS version 28.0 was employed to calculate reliability and correlation coefficients. **Result And Conclusion:** The results revealed that 100% of adolescents reported using social media, with 57% using it daily and 39.33% using it hourly. Instagram (34%) and YouTube (32.66%) were the most popular platforms. The primary reasons for using social media included following celebrities (68.33%) and staying in touch with friends and family (23.33%). A weak positive correlation ( $r=0.133$ ) was found between social media use and body image, regarding body image, approximately 115 participants (38.33%) reported dissatisfaction with their appearance, while 151 (50.33%) expressed concern about the abundance of body hair. Additionally, 192 adolescents (64%) wished they looked like celebrities,

*models, or athletes. The study found significant associations between body image and factors such as religion, income, residence, hobbies, and frequency of social media use. These findings suggest that while social media influences body image to some extent, other personal and demographic factors contribute more significantly.*

**Keywords:** Correlational study, assess, effects, social media engagement, body image, adolescents

## INTRODUCTION

Social media has become an undeniable force in shaping modern social interactions, particularly among adolescents. With the ubiquity of platforms such as Instagram, TikTok, Facebook, Twitter, and

### \*Author for Correspondence

Anjali Samson  
E-mail: [anjalisamson2015@gmail.com](mailto:anjalisamson2015@gmail.com)

Nursing Tutor, Department of Mental Health Nursing,  
Maharaja Agrasen College of Nursing, Bahadurgarh, Haryana,  
India.

<sup>2</sup>Assistant Professor, School of Liberal Arts and Management,  
Dit University, Dehradun, Uttarakhand, India.

Received Date: August 19, 2025

Accepted Date: September 11, 2025

Published Date: September 21, 2025

**Citation:** Anjali Samson, Vikas Sharma. A Correlational Study to Assess the Effect of Social Media Engagement on Body Image Among Adolescents In Selected School Haryana, India. International Journal of Community Health Nursing and Practices. 2025; 3(2): 46–64p.

---

Snapchat, social media enables young people to connect with their peers, express themselves, and engage in a digital culture that increasingly governs their social lives. This growing digital presence, however, comes with significant challenges. While social media allows for positive interactions such as the sharing of experiences, ideas, and creativity, it has also been linked to various psychological issues, notably in the realm of body image concerns [1].

Social media platforms are often criticized for perpetuating unattainable beauty ideals. These platforms frequently showcase images highlighting slimness, youth, and flawless skin, often manipulated by filters, photo editing tools, or even cosmetic surgery. These portrayals of "ideal" beauty can distort adolescents' sense of themselves, leading to increased body dissatisfaction [2].

### **The Influence of Social Media on Body Image**

Body image refers to how individuals perceive and feel about their physical appearance. It involves a complex interaction of cognitive, emotional, and behavioral elements, including thoughts about one's body, feelings of satisfaction or dissatisfaction, and the behaviors taken to alter or enhance one's appearance. Negative body image arises when an individual perceives a significant discrepancy between their actual and ideal body, often leading to feelings of shame, guilt, or distress [3]. The digital age has transformed how individuals engage with and shape their body image. Social media platforms have amplified the impact of media on body image by providing users with constant exposure to images of idealized beauty.

### **Social Comparison and Its Impact on Adolescents**

For adolescents, social comparison on social media is particularly potent because they are still developing their self-identity. As such, they are more susceptible to adopting external standards of beauty and success. This tendency to engage in social comparison is further amplified by the constant stream of edited, filtered, and curated content that saturates social media platforms. Influencers, celebrities, and even peers often post images that highlight only their most flattering angles and perfect moments, contributing to an idealized version of reality [4]. The more adolescents engage with this content, the more likely they are to make negative comparisons to their appearance.

## **METHODOLOGY**

### **Research Approach and Research Design**

The present study used quantitative research, a non-experimental descriptive correlation survey design.

### **Sample**

The sample for the present study was 300 adolescents (13–19 years of age) selected by purposive sampling technique in selected school of Haryana.

### **Data Collection**

#### ***To Assess Social Media Engagement on Body Image Among Adolescents.***

Administered questionnaire for assessing social media engagement on body image. It was divided into three sections (Section A, Section B, and Section C).

*Section A:* This section is composed of socio-demographic characteristics and factors related to social media use, which include: school student age, educational standard, monthly family income, most common device used, content of social media, platform of social media, and time spent on device.

*Section B:* This section assesses social media engagement using the Social Media Engagement Scale for Adolescents (SMES-A). A total of 11 items is measured on a 3-point Likert scale: 1 = Always, 2 =

Sometimes, and 3 = Never. Scores range from 11 to 33, with higher scores indicating lower levels of engagement.

*Section C:* This section deals with body image with the *Body Image Scale*. A total of 48 items were measured on a 5-level type of Likert Scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). Accordingly, points can be taken in the range 48–240. The higher average is defined as positive body image).

### ***Scoring for Social Media Engagement Scale***

The scoring range was 11–33, i.e., the Total score was 33. The maximum score was 33 and the minimum score was 11. For every ‘Always’, 1 mark was given, for ‘sometimes’, 2 marks were given, and for ‘Never’, 3 marks were given. The interpretation of the social media engagement questionnaire was based on the fact that those who scored between 11 and 18 were considered to have high engagement, those who scored between 19 and 25 were considered to have moderate engagement, for those who scored between 26 and 33 were considered to have low engagement.

### ***Scoring for Body Image Scale***

The range of scoring was 48–240, the maximum possible score was 240, and minimum score was 48, total score was 240. For each ‘Strongly Disagree’, 1 mark was given, 2 marks were given for ‘Disagree’, 3 marks were given for ‘Neutral’, 4 marks were given ‘Agree’, and 5 marks were given for ‘Strongly Agree’. The interpretation of the body image scale was based on the scoring which stated that those who scored between 48 and 112 were considered to have negative body image, those who scored between 113 and 176 were considered to have neutral and those who scored between 177 and 240 were considered to have Positive body image.

### ***Ethical Clearance***

Ethical permission was taken from the ethical committee of the school. Informed written consent was taken from the participants before the study.

The socio-demographic analysis of the adolescent participants (N=300) reveals that the majority were aged between 16 and 17 years, with 36.66% aged 16 years and 27.33% aged 17 years. Gender distribution was nearly equal, with 49.66% male and 50.33% female participants (Table 1). Most students were enrolled in higher secondary grades, particularly in 11th (49.66%) and 12th (31.33%), and the majority followed Hinduism (90.33%). A large number came from joint families (56%) and resided in urban areas (81%). Economically, 30.33% of the families had a monthly income of less than ₹10,000. Mobile data was the preferred mode of internet access for 69.66% of participants, and 86.33% reported living with both parents. As for hobbies, internet surfing (55.33%) was the most common activity, while only 44.33% had prior knowledge of the negative impact of social media on body image (Table 1).

Among those aware of such effects, television (53%) and the internet (33.66%) were the main sources of information. Notably, all participants (100%) had used social media in the last 30 days, with 96.33% reporting daily or hourly usage (Table 1). Smartphones were the primary device used (92%), and universally consumed content included photos, videos, and text posts. Instagram (34%) and YouTube (32.66%) emerged as the most frequently used platforms (Table 1). A significant number of adolescents (38.33%) reported spending 3 to 4 h daily on devices, and the primary motivation for social media use was following celebrities and influencers (68.33%), indicating a strong orientation towards entertainment and aspirational content. These findings highlight the deep penetration of social media into adolescents’ lives and point to a growing need for targeted mental health awareness and digital literacy programs.

**Table 1.** Frequency and percentage distribution of socio-demographic characteristics of adolescents (n=300).

Elements	Classification	No.	%
Age (years)	14 years old	25	8.33
	15 years old	68	22.66
	16 years old	110	36.66
	17 years old	82	27.33
	18 years old	13	4.33
	19 years old	02	0.66
Gender	Male	149	49.66
	Female	151	50.33
Grade	9 <sup>th</sup>	22	7.33
	10 <sup>th</sup>	35	11.66
	11 <sup>th</sup>	149	22.5
	12 <sup>th</sup>	94	31.33
Religion	Hindu	271	90.33
	Muslim	29	9.66
	Christian	0	0
	other	0	0
Type of family	Joint family	168	56
	Nuclear family	114	38
	Extended family	18	6
Monthly Income (Rs.)	Less than 10,000	91	30.33
	10,001–20,000	52	17.33
	20,001–30,000	10	3.33
	30,001–40,000	43	14.33
	40001–50000	49	16.33
	More than 50000	55	18.33
Residency	Urban	243	81
	Rural	57	19
Prepared network selection	Wi-fi	91	30.33
	Mobile data	209	69.66
Marital status	Living together	259	86.33
	Divorced	2	0.66
	Separated	16	5.33
	widowed	23	7.66
Hobbies	Sports	49	16.33
	Art and craft	43	14.33
	Reading Writing	42	14
	Surfing internet	166	55.33
Previous knowledge regarding the ill effects of social media engagement on body image	YES	133	44.33
	NO	167	55.66

Source of media	Television	159	53	
	Radio	36	12	
	Newspaper	4	1.33	
	Internet	101	33.66	
Have you ever tried or experimented with social media	Yes	300	100	
	No	0	0	
Have you used social media in the last 30 days	Yes	300	100	
	No	0	0	
Frequency of use of social media	Never	0	0	
	Occasionally	3	1	
	Weekly	8	2.66	
	Daily	171	57	
	Hourly	118	39.33	
Most used Device	Smartphone	276	92	
	Tablet	12	4	
	Laptop	8	2.66	
	Desktop computer	4	1.33	
The most common content of social media	Photos and images	yes	300	100
		no	0	0
	Videos	Yes	300	100
		no	0	0
	Text posts	yes	300	100
		no	0	0
	Stories/reels	yes	290	90
		no	10	10
	Memes	yes	289	96.33
		no	11	3.66
	News articles	yes	253	84.33
		no	47	15.66
Educational content	yes	167	55.66	
	No	133	44.33	
Most used platform	Facebook	50	16.66	
	Instagram	102	34	
	Twitter	9	3	
	Snapchat	10	3.33	
	YouTube	98	32.66	
	Josh	4	1.33	
	WhatsApp	19	6.33	
	Tinder	8	2.66	
Time spent on device use	<1 h	4	13.33	
	1 to less than 2 h	19	6.33	
	2 to less than 3 h	73	24.33	
	3 to less than 4 h	115	38.33	

	More than 4 h	89	29.66
Purpose of using social media	Staying in touch with friends and family	70	23.33
	Entertainment	10	3.33
	News and current events	5	1.66
	Educational purposes	10	3.33
	Following celebrities/influencers	205	68.33

**Table 2.** Frequency and percentage distribution of adolescents social media engagement.

List	Social media engagement items	Responses	No.	%	MS	Assessment
1	Using social media is my daily habit	Always	234	78	1.62	High
		Sometime	65	21.66		
		Never	1	0.33		
2	I browse social media whenever I have time	Always	305	54.5	1.54	High
		Sometime	210	37.5		
		Never	45	8.0		
3	Even if it's late, I'll take a look at social media before sleep	Always	303	54.1	1.68	Moderate
		Sometime	134	23.9		
		Never	123	22.0		
4.	I often use social media to relax habit	Always	192	64	2.6	Low
		Sometime	107	35.66		
		Never	1	0.33		
5.	I get fulfilled by the attention and 3 comments from others on social media	Always	101	33.66	2.18	Moderate
		Sometime	154	51.33		
		Never	45	15		
6.	The support and encouragement of other on social media is very important to me	Always	151	50.33	2.4	Low
		Sometime	125	41.66		
		Never	24	8		
7	Using social media, I am satisfied with the relationship between myself and my friends	Always	148	49.33	2.46	Low
		Sometime	144	48		
		Never	8	2.6		
8.	Compared to the real world, social media makes me feel more comfortable	Always	88	29.33	2.1	Moderate
		Sometime	177	59		
		Never	35	11.66		
9.	I feel bored when I can't use social media	Always	130	43.33	1.4	High
		Sometime	150	50		
		Never	20	6.66		
10.	Compared to the real world, I am happier when I socialize on social media	Always	107	35.66	2.29	Moderate
		Sometime	174	58		
		Never	19	6.33		
11.	I feel anxious when I can't use social media	Always	133	44.33	2.41	Low
		Sometime	159	53		
		Never	8	2.66		

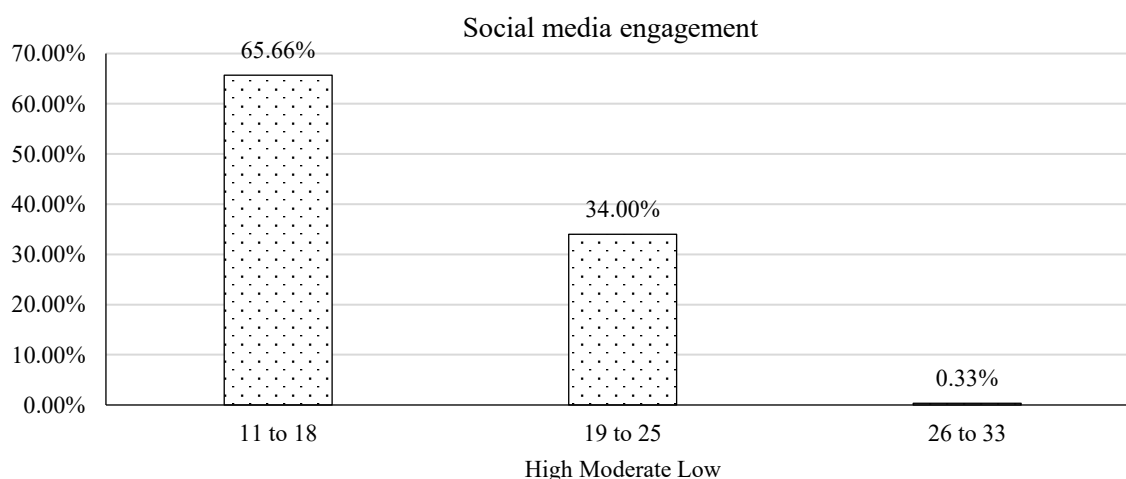
As shown in Table 2, the majority of adolescents demonstrated a high level of engagement with social media, indicating its deep integration into their daily routines. A striking 78% of participants reported using social media as a daily habit, while 54.5% browse social media whenever they have time, both reflecting a high mean score (MS 1.62 and 1.54, respectively) and strong habitual use. Furthermore, 54.1% admitted to checking social media even late at night before sleep, suggesting moderate engagement in bedtime use (MS 1.68). While 64% use social media as a way to relax, the associated mean score (2.6) reflects a low level of engagement for this specific purpose. Emotional validation also emerged as a motivator, with 33.66% feeling fulfilled by attention and comments, and 50.33% valuing support from others, both indicating moderate to low levels of psychological dependency (MS 2.18 and 2.4). Interestingly, 49.33% reported satisfaction in maintaining friendships through social media, yet this also showed a low overall engagement score (MS 2.46). Regarding psychological effects, 43.33% felt bored and 44.33% felt anxious when unable to access social media, with the boredom aspect showing a high engagement level (MS 1.4). Notably, 29.33% felt more comfortable and 35.66% felt happier on social media than in real-life settings, although these were classified as moderate engagements. These findings reveal not only the pervasive usage of social media among adolescents but also emerging patterns of emotional reliance and habitual behavior, which may have significant implications for their mental health and social development.

**Table 3.** Frequency and percentage distribution of social media engagement among adolescents.

Scales	Min.	Max.	M	SD	Score	Social media engagement	No.	%
Social media engagement (11Q)	11	29	17.08	4.29	11–18	High	197	65.66
					19–25	Moderate	102	34.0
					26–33	Low	01	0.33

*Min.: Minimum; Max.: Maximum, M: Mean for total score, SD=Standard Deviation for total score.*

As illustrated in Table 3, the overall social media engagement among adolescents was notably high. The engagement scores ranged from a minimum of 11 to a maximum of 29, with a mean score (M) of 17.08 and a standard deviation (SD) of 4.29, indicating a moderate spread of responses across the sample. When categorized into levels, a significant majority of adolescents (65.66%) fell into the high engagement category (scores 11–18), while 34% exhibited moderate engagement (scores 19–25). Only 0.33% of participants were classified as having low engagement (scores 26–33). These results clearly demonstrate that most adolescents are actively and regularly involved in social media use. The high engagement level aligns with earlier findings (Table 2), where behaviors such as daily use, emotional attachment, and anxiety when disconnected were prevalent. This consistent pattern emphasizes the deeply embedded role of social media in adolescents' daily routines and emotional landscapes, highlighting the need for awareness, digital balance, and mental health support interventions tailored to this age group (Figure 1).



**Figure 1.** A bar diagram showing the social media engagement among adolescents.

**Table 4.** Frequency distribution of adolescents in relation to body image.

List	Body-image Items	Strongly disagree	Disagree	Undecided	Agree	Strongly agree	MS	Assessment
		No.	No.	No.	No.	No.		
1	I am satisfied with my appearance as it is now	50	47	60	115	28	3.08	Neutral
2	I take care of my appearance before I leave the house	24	25	16	19	216	3.60	Neutral
3	Other people's negative comments bother me about some parts of my body	24	20	116	134	6	3.26	Neutral
4	Better buy tight clothes	82	103	28	62	25	2.48	Neutral
5	I care about fashion	0	36	48	188	28	3.69	Neutral
6	I do sports to lose my weight	53	16	8	170	53	3.51	Neutral
7	My hair color matches my skin tone	67	83	32	94	24	2.75	Neutral
8	I like the quality of my hair	29	131	29	90	21	2.81	Neutral
9	I am satisfied with the shape of my eye brows	8	44	36	167	45	3.86	Positive
10	I am bothered by the abundance of hair in some parts of my body	25	54	64	6	151	3.68	Positive
11	The length of my torso is disproportionate to the length of my legs	4	20	64	48	167	4.21	Positive
12	I see that my fingers are in line with my palm	29	63	52	132	24	3.55	Neutral
13	I see that plastic surgery increases self-confidence	132	100	52	16	0	1.24	Negative
14	I oppose plastic surgery	98	95	66	13	28	2.26	Negative
15	I see that tattoo on some parts of the body make my appearance more attractive	38	50	40	57	115	1.83	Negative
16	I hide some imperfections in my face with makeup	32	79	4	58	127	3.56	Neutral
17	Having hair on my face bothers me	8	96	24	77	95	3.51	Neutral
18	It bothers me to look at myself in the mirror	25	45	56	117	57	3.45	Neutral
19	I am satisfied with my height	64	101	49	53	33	2.3	Negative
20	I wish I could change some of my facial features	12	49	62	127	50	3.5	Neutral
21	My nose fits my face	8	119	39	97	37	3.12	Neutral
22	I feel satisfied with the size of my eyes	8	83	24	135	50	3.45	Neutral
23	I like the shape of my neck	33	40	56	149	22	3.29	Neutral
24	Feel good about the shape of my buttocks	35	16	63	146	40	3.46	Neutral
25	I see that my waist is suitable for my body shape	16	106	52	114	12	3	Positive
26	Tattoos enhance my beauty	54	119	20	74	33	2.71	Neutral

27	I am reluctant to use injection materials such as Botoxin in the body	46	99	86	61	8	2.52	Neutral
28	I like the color of my eyes	8	55	26	175	36	3.58	Neutral
29	I see that the shape of my chin suitable for my face	4	31	36	189	40	3.76	Positive
30	I like the look of my forehead	4	43	45	200	8	3.55	Positive
31	I like the color of my eyes	6	39	28	174	53	3.76	Positive
32	I prefer houses slimming drugs stead of sports to lose weight	185	28	13	53	21	1.99	Negative
33	I want to change the shape of my eyebrows through tattoos	148	41	29	57	25	2.23	Negative
34	I would like to have a tattoo on my shoulder	136	65	6	52	41	2.32	Negative
35	I am satisfied with the shape of my ears	36	8	60	91	105	3.73	Neutral
36	I see that my teeth are symmetrical	51	78	21	105	45	3.05	Neutral
37	Eating fast-food makes me gain weight	54	44	56	71	75	3.23	Neutral
38	I want to improve my physical appearance	44	65	37	80	74	3.25	Neutral
39	I prefer wearing contact lenses rather than the color of my eyes	28	111	29	30	102	3.22	Neutral
40	My nose needs plastic surgery	91	73	17	53	66	2.76	Neutral
41	My facial skin is clear	20	122	59	91	8	2.75	Neutral
42	I am convinced with my mouth	20	73	58	116	33	3.23	Neutral
43	Avoid food rich in fatty substances	28	61	33	115	63	3.41	Neutral
44	I am satisfied with the size of my shoulders	28	93	43	107	29	3.31	Neutral
45	My stomach is both erring me	5	48	41	162	44	3.64	Neutral
46	Tattoos cause some skin diseases	111	54	30	49	56	2.61	Neutral
47	Plastic surgery is important to make a person look more beautiful	136	94	37	25	8	1.91	Negative
48	I wish I looked like a celebrity, model, or athlete	24	4	31	49	192	4.27	positive

Note: Level of Assessment (High=1–2.33; Moderate=2.34–3.66; Low=3.67–5).

As presented in Table 4, adolescents displayed a predominantly neutral perception of body image, with scattered instances of positive and negative attitudes. Several statements related to personal appearance, such as satisfaction with physical features (e.g., height, hair quality, facial proportions), received mean scores in the moderate to neutral range (MS between 2.5 and 3.6), indicating mixed feelings and a general lack of strong self-acceptance. For instance, while 3.08 was the mean score for satisfaction with overall appearance, behaviors like grooming before leaving the house received a higher neutral score of 3.60 (Table 4). Notably, some features such as satisfaction with eyebrows (MS 3.86),

chin shape (MS 3.76), and preference for one's eye color (MS 3.76), showed positive body image attitudes (Table 4). In contrast, negative perceptions were evident in views on plastic surgery (MS 1.24), tattoos (MS 1.83), and unrealistic beauty standards, including the desire to look like celebrities or models (MS 4.27), a high positive but potentially problematic ideal (Table 4). Moreover, dissatisfaction with height (MS 2.3) and support for altering body features (like eyebrows or shoulders) indicated areas of negative body image. The overall data suggests that while adolescents are moderately self-aware and take care of their appearance, they also face internal conflicts influenced by societal standards, media ideals, and peer perception. These findings highlight the importance of promoting healthy body image awareness and self-acceptance among adolescents to counteract unrealistic appearance ideals and prevent body dissatisfaction. Table 5 shows the frequency and percentage distribution of body-image among adolescents.

**Table 5.** Frequency and percentage distribution of body-image among adolescents.

Scales	Min.	Max.	M	SD	Score	Body image	No.	%
Body-image (48Q)	114	186	150.41	22.88	48–112	Negative	96	32
					113–176	Neutral	134	44.666
					177–240	Positive	70	23.333

Min.: Minimum; Max.: Maximum, M: Mean for total score, SD=Standard Deviation for total score.



**Figure 2.** A bar diagram showing the Body image among adolescents.

As shown in Table 5, the overall body image perceptions among adolescents reflect a predominantly neutral stance, with the mean score of 150.41 and a standard deviation of 22.88. Out of the total participants, 44.66% fell within the neutral body image range (scores 113–176), indicating that while they may not be overtly dissatisfied with their appearance, they also lack strong positive self-perception. Additionally, 32% of adolescents were categorized as having a negative body image (scores 48–112), highlighting a significant portion of the population at risk for self-esteem issues, body dissatisfaction, or vulnerability to media-driven appearance ideals. Only 23.33% demonstrated a positive body image (scores 177–240), suggesting that few adolescents feel genuinely confident and accepting of their physical appearance. These findings reinforce earlier data from Table 4, where many responses reflected neutral attitudes toward body features and appearance-related behaviors. Collectively, this emphasizes the need for targeted body positivity education and self-acceptance interventions in adolescent populations to address growing concerns related to body dissatisfaction and its impact on mental health and self-worth (Figure 2).

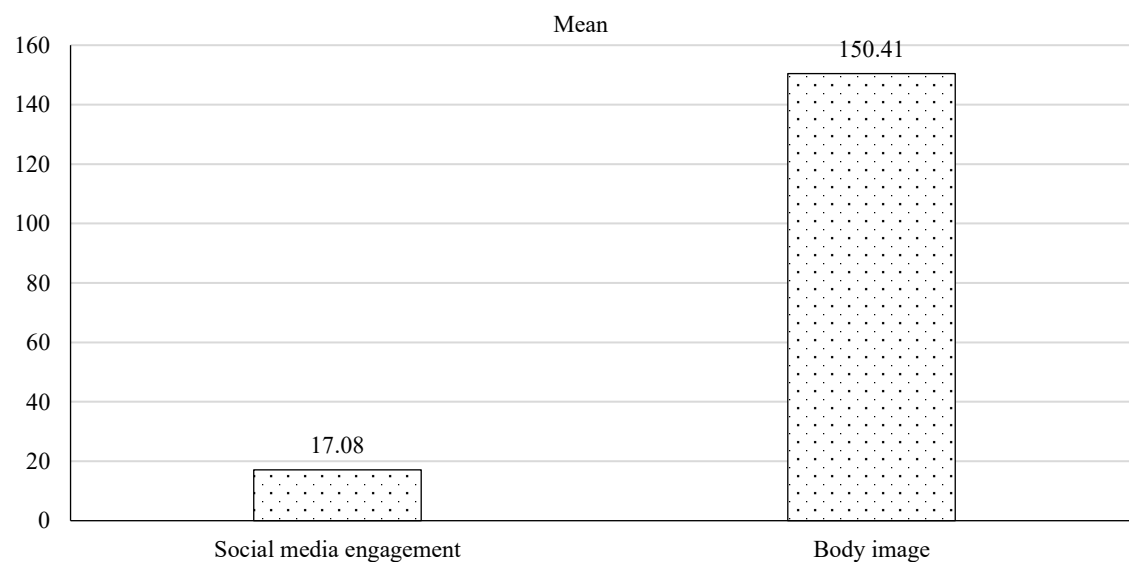
### Finding Related to the Correlation Between Social Media Engagement and Body Image Among Adolescents

This correlation deals with the correlation between social media engagement and body image among adolescents by using the Karl Pearson correlation test, so this is to find out the correlation between both.

According to Table 6, the analysis reveals a weak positive correlation ( $r=0.133$ ) between social media engagement (mean=17.08) and body image perception (mean=150.41) among adolescents. This indicates that as adolescents' engagement with social media slightly increases, their body image perceptions may also improve, albeit minimally. However, the weak strength of this correlation suggests that social media is not a strong standalone predictor of body image. Other factors, such as peer influence, family environment, and individual psychological traits, may also significantly shape body image. While earlier tables showed mixed attitudes toward body image and high levels of social media usage, this correlation highlights the complex and multifaceted relationship between digital behavior and self-perception. It underscores the need for further research into how different types of content (e.g., fitness, beauty, celebrity culture) and patterns of use (e.g., passive scrolling vs. active posting) may differentially impact adolescents' self-image (Figure 3).

**Table 6.** Correlation association between social media engagement and body image.

Variables	Mean	R-value	Remarks
Social media engagement	17.08	0.133	There is a weak positive correlation between the two variables,
Body image	150.41		



**Figure 3.** A bar diagram showing the percentage of mean social media engagement and body image.

### Association with Social Media Engagement Score and Selected Demographic Variables

Table 7 presents the associations between social media engagement (SME) and selected demographic variables among a sample of 300 individuals, using Chi-square tests. Among all variables analyzed, only age showed a statistically significant association with SME ( $\chi^2=56.79$ ,  $df=10$ ,  $p=0.001$ ), indicating that age plays a significant role in differing levels of social media engagement. All other demographic variables, including sex, class, religion, type of family, income, residence, internet access, marital status, hobbies, prior knowledge, device used, and purpose of usage, showed no significant association with SME ( $p>0.05$ ), suggesting these factors do not substantially influence the level of social media engagement in this sample. In contrast, when analyzing body image perception, several variables were significantly associated, including residence ( $\chi^2=8.87$ ,  $p=0.012$ ), hobbies ( $\chi^2=56.13$ ,  $p=0.0001$ ), previous knowledge ( $\chi^2=54.39$ ,  $p=0.0001$ ), information source ( $\chi^2=12.69$ ,  $p=0.048$ ), frequency of use ( $\chi^2=22.51$ ,  $p=0.015$ ), and average time spent ( $\chi^2=18.85$ ,  $p=0.018$ ). These findings indicate that body image perceptions are more influenced by behavioral and informational variables than SME, highlighting potential pathways for interventions targeting body image issues among social media users.

**Table 7.** Association with social media engagement score and selected demographic variables (n=300).

Demographic data		Social media engagement			Chi-Square	df	p-value	Remark
		Highest	Low	Moderate				
Age (years)	14	17	0	7	56.79	10	0.001	S
	15	45	0	23				
	16	102	1	55				
	17	29	0	13				
	18	3	0	4				
	19	1	0	0				
Sex	Female	105	0	45	3.770	2	0.152	NS
	Male	92	1	57				
Class	9	16	0	5	3.311	6	0.769	NS
	10	22	0	13				
	11	93	1	55				
	12	66	0	29				
Religion	Hindu	178	1	93	0.157	2	0.925	NS
	Muslim	19	0	9				
Type of family	Extended	11	0	6	0.847	4	0.932	NS
	Joint family	111	1	56				
	nuclear	75	0	40				
Income (Binned)	Rs. 10001–20000	103	1	71	9.016	4	0.061	NS
	Rs. 20001–30000	52	0	17				
	Rs. 50001+	42	0	14				
Residence	Rural	39	0	17	0.664	2	0.717	NS
	Urban	158	1	85				
Internet access	Mobile data	143	1	64	3.507	2	0.173	NS
	Wi-Fi	54	0	38				
Marital status	Divorce	1	0	1	2.56	6	0.862	NS
	Living together	175	1	85				
	Separated	8	0	8				
	Widowed	13	0	8				
Hobbies	Art and crafts	56	0	32	1.484	4	0.829	NS
	Reading and writing	31	0	18				
	Sports	110	1	52				
Previous knowledge	No	109	1	56	0.815	2	0.665	NS
	Yes	88	0	46				
If Yes	Internet	67	0	34	3.111	6	0.795	NS
	Newspaper	102	1	56				
	Radio	4	0	0				
	Television	24	0	12				
Tried	No	4	0	0	2.12	2	0.347	NS

	Yes	193	1	102				
Frequency	6	2	0	2	4.894	10	0.898	NS
	Daily	112	1	59				
	Hourly	74	0	40				
	Never	4	0	0				
	Occasionally	3	0	0				
	Weekly	2	0	1				
Device	Desktop computer	5	0	3	2.232	6	0.897	NS
	Laptop	8	0	4				
	Other	4	0	0				
	Phone	180	1	95				
Avg time (Binned)	<=1.0 h	66	1	31	5.992	8	0.648	NS
	1.1–3.0 h	92	0	44				
	3.1–5.0 h	17	0	13				
	5.1–7.0 h	16	0	7				
	7.1+ h	6	0	7				
Stories	Not used	6	0	4	0.195	2	0.907	NS
	Stories and reels	191	1	98				
Memes	Memes	132	1	63	1.347	2	0.510	NS
	Not used	65	0	39				
New articles	News articles	30	0	16	0.193	2	0.908	NS
	Not used	167	1	86				
Educational	Education purpose	108	1	57	0.84	2	0.657	NS
	Not used	89	0	45				
Staying touch	Not used	20	0	9	0.243	2	0.885	NS
	Staying in touch with family	177	1	93				
Entertainment	Not used	6	0	3	0.034	2	0.983	NS
	Entertainment	191	1	99				
News	News/current event	51	0	27	0.364	2	0.833	NS
	Not used	146	1	75				
Educational purposes	Education	118	1	58	0.953	2	0.621	NS
	Not used	79	0	44				
Follow celeb	Follow celeb	160	1	82	0.265	2	0.876	NS
	Not used	37	0	20				
Residence	Larger cities	25	30	1	8.87	2	0.012	S
	Rural	25	31	0				
	Urban	150	86	8				
Internet access	Mobile data	150	53	5	3.15	2	0.207	NS
	Wi-Fi	74	15	3				

Marital status	Divorce	1	1	0	10.37	6	0.11	NS
	Living together	152	103	6				
	Separated	8	8	0				
	Widowed	6	13	2				
Hobbies	Art and crafts	16	70	2	56.13	4	0.0001	S
	Reading and writing	12	36	1				
	Sports	102	56	5				
Previous knowledge	No	124	37	5	54.39	2	0.0001	S
	Yes	45	86	3				
If yes	Internet	20	78	3	12.69	6	0.048	s
	Not known	38	116	5				
	Radio	2	1	1				
	Television	6	26	4				
Tried	No	2	2	0	3.28	2	0.194	NS
	Yes	48	240	8				
Frequency	6	2	2	0	22.51	10	0.015	s
	Daily	45	124	3				
	Hourly	45	64	5				
	Never	2	2	0				
	Occasionally	2	1	0				
	Weekly	1	2	0				
Device	Desktop Computer	2	6	0	2.62	6	0.85	NS
	Laptop	4	8	0				
	Other	0	4	0				
	Phone	78	190	8				
Average time (h)	<=1.0	26	69	3	18.85	8	0.018	s
	1.1–3.0	52	81	3				
	3.1–5.0	15	15	0				
	5.1–7.0	15	7	1				
	7.1+	7	5	1				

Notes: \*S= significant at  $p \leq 0.05$ ; NS: not significant.

### Findings Related to the Association of Body Image with Demographic Variables

Table 8 and Table 9 explore the association between body image perception and various demographic and behavioral variables among 300 participants. The results indicate several statistically significant associations. Religion showed a strong association with body image ( $\chi^2=33.08$ ,  $df=2$ ,  $p=0.0001$ ), as did income levels ( $\chi^2=27.77$ ,  $df=4$ ,  $p=0.0001$ ), suggesting that sociocultural and economic factors may influence how individuals perceive their bodies. Additionally, specific forms of social media usage were linked to body image perceptions: use of stories and reels ( $\chi^2=12.85$ ,  $p=0.002$ ), exposure to news articles ( $\chi^2=7.08$ ,  $p=0.029$ ), and educational content ( $\chi^2=8.52$ ,  $p=0.014$ ) were significantly associated with body image. Notably, using social media for educational purposes ( $\chi^2=43.75$ ,  $p=0.001$ ) and following celebrities ( $\chi^2=276.42$ ,  $p=0.001$ ) also had significant impacts, with the latter showing an especially strong association. In contrast, variables such as age, sex, class, type of family, and general entertainment use were not significantly related to body image. These findings suggest that while

demographic factors like religion and income play a role, it is particularly the nature and purpose of social media engagement, especially celebrity-following and educational use, that more directly influence body image perceptions.

**Table 8.** Association with body image and selected demographic variable (n=300).

Demographic data		Body image			Chi-Square	df	p-value	Remarks
		Negative	Neutral	Positive				
Age in (years)	14	2	20	1	10	10	0.399	NS
	15	6	60	2				
	16	30	124	4				
	17	6	35	1				
	18	2	5	0				
	19	1	1	0				
Sex	Female	50	94	6	2.2264	2	0.329	NS
	Male	48	100	2				
Class	9	10	10	1	11.82	6	0.069	NS
	10	10	24	1				
	11	58	87	4				
	12	10	83	2				
Religion	Hindu	36	230	6	33.08	2	0.0001	S
	Muslim	15	11	2				
Type of family	Extended	12	5	0	5.25	4	0.262	NS
	Joint family	145	18	5				
	Nuclear	96	16	3				
Income (binned)	Rs. 10001–20000	30	141	4	27.77	4	0.0001	S
	Rs. 20001–30000	30	36	3				

**Table 9.** Association with body image and selected demographic variable (n=300).

Demographic data		Body image			Chi-Square	df	p-value	Remarks
		Negative	Neutral	Positive				
Stories memes	Not used	0	10	0	12.85	2	0.002	s
	Stories and reels	158	124	8				
	Memes	56	136	4	3.83	2	0.146	NS
	Not used	20	80	4				
New articles	News articles	3	40	3	7.08	2	0.029	S
	Not used	49	200	5				
Educational	Educational purpose	59	100	7	8.52	2	0.014	S
	Not used	33	100	1				
Staying touch	Not used	6	23	0	1.039	2	0.54	NS
	Staying in touch with family	63	200	8				
Entertainment	Not used	4	5	0	1.2271	2	0.541	NS
	Entertainment	83	200	8				
News	News/current event	12	63	3	4.704	2	0.095	NS
	Not used	17	200	5				
Educational purposes	Education	23	146	8	43.75	2	0.001	S
	Not used	56	67	0				
Follow Celeb	Celeb	35	200	8	276.42	2	0.001	S
	Not used	7	50	0				

Notes: \*S= significant at  $p \leq 0.05$ ; NS: not significant.

### Major Finding of Socio-Demographic Characteristics of Adolescents

Approximately 37% (74) of the adolescents in the study were aged 16 years, making it the most represented age group. Females constituted 50.33% (151) of the total sample. The majority of participants, 90.33% (271), were identified as Hindu, and 56% (168) belonged to joint families. The

highest academic representation was from students in the 12th grade, comprising approximately 31.33% (94) of the sample. Most adolescents, about 81% (243), resided in urban areas. Regarding internet access, a significant 69.66% (209) primarily used mobile data. Furthermore, 86.33% (259) of the adolescents reported that their parents were living together.

In terms of leisure activities, the most common hobby was internet surfing, reported by 55.33% (166) of adolescents. Notably, 55.66% (167) had no prior knowledge of the negative effects of social media engagement on body image. Among those with prior knowledge, television was the most common source (53%, 159), followed by the internet (33.66%, 101). All adolescents (100%, 300) had tried or experimented with social media and had used it in the last 30 days. The frequency of use was high, with 57% (171) using social media daily and 39.33% (118) using it hourly.

The smartphone was the most commonly used device for social media engagement, utilized by 92% (276) of the participants. All adolescents engaged with photos and images, videos, and text posts. The use of Stories and Reels was widespread, with 90% (290) engaging with this content. Memes were also highly popular, used by 96.33% (289), while news articles were accessed by 84.33% (253). Educational content was viewed by 55.66% (167) of the sample.

In terms of platform preference, Instagram was the most popular, used by 34% (102) of adolescents, closely followed by YouTube (32.66%, 98). Facebook also had a notable user base, with 16.66% (50) using the platform. Regarding time spent on devices, 38.33% (115) of adolescents reported using them for 3 to less than 4 h daily, while 29.66% (89) spent more than 4 h. The primary reason for using social media was to follow celebrities or influencers, reported by 68.33% (205), while staying in touch with friends and family was another common motivation, noted by 23.33% (70) of the participants.

### **Findings Related to the Assessment of Social Media Engagement Among Adolescents**

The data reveals significant patterns in adolescents' emotional and behavioral engagement with social media. Approximately 78% of participants reported using social media daily, while 54.5% browse it whenever they have free time. A notable 54.1% admitted to checking social media before sleep, even if it is late, indicating a strong habit tied to bedtime routines. Around 64% of adolescents use social media as a means to relax, suggesting its role as a coping or stress-relief mechanism.

Social validation appears to be important with 33.66% feeling fulfilled by the attention and comments they receive online. Additionally, 50.33% consider support and encouragement on social media to be very important, and 49.33% expressed satisfaction with their social media relationships. Interestingly, 29.33% feel more comfortable on social media than in real-world interactions, and 35.66% report being happier socializing online than in person.

The psychological impact of social media is further emphasized by the fact that 43.33% feel bored when they are unable to use it, and 44.33% experience anxiety when they cannot access social media. These findings highlight the deep integration of social media into adolescents' emotional well-being, social interaction, and daily routines.

### **Major Findings Related to Assessment of Body Image Among Adolescents**

The data reveals a wide range of attitudes and perceptions among adolescents regarding their body image and appearance. Approximately 115 participants expressed satisfaction with their current appearance, while a much larger number (216 participants) reported taking care of their appearance before leaving the house. Concerns about others' opinions were evident, with 134 participants being bothered by negative comments about parts of their bodies. Fashion and appearance preferences varied, as 62 participants preferred wearing tight clothes, 188 cared about fashion, and 170 engaged in sports specifically to lose weight.

Hair and facial features also played a significant role in self-perception. About 94 participants believed their hair color suited their skin tone, and 90 were satisfied with the quality of their hair. A

total of 167 participants liked the shape of their eyebrows, although 148 expressed a desire to change their eyebrow shape through tattoos. Facial and body concerns were also prominent: 151 participants were bothered by excess body hair, 127 used makeups to hide facial imperfections, and 95 were troubled by facial hair. Additionally, 117 participants felt discomfort when looking at themselves in the mirror, and 127 wished to change some of their facial features.

When it came to satisfaction with specific features, 64 participants were content with their height, 97 felt their nose fit their face, 135 were satisfied with their eye size, and 149 liked the shape of their necks. Furthermore, 146 felt good about the shape of their buttocks, 114 were content with their waist size, 175 liked their eye color, 189 believed their chin suited their face, and 200 were pleased with the appearance of their forehead. Meanwhile, 105 participants were satisfied with the shape of their ears, and the same number felt their teeth were symmetrical. However, 162 participants reported being bothered by their stomach area.

Body modification and beauty enhancement preferences were also prevalent. While 132 participants believed plastic surgery increases self-confidence, 98 opposed it. Additionally, 136 considered plastic surgery important for enhancing beauty. Tattoos were another area of interest, with 115 participants believing tattoos make them more attractive and 74 believing tattoos enhance beauty. 136 participants wanted a tattoo on their shoulder, while 111 were concerned about potential skin diseases caused by tattoos.

Lifestyle choices also reflected body image concerns. 75 participants associated fast food with weight gain, and 115 avoided fatty foods. In terms of eye appearance, 102 participants preferred contact lenses over their natural eye color. Furthermore, 122 participants were dissatisfied with the clarity of their facial skin, and 116 were content with the appearance of their mouth. 107 participants felt satisfied with the size of their shoulders.

Lastly, body proportion concerns were common, with 167 participants believing their torso and leg lengths were disproportionate. A striking 192 participants wished they looked like a celebrity, model, or athlete, and 185 expressed a preference for slimming drugs over sports as a means to lose weight. These findings underscore the complex, often conflicting views adolescents hold about their appearance, heavily influenced by societal standards and external validation.

### **Findings Related to the Correlation Between the Effect of Social Media Engagement on Body Image Among Adolescents**

The analysis found a weak positive correlation ( $r=0.133$ ) between social media engagement and body image among adolescents, indicating a slight association, but suggesting that other factors may play a more significant role in shaping body image.

### **Findings Related to the Association Between Social Media Engagement with Selected Demographic Variables Adolescents'**

Age is the only factor with a statistically significant association with the outcome. All other variables, including sex, income, class, religion, marital status, internet access, and media consumption habits, show no significant association with the outcome at the 0.05 significance level.

### **Findings Related to the Association Between Body Image with Selected Demographic Variables of Adolescents**

Significant associations were found between response patterns and the following factors: religion, income, residence, hobbies, previous knowledge, frequency of use, average time spent, story usage, and following celebrities. In contrast, no significant associations were observed for age, sex, class, family type, internet access, marital status, and meme usage.

## **DISCUSSION**

The present study was undertaken to assess the effect of social media on body image among adolescents. The result of the present study discloses that a majority (100%) of adolescents reported

using social media, with 57% using it daily and 39.33% using it hourly. Instagram (34%) and YouTube (32.66%) were the most popular platforms. The primary reasons for using social media included following celebrities (68.33%) and staying in touch with friends and family (23.33%). A weak positive correlation ( $r=0.133$ ) was found between social media use and body image, regarding body image, approximately 115 participants (38.33%) reported dissatisfaction with their appearance, while 151 (50.33%) expressed concern about the abundance of body hair. Additionally, 192 adolescents (64%) wished they looked like celebrities, models, or athletes. The study found significant associations between body image and factors such as religion, income, residence, hobbies, and frequency of social media use. These findings suggest that while social media influences body image to some extent, other personal and demographic factors contribute more significantly. These findings were in settlement with the studies conducted by Ganesan *et al.* [5]. A cross-sectional study conducted among 1,200 college girls in Coimbatore used a semi-structured questionnaire to gather data on factors related to body image dissatisfaction. The body mass index (BMI) of the participants was also calculated. The results showed that 77.6% of the participants experienced body image dissatisfaction. Significant factors associated with this dissatisfaction included a higher BMI, sociocultural pressure to be thin, and depression. The most common weight control behaviors were eating smaller meals and skipping meals, with the primary motivations for these behaviors being the desire to improve appearance and body shape [5, 6].

Another study was conducted by Kothandapani *et al.*, who conducted a cross-sectional study in the Lakhnamajra block of Rohtak district, Haryana, involving adolescent girls aged 13 to 19 years, studying in class 8 to class 12 across 10 government and private senior secondary schools [6]. The sample included 500 students, and data was collected using a pre-designed, pre-tested semi-structured interview schedule, with responses recorded by the investigator. The study found that 20.2% of the participants reported dissatisfaction with their body image, even though a significant majority (88%) were satisfied with their weight. Notably, 80% of those dissatisfied with their weight had normal BMI values, indicating that body dissatisfaction was more closely tied to societal beauty standards than to actual physical health.

Vasudeva research aimed to explore the impact of body image dissatisfaction on an individual's self-esteem and to examine whether gender differences exist in this relationship [7]. The study involved 220 participants, with an equal number of males and females. To measure body image dissatisfaction, a modified short version of the Body Shape Questionnaire (BSQ) by was used, along with the Rosenberg Self-Esteem Scale (RSES) to assess self-esteem. The results showed that higher body image dissatisfaction was associated with lower self-esteem. Additionally, the findings indicated that females ( $M=22.69$ ,  $SD=3.64$ ) had higher levels of body image dissatisfaction compared to males ( $M=23.28$ ,  $SD=3.6$ ), and as a result, males had a higher mean self-esteem score than females [7].

Zhu conducted a study in China with a sample of 132 adolescents aged 14 to 18, primarily from the Guangdong region [8]. The participants, ranging from Grade 7 to Grade 12, completed an online questionnaire consisting of two parts: the first part focused on media usage, and the second part was a self-evaluation scale addressing specific body parts. The Negative Physical Self Scale (NNPS), originally in English, was translated into Chinese for this study. The findings revealed that frequent exposure to media portraying idealized body images was negatively related to body satisfaction. Adolescents with higher media exposure showed more negative body image perceptions, highlighting the significant impact of media on shaping adolescents' views about their bodies [8].

Jiotsa *et al.* conducted a study in France with 1,331 participants aged 15 to 35 years, using the Eating Disorder Inventory Scale (EDI) to assess body dissatisfaction (EDI-BD) and drive for thinness (EDI-DT) about social media use [9]. Among the participants, 193 were identified as having eating disorders (ED), with the majority being women (97.7%). The study found that Facebook (93%) and Instagram (92.8%) were the most commonly used platforms, while Snapchat (68.4%), Twitter (29.1%), and TikTok (2.5%) were used less frequently. Additionally, 57.3% of participants had private accounts, while 42.7% had public profiles. Users reported primarily using social media to "like posts" (82.7%) and "observe content as ghost followers" (65.4%). Other common uses included following friends and

acquaintances (92.7%), healthy food content (68%), news (67%), and fitness content (61.2%). Among the ED patients (N=193), the most frequently reported disorder was anorexia nervosa (restricting type, 41%), followed by anorexia nervosa (purging type, 28%), binge eating disorder (16%), bulimia nervosa (12%), and unspecified feeding or eating disorders (9%) [9, 10].

Khosla conducted a research study investigating the impact of social media on the body image of 20 adolescent girls aged 13–16 years, selected from a School in northwest Delhi using convenient sampling [10]. The study employed semi-structured interviews. Findings indicated that a majority of participants held negative perceptions of their body image. Adolescents frequently compare their physical appearance to celebrities and peers, which often leads to feelings of dissatisfaction with their bodies.

## CONCLUSION

100% of adolescents reported using social media, with 57% using it daily and 39.33% using it hourly. Instagram (34%) and YouTube (32.66%) were the most popular platforms. The primary reasons for using social media included following celebrities (68.33%) and staying in touch with friends and family (23.33%). A weak positive correlation ( $r = 0.133$ ) was found between social media use and body image, regarding body image, approximately 115 participants (38.33%) reported dissatisfaction with their appearance, while 151 (50.33%) expressed concern about the abundance of body hair. Additionally, 192 adolescents (64%) wished they looked like celebrities, models, or athletes. The study found significant associations between body image and factors such as religion, income, residence, hobbies, and frequency of social media use. These findings suggest that while social media influences body image to some extent, other personal and demographic factors contribute more significantly.

## REFERENCES

1. Huang Q, Peng W, Ahn S. When media become the mirror: A meta- analysis on media and body image. *Media Psychol.* 2021; 24(4): 437–489. <https://doi.org/10.1080/15213269.2020.1737545>
2. Olanrewaju AST, Hossain MA, Whiteside N, Mercieca P. Social media and entrepreneurship research: A literature review. *Int J Inf Manage.* 2020; 50: 90–110. <https://doi.org/10.1016/j.ijinfomgt.2019.05.011>
3. Grogan S. *Body image: Understanding body dissatisfaction in men, women, and children.* 2nd Edn. Routledge/Taylor & Francis Group; 2008.
4. Sukanto M, Hamidah H, Fajrianthi F. "Can I look like her?": Body image of adolescent girls who use social media. *Makara Human Behavior Studies in Asia (Makara Hubs-Asia).* 2019; 23(1): 60–66. <https://doi.org/10.7454/hubs.asia.1120519>
5. Ganesan S, Ravishankar S, Ramalingam S. Are body image issues affecting our adolescents? A cross-sectional study among college-going adolescent girls. *Indian J Community Med.* 2018; 43(Suppl1): S42–S46. [https://doi.org/10.4103/ijcm.IJCM\\_62\\_18](https://doi.org/10.4103/ijcm.IJCM_62_18)
6. Kothandapani K, Pitchai S, Sankar R. A survey on social media addiction and its impact on attention for teen aged students. *Int J Innov Res Technol.* 2021; 7(8): 264–268. ISSN: 2349-6002.
7. Vasudeva B. Body image dissatisfaction in the youth of India: And the effects on self-esteem. *Int J Indian Psychol.* 2021; 9(3): 608–614. DOI: 10.25215/0903.058
8. Zhu Y. The influence of social media on adolescent body image ideals: A study of middle school students in Guangzhou-Foshan, China. *Adv Appl Sociol.* 2023; 13(8): 138038. <https://doi.org/10.4236/aasoci.2023.138038>
9. Jiotsa B, Naccache B, et al. Social media use and body image disorders: Association between frequency of comparing one's own physical appearance to that of people being followed on social media and body dissatisfaction and drive for thinness. *Int J Environ Res Public Health.* 2021; 18(6): 2880. <https://doi.org/10.3390/ijerph18062880>
10. Khosla S. Exploring the Influence of Social Media on Body Image: A Study on Adolescent Girls. *Int J Indian Psychol.* 2024; 12(1): 1112–1124. DIP:18.01.104.20241201, DOI:10.25215/1201.104