

Media Exposure, Social Comparison and Body Dissatisfaction in Adolescents



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Research Completion Certificate

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Declaration

I, Shah Bano, Registration Number SP20-BPY-014, student of BS Psychology, session 2020-2024, hereby declare that the material printed in this thesis title “Role of Media Exposure and Social Comparison in Body Dissatisfaction among Adolescents” has not been printed, submitted, or published in any format in any research institute in Pakistan or overseas. It is my own original work.

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Dedication

With the name of Allah, the most Beneficial, the most Merciful. My wholeheartedly dedication goes to my dear parents for their financial, moral, spiritual, and emotional support as well as their constant prayers. I will further dedicate this to my supervisor, Ma'am Hamna for her constant efforts and patience without which this project would not have been completed. Her support and encouragement were very important during the whole journey. Without this support, I would not have been able to complete my thesis.

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Abstract

The purpose of this study was to evaluate the relationship between media exposure, social comparison, and body dissatisfaction among adolescents. It was hypothesised that media exposure, body dissatisfaction and social comparison are likely to be related to each other. The total number of participants in the current research was (N=349). A demographic questionnaire, Multidimensional Media Influence Scale (Cooper et al, 1987), Body Shape questionnaire (8C) (Cusumano & Thompson, 2001), and Iowa Netherlands Comparison Orientation Measure (Gibbons and Buunk,1999) were employed. The correlational analysis demonstrated that media exposure and social comparison were positively and significantly correlated with body dissatisfaction among adolescents. Results suggest that adolescents experiencing greater media exposure also show higher levels of body dissatisfaction. Media exposure and body dissatisfaction were found to be significantly correlated with social comparison, according to hierarchical regression analysis. All models were shown to be significant. This study has important implications for a wide range of stakeholders, such as researchers, teachers, parents, mental health specialists, and legislators. Despite its limitations, the study contributes to understanding the important, prominent factors that contribute to body dissatisfaction among teenagers and emphasizes the significance of intervention and prevention strategies in this social media era.

Keywords: Body dissatisfaction, media, social comparison, adolescents, risk factors, prevention.

Chapter I

Introduction

Body image and self-esteem are crucially formed during adolescence and can be affected by many things, like media and peer pressure. This review investigates the relationship among media, social comparison, and teenage body dissatisfaction.

Teenagers' body dissatisfaction is a prevalent problem that negatively impacts their overall well-being and mental health. The widespread impact of media on how society views body image has generated a great deal of curiosity about the ways in which media exposure fuels body dissatisfaction in this susceptible group. The intricate association between media exposure and dissatisfaction regarding one's body is quite complicated, and one potential mediator is the function of social comparison, a social cognitive process that is essential to adolescence. The media, which includes a wide range of platforms like publications, movies, TV, social media, and advertising, is crucial in spreading the standards of beauty that society holds for women. Adolescent body dissatisfaction has been related to exposure to idealized and frequently unrealistic body images in the media (Fardouly et al., 2015).

Although the impact of media exposure on body dissatisfaction is well-established, social comparison plays a more complex role in this context. Adolescents compare their own qualities to those of their peers in a social comparison process that is part of their search for identity and a sense of belonging. In the social media age, this process is especially important because of the abundance of carefully chosen photos that foster upward social comparison. It is essential to comprehend the way usage of media and social comparison combine to shape body dissatisfaction in order to develop focused

interventions and preventive measures. The media's ongoing furtherance of thin, perfect bodies for females and a "lean ideal" for men helps people internalize these standards and develop unfavourable opinions of their own bodies. Although there is ample evidence regarding the negative effects of media exposure on body dissatisfaction, social comparisons play a more intricate role. In an effort to find their identity and a sense of belonging, teenagers assess themselves against others in the community. (Festinger, 1954).

1.1. Media Exposure

The term generally refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), digital media, and advertising (Lievrouw, 2010). Canadian communications theorist Marshall McLuhan coined the term "media" in 1954's *Counterblast*, referring to communication channels. He said, "The media are not toys; they should not be in the hands of Mother Goose and Peter Pan executives." Since they are artistic creations, only novice artists should be trusted with them." (Colombo, 1994). In the twenty-first century, social media in particular has emerged as one of the most popular forms of electronic media. From 5% in 2005 to 79% in 2019, the proportion of users of social media and social networking sites increased. Trending social networking sites are Instagram, Twitter, Pinterest, Facebook and Tiktok. An individual uses such websites for 2.5 hours on average in a day. The way that people receive and communicate with information has also changed as a result of social media's explosive growth. Roughly 53% of people read or watch news on social media (Ospina, 2019).

Adolescents consume a lot of media in all of its forms, including digital platforms like social media and streaming services as well as more conventional channels like print and television. Teens use media in a variety of ways that affect their identity formation, social interactions, and information consumption. Teenagers rely on social networking websites like Snapchat, TikTok, Twitter and Instagram to communicate with their peers, exchange stories, and express themselves online (Rideout & Robb, 2018). Teens get news and information from a variety of digital media sources. Common channels for keeping up to date on current events include social media, apps, and online news websites (Common Sense Media, 2019). Teenagers like using streaming services like YouTube, Hulu, and Netflix for entertainment. From user-generated videos to movies, these platforms provide a vast variety of content (Rideout & Robb, 2018). Teenagers' perceptions of their bodies and self can be influenced by media, particularly through media and advertising. Body discontentment may be exacerbated through media exposure to idealized body standards (Fardouly et al., 2015). Digital media is a useful tool for teaching and learning. Teenagers have access to additional learning resources and chances for skill development through online platforms, educational apps, and e-books (Rideout & Robb, 2018).

Social media are interactive technologies that facilitate the creation and sharing of ideas, content, hobbies, and other forms of expression through online communities and networks. (Kietzmann et al., 2011). The term "media" refers to all of the channels or instruments of communication that are used to transmit and store data. It's a general term that covers an array of mass communication channels, which consists of conventional and digital media. News, entertainment, instruction, advertising, and other types of content

are distributed to a variety of audiences by means of media. The media is extremely important in forming public opinion, influencing cultural norms, and promoting international communication. It is an effective tool for entertainment, information sharing, and idea exchange. The media landscape is dynamic, always changing in tandem with advances in technology and shifts in societal tastes. The term "social" in media suggests that these platforms are oriented toward the user and encourage community engagement. Thus, social media can be viewed as virtual human network enhancers or facilitators—webs of people who increase social connectivity. (Van Dijck, 2013).

Typically, users utilize web-based apps on their desktop computers or download services to their mobile devices (such as smartphones and tablets) to utilize social media platforms. When users engage with these digital services, they generate extremely dynamic platforms. where people can share, co-create, discuss, participate, and edit online content that has been self-curated or created by others. These platforms can be used by individuals, communities, and organizations (Schivinski et al., 2020). Social media platforms are different from traditional media in a number of ways, such as quality, reach, frequency, usability, relevancy, and permanence. Traditional media includes print magazines and newspapers, TV, and radio broadcasting (Tao et al., 2016). Furthermore, while social media channels operate in a dialogic transmission system, traditional media channels adhere to a monologic transmission model, which consists of many sources to numerous receivers (i.e., one source to many receivers). A radio station broadcasts the same programs to an entire city, and a newspaper is delivered to numerous subscribers (Pavlik & McIntosh, 2014).

Facebook depression, a type of depression that impacts teenagers who use social media excessively for leisure, is one well-researched emotional impact of social media (O’Keeffe & Clarke-Pearson, 2011). This could result in issues like reclusiveness, which can harm one's health by making young people feel alone and low on self-worth.

Teenagers are increasingly adopting the practice of checking social media on their phones right before bed, which has resulted in sleep deprivation and difficulty staying awake in class. Social media apps choose content that entices users to scroll endlessly, sometimes to the point of losing track of time (Levenson et al., 2016). Research indicates that positive remarks on social media has a beneficial effect on children's self-image, while negative comments have the opposite effect. This has an impact on how people view their own "worthiness" on a scale (Seymour, 2021).

According to research conducted in 2017 involving Out of almost 6,000 adolescent pupils, those who acknowledged having signs of social media addiction were more likely to possess a high degree of depression symptoms and poor self-worth. (Bányai et al., 2017). As per the findings of a study conducted on a population, adolescents have a roughly 37% higher chance of developing major depression. In a different 2007 study, people who used seven to eleven social media platforms most frequently had a risk of depression and anxiety that was more than three times higher than those who used zero to two platforms (Zagorski, 2017).

1.2. Social Comparison

Social comparison is a mental procedure in which individuals evaluate themselves by comparing their characteristics, abilities, or viewpoints with that of others. This process, which is fundamental to human behaviour, is important in determining how

people evaluate themselves and their place in different social contexts. Academic success becomes a relevant domain for social comparison during adolescence. Teenagers may assess themselves against their peers in terms of intelligence, grades, or academic prowess. Motivation and self-worth may be impacted by this comparison (Suls, Martin, & Wheeler, 2002). Leon Festinger, a social psychologist, popularized the idea of social comparison in the 1950s with his social comparison theory. According to this theory, people are naturally driven to assess their abilities and viewpoints, and that in situations where objective measurements are difficult to obtain, people turn to social comparison as a means of learning more about themselves (Festinger, 1954).

There are two main ways that this social comparison process can appear comparisons both upward and downward. When individuals contrast themselves with those, they perceive to be better or more successful, it can cause feelings of inadequacy or inspire them to work harder (Wills, 1981). This is known as upward social comparison. However, downward social comparison, which compares oneself to those deemed less successful or fortunate, can boost one's sense of relative superiority and self-esteem (Gibbons & Buunk, 1999). Social comparison has a dynamic effect that depends on a number of variables, such as personal traits, the applicability of the comparison domain, and emotional states. Particularly adolescents are known to participate in social comparison as they work through identity formation and try to find their place in social groups (Brown, 2011).

Social comparison takes on particular significance when examining one's perception of oneself and one's body. Body dissatisfaction and the appearance of problems related to body image have been connected to comparing one's appearance to

perceived societal or peer standards, which are frequently influenced by media representations (Fardouly et al., 2015). Comprehending the function of social comparison is essential to understanding the dynamics of self-evaluation and interpersonal influence in a variety of disciplines, such as communication, psychology, and sociology.

Media representations of idealized standards of success, beauty, and lifestyle are common. Social comparison processes can be triggered by exposure to these idealized images, as people evaluate their own characteristics in relation to the presented ideals (Festinger, 1954). Research has indicated, for example, that teenagers who are regularly exposed to media representations of slender, muscular bodies are more expectedly to participate in social comparison related to perception of one's body (Perloff, 2014; Fardouly et al., 2015). Social media frequently features people who are viewed as successful, appealing, and desirable by society. This may result in feelings of inadequacy or a desire to reach comparable levels of success or attractiveness through upward social comparison, where people compare themselves to these standards set by the media (Vogel et al., 2014).

According to Tippemmann and Slater (2014), upward social comparison in the setting of Exposure to the media has been connected to body dissatisfaction and the pursuit of unattainable beauty standards. Media, on the other hand, can also encourage negative social comparison by presenting people who are less fortunate or struggling. When people compare themselves to those in the media, they may feel more successful or fortunate, which can increase their self-esteem (Vogel et al., 2014).

Social comparison and media exposure have an interactive, dynamic relationship. People use social media platforms to actively compare themselves to celebrities and their

peers in addition to comparing themselves to ideals that the media presents (Fardouly et al., 2015). Social comparison processes are sustained in part by the continuous flow of comparison information through the media. According to research, downward social comparison may not be a protective factor against body dissatisfaction, even though it might provide a brief boost in self-esteem given the pervasiveness of societal beauty standards (Myers & Crowther, 2009).

1.3. Body Dissatisfaction

Body dissatisfaction is characterized by a poor opinion of one's own physique, encompassing feelings of displeasure or discontent with physical attributes (Cash & Pruzinsky, 2002). The term "body dissatisfaction" describes the unfavorable subjective assessment and discontent people may feel about their own bodies. It is distinguished by a widespread discontentment with your weight, physical attributes, or particular body parts. This phenomenon is frequently linked to media influence, social comparison processes, and cultural beauty standards. Many things, such as media representations, social comparison processes, and cultural beauty standards, can contribute towards body dissatisfaction (Fardouly et al., 2015).

Body dissatisfaction can have a range of psychological effects on individual, affecting their mental health in different ways. Recognizing these psychological impacts emphasizes how critical it is to address body dissatisfaction in order to promote mental health and overall wellbeing. To mitigate these detrimental psychological effects, therapies that support a positive perception of one's body and lessen social pressures related to appearance are essential. Low self-esteem is closely connected to an unsatisfied

body because people with poor self-esteem could have detrimental self-perceptions that lower their sense of value (Karazsia, Murnen, & Tylka, 2017).

Body dissatisfaction and symptoms of anxiety and depression are frequently correlated. People who are unhappy with their bodies might feel more distressed and uncomfortable mentally (Cash & Pruzinsky, 2002). Among the eating disorders are the disorders of binge eating, a condition known as bulimia nervosa, and the disorder called Anorexia nervosa. that can arise as a result of body dissatisfaction (Stice, 2002). People who are dissatisfied with their bodies might say that their quality of life has decreased. Unfavourable body image beliefs can lower one's sense of wellbeing and have an effect on one's overall life satisfaction (Tiggemann & Slater, 2014).

According to Perloff (2014), exposure to the media contributes to the internalization of societal beauty standards, resulting in unfavourable opinions of oneself and body dissatisfaction. Furthermore, Fardouly et al. (2015) found that teenagers exposed frequently to media portrayals of slender bodies exhibit elevated degrees of body discontent (Perloff, 2014; Fardouly et al., 2015). The propagation of thin, perfect bodies for women by the media is revealed as one significant contributor to body dissatisfaction (Perloff, 2014), placing individuals under persistent pressure to conform to these unattainable beauty standards.

Adolescents commonly report dissatisfaction with their bodies, though prevalence rates vary across studies. Studies consistently demonstrate that a substantial proportion of teenager's experience dissatisfaction with their bodies in some form (Smolak & Thompson, 2009). Gender differences in body dissatisfaction prevalence are evident, with women typically reporting higher levels than men. Girls, in particular, contend with

heightened societal pressures related to appearance (Karazsia, Murnen, & Tylka, 2017). Cultural variables influence standard for bodies and how prevalent body dissatisfaction is in various cultural settings. Teenagers from societies emphasizing specific physical attributes may be more susceptible to body dissatisfaction (Perloff, 2014).

Theoretical Framework

Leon Festinger, a psychologist, formulated the Social Comparison Theory, elucidating the process by which individuals evaluate their social and personal worth by contrasting themselves with others. In the context of the "Role of Media Exposure and Social Comparison in Body Dissatisfaction Among Adolescents," this theory helps the connection between body dissatisfaction, social comparison, and media exposure. People engage in upward social comparison, according to Festinger's Social Comparison Theory from 1954., comparing themselves to those considered better or ideal, particularly in the realm of body dissatisfaction where media exposure frequently presents idealized body images. Adolescents may experience increased dissatisfaction with their bodies when they perceive deviations from these idealized representations.

In addition to upward social comparison, individuals can employ downward social comparison, comparing themselves to those deemed less fortunate or ideal (Festinger, 1954). Adolescents dissatisfied with their bodies might engage in this form of comparison, contrasting themselves with individuals in the media who diverge from conventional norms of beauty. However, this strategy may not always alleviate body dissatisfaction, as media standards can still foster unrealistic expectations. When internal standards are unclear or unavailable, individuals tend to seek external comparisons, as posited by Social Comparison Theory (Festinger, 1954).

According to the Social Comparison Theory, people compare themselves to other people all the time. In the context of media, teens may compare their own bodies to the well chosen and frequently digitally enhanced images they encounter in print and online media. Teenagers who are struggling with their body image may compare themselves to celebrities, media representations of idealized bodies, or peers who meet social beauty standards as a means of engaging in upward social comparison. This may exacerbate negative body image and inadequacy sentiments. Teenagers who are exposed to media messages that uphold a limited and unattainable definition of beauty could experience pressure to fit in, which could result in body dissatisfaction if they think there is a difference between how they look and the idealized pictures they see. Through media exposure, adolescents may internalize these norms, adopting particular beauty standards and developing body dissatisfaction if they see a deviation from these standards. Teenagers who feel they don't measure up to the lifestyles and images portrayed in the media may compare themselves to these models and begin to develop body dissatisfaction. (Festinger, 1954).

In conclusion, Social Comparison Theory offers a theoretical framework for comprehending the social comparison behaviours of adolescents, especially in relation to the impact of media on body image. Exposure to the media can serve as a trigger for social comparisons, which can increase body dissatisfaction as people compare their own selves to the idealized images and perceived social standards that the media promotes. (Festinger, 1954).

Chapter II

Literature Review

The role and use of media, social comparison, and body dissatisfaction among adolescents have all been extensively studied in the study literature. According to research, media has a big impact on adolescent body dissatisfaction and social comparisons. Some of the most important results from these investigations are highlighted in the literature review that follows.

2.1. International Studies

Eyal and Harari (2013) examined the relationship between media exposure and early teenage body image. It was a creative application of social comparison theory, beloved television characters are studied, expanding on earlier studies on general social comparison processes. In particular, the individuals' parasocial relationships and reasons for self-reflection were investigated. According to the study, which was based on a survey given to 391 students in the seventh and eighth grades, media exposure was a direct negative predictor of one's perception of their body, as well as a mediator through parasocial connections with beloved figures, self-comparison drives, and social comparison with them. It was also discovered that social comparison using one's preferred characters positively indicated a disparity between the real and ideal forms of the body, which adversely predicted one's perception of body. The results are examined in the context of theory, previous research, developmental issues specific to this age group, and policy and pedagogical ramification (Eyal & Te'eni-Harari, 2013).

Tiggemann (2006) conducted research to look into the connection between media exposure and disturbances in body perception. In this study, 214 female high school students—whose average age was 14—completed questionnaires regarding their media exposure, including magazines and television—as well as their internalization of standards of beauty and appearance schemas, drive for thinness, and discontent with one's body at times 1 and 2 respectively. Time 2 internalization, appearance depiction, and the need to be thin were found to be predicted by Time 1: watching soap operas and perusing appearance magazines. Regression analyses that took Time 1 body image variables into account, however, revealed that no media exposure factor could predict changes in any measurement of the body over time. Alterations in media exposure were not predicted by body image either. There was a correlation between appearance schemas and changes in body dissatisfaction. The findings indicated that although media exposure and body image co-occur for this age group, in terms of time, neither precedes the other. Therefore, the research did not show a causal connection between media exposure and teenage females' body perception (Tiggemann, 2006).

Spurr (2012) presented the results of two concurrent qualitative studies that investigated teenage perceptions of physical health and mental well-being through focus groups. Nineteen teenagers, ages sixteen to nineteen, from two high schools in the Midwest of Canada participated in focus groups. The design of both studies was based on interpretive humanism, and the data was analyzed using a six-step theme approach. In the two studies, discussions among focus groups revealed recurring themes, including the detrimental consequences of exposure to media on adolescent perceptions of their bodies and the demand to meet Western ideals of physical attractiveness. These results highlight

the necessity for nurses to comprehend how the media shapes teenagers' perceptions of their bodies and to integrate etiquettes for adolescents' evaluation, counseling, and education regarding media usage in a healthy way into their clinical work for pediatrics. Nurses are essential in helping adolescents form positive body image views by regularly contributing to the creation and execution of health policies (Spurr, 2012).

It is commonly expressed concern that repeated exposure to negative stereotypes of Latinos in the media, given their underrepresentation and frequent negative portrayals, may negatively impact the self-esteem of Latino adolescents. Rivadeneyra, Ward, and Gordon (2007) carried out two studies looking at relationships between various aspects of self-regard and usage of various media kinds to test this theory empirically. In Study 1, which involved testing forty Latino high school students, we discovered that lower social and appearance self-esteem was linked to more frequent and active TV viewing. Using 115 college students and multiple demographic controls, Study 2 was able to replicate many of these general patterns. Those who identified more strongly as Latino ethnic participants and women showed more persistent negative correlations according to additional analyses of potential moderators. When taken as a whole, these data offer compelling proof of a possible connection between media consumption and Latino youth self-perceptions (Rivadeneyra et al., 2007).

Dohnt and Tiggemann (2006) conducted a study that intended to investigate how younger girls, ages 5 to 8, are influenced by their friends as well as their usage of media the with regard to issues concerning self-perceptions and diet consciousness. 128 girls were selected as a sample from the first four years of formal education. Through the use of a brief scenario, single person surveys were used to evaluate the features of dieting

awareness and perceptions about body. Numerous media and peer-influence sources were looked at. It was discovered that many girls wanted a smaller, more ideal figure by the time they were six years old. Dieting awareness and body image were found to be significantly predicted by peer and media influences. (Dohnt & Tiggemann, 2006).

In particular, girls' self-perceptions of dieting awareness and body dissatisfaction were predicted by their peers' perceptions of those traits. Dieting awareness was predicted by reading appearance-focused magazines and watching music-focused television. Girls who perused adult women's magazines in particular expressed more discontent with their image. These current findings emphasize that girls between the ages of 5 and 8 already live in an appearance culture where body image and awareness of dieting are influenced by peers and the media (Dohnt & Tiggemann, 2006).

In a study by Lawrie, Sullivan, Davies, and Hill (2007), An overall 925 students, with ages varying from 9 to 14, answered "The Sociocultural Influences Questionnaire" in order to examine the messages that the media portrays to kids. This paper centers on the media section, wherein the answers to three inquiries were chosen to explore the consequences of the media consumption on one's ability to lose weight, gain muscle mass, or both. Although there were differences in the boys' and girls' levels of conformity with each media influence or aspect, neither gender agreed that messages conveyed through media implied they should put on weight. This is consistent with the notion that being overweight carries a negative stigma and that the media upholds the ideal of having a thin body (Lawrie et al., 2006).

The two objectives of the study conducted by Humphreys and Paxton (2004) were to: (i) find out how exposure to idealized male images affected the boys' mood and state

of body satisfaction; and (ii) pinpoint the specific characteristics that were associated with changes in anxiety, depression, and after exposure to the images, express body satisfaction. One hundred and six boys, whose average age was 15.6 years, answered questions about their psychological state and attitudes toward their bodies. A week later, participants were split into two categories: the experimental group viewed images of idealized men, while the control group watched commercials with no figures. Three levels of physical contentment (Humphreys & Paxton, 2004).

The Visual Analogue Scale (VAS) was used to measure anxiety and depression, and it was completed both before and after image exposure. Following image exposure, on the Want Toned Body, Want to Change Body Shape, Depression, and Anxiety VAS, there were no significant variations among the experimental and control conditions. Like Body Shape VAS did, however, show a notable progress. High levels of internalization of the athletic, idealized muscle in the experimental group were associated with a greater negative reaction when viewing images related to depression and body image. A notable negative reaction to the VAS for Anxiety and Body Shape Liking was predicted by prior body dissatisfaction. In this study, teenage boys were not adversely affected, on average, by watching idealized photos of men; however, each person's response to exposure is unique (Humphreys & Paxton, 2004).

A study by Burnette, Kwitowski, and Mazzeo (2017) examined the relationships among early adolescent girls' (ages 12–14) use of social media and the perception of one's body through six focus groups (total N = 38). The data's patterns were found through thematic analysis. This sample used social media extensively. Girls supported social comparison and some concerns about appearance, especially with peers. They did,

however, exhibit strong knowledge of media, diversity awareness, and self-assurance—maneuvers that seemed to help mitigate the potential negative correlation between self-image and social media use. Girls stated that supportive school environments and positive parental influence fostered these traits. The findings are consistent with an ecological strategy for preventing body dissatisfaction. Current research indicates that the school setting and caregivers are related to The views and actions of girls on social media and how they view their bodies, even though peer influence becomes stronger throughout adolescence (Burnette et al., 2017).

The purpose of this cross-sectional investigation by Latiff, Muhamad, and Rahman (2017) was to ascertain the factors linked to the perception of one's body in elementary school students. Eleventh and twelfth graders from seven elementary schools selected at random participated in this study. Sociodemographic information, body mass index (BMI) parameters, and body image perception (measured by the Childress Contour Drawing Rating Scale) were all included in a self-administered, guided questionnaire. There were 776 primary school participants in this study. Unhappiness with one's image of one's body had an impact on about 60.1% of students, and it was substantially ($p < 0.001$) correlated with both sex and BMI. Following correction for other factors, the rates of body image dissatisfaction were 2.07 times higher in females than in males ($b = 0.73$, $OR = 2.07$, 95% CI 1.53, 2.81, $p < 0.001$). When controlling for other variables, students who were obese or overweight reported feeling discontented with their bodies 4.06 times more often than students with a normal BMI ($b = 1.40$, $OR = 4.06$, 95% CI 2.70, 6.10, $p < 0.001$). This study showed that among primary school students, there is a high frequency of negative body image that is connected to BMI and sex (Latiff et al., 2018).

The purpose of another study by Sukamto, Hamidah, and Fajrianti was to explore how teenage girls' consumption of social media influence their perceptions, thoughts, and feelings, all of which are connected to their body image. Additionally, this study looked at behaviors that might result from teenage girls' positive or negative body image. At a Surabaya university, eleven females first- and third-semester students participated in focus groups led by the writers. According to the study's findings, every participant used multiple social media applications, such as Facebook, WhatsApp, YouTube, Instagram, Line, and YouTube. Even though some participants still had positive body images, the Regular engagement in activities that stimulate upward appearance comparisons, such as posting photos, looking at pictures of others, and following friends or Instagram famous people, was associated with a higher likelihood of negative body image among these participants. To solve this issue, parents' guidance, media literacy, and self-worth are essential (Sukamto et al., 2019).

Another study by Scully, Swords, and Nixon (2020) looked at adolescent girls' body dissatisfaction and appearance-related behavior on social media, such as browsing through friends' photos. Self-report assessments of appearance-related behavior on online platforms, social comparisons to female demographics, internalization of the thin perfect, body dissatisfaction, and self-worth were administered to 210 girls (mean age = 15.16 years). The amount of time spent making upward social comparisons with various female targets and participating in social comparisons that one makes online were both substantially correlated with body dissatisfaction. Lower self-evaluations compared to the target group of close pals who demonstrated the strongest linked to lower assessments of one's body image. Even after adjusting for age and self-esteem, the results of a serial

multiple mediation analysis demonstrated that the amount of time spent engaging in social comparisons was a significant mediator in the relationship between body dissatisfaction and appearance-related activity on the internet. The findings were discussed in terms of how teenage girls' use of social media websites are another setting where appearance culture is prevalent. This has implications for vulnerable users' mental health, and it raises questions about how preventive elements that might shield young girls from the harmful effects of social media should be the subject of future research (Scully et al., 2020).

This cross-national study ($N = 1,983$; $M_{age} = 14.41$, $SD = 1.08$) involved boys and girls from Austria, Belgium, Spain, and South Korea. It was carried out by Karsay, Trekels, Eggermont, and Vandebosch (2020) to investigate the relationship between positive perception of one's body, self-objectification, and mass media use was examined. By doing this, we were able to: (a) expand on the body of research that already existed about the connection between media consumption and positive perception of body; (b) introduce potential mediator of self-objectification; (c) differentiate between boys and girls; and (d) put these hypotheses in a variety of cultural contexts. Overall, our research indicates that adolescents' appreciation of their own bodies is correlated with the use of various media that place an emphasis on physical beauty and (sexual) appearance both favorably and unfavorably. Adolescents' positive body image is negatively correlated with self-objectification, or the preference for one's physical attributes over abilities or functionalities, suggesting a mediating mechanism. Our findings underline the importance of more investigation into the connection between having a positive body image and media content (Karsay et al., 2020).

The present study by Kvardova , Machackova, and Gulec (2023) examined the the media-ideal internalization, appearance schematicity, body appreciation, and gender moderating functions on being exposed to positive appearance remarks on dissatisfaction with their bodies using information gathered from 613 Czech adolescents ($M = 15.5$, $SD = 1.7$), 52% of whom were girls, aged 13–18. Only for adolescent girls did our data corroborate the hypothesis that the positive appearance comments would have an intensifying effect on postexposure body dissatisfaction. Positive comments did not lessen their impact due to body appreciation, appearance schematicity, or internalization of media ideals. The preliminary findings, however, indicated that the perceived beauty of the bodies on display boosted the impact of positive remarks on body dissatisfaction. This suggests that addressing this factor could be crucial in preventing the detrimental social media's impact on body image. Moreover, the effects of the encouraging remarks might not be determined by the same individual characteristics that in the previous study moderated the exposure to visually appealing images. Future studies might need to record variables that particularly affect how these remarks are processed, like being vulnerable to criticism about one's appearance from peers (Kvardova et al., 2023).

In the present research, Krayer, Ingledew, and Iphofen (2008) examined how social comparison appraisals are applied in the everyday lives of adolescents, with an emphasis on enhancement appraisals—which are useful for fending off risks to oneself. In quantitative studies, the theory of social comparison has gained popularity to understand how messages about looks from society impact teenager’s perceptions of their bodies. People frequently use comparison processes, but little is known about them. These processes include comparing something (the attribute), someone (the target), and

how (comparison evaluation). They suggested that the goal of comparison procedures is to foster identity. investigation was based on 20 in-depth grounded theory interviews with 12-year-old girls and boys. (Kraye et al., 2007).

Adolescents will describe a wide range of targets, comparison attributes, and comparison appraisals on their own when given the chance. Peers offer comparison targets and are crucial in helping people make sense of the images and messages in the media. Adolescents employ a variety of enhancement appraisals and are conscious of the expectations and standards of society. The beneficial effects of these could vary depending on personal traits. The results imply that enhancement appraisals may serve a protective purpose and that they ought to be considered when creating programs for health promotion and prevention (Kraye et al., 2007).

The purpose of this study conducted by Matera , Nerini , and Stefanile (2013) was to examine the relationship between body dissatisfaction and dieting and the various aspects of peer influence, such as the perception of teasing, appearance conversations with friends, and peer attributions regarding the significance of appearance around popularity. A questionnaire measuring various aspects of peer pressure, internalization of the thin ideal, social comparison, body dissatisfaction, and dieting was answered by 298 Italian adolescent girls and young women. The findings showed that internalization and social comparison are the ways in which appearance discussions with friends and peer assessments impact body dissatisfaction and dieting. Girls' levels of dissatisfaction were directly impacted by teasing. The current research has significant treatment and prevention ramifications. Instead of focusing on sociocultural influences in general, preventive interventions should examine the aspects of peer influence, considering the

extent to which girls internalize sociocultural messages and participate in social comparison (Matera et al., 2013).

This study by Rodgers, McLean, and Paxton (2015) set out to investigate the long-term connections between body dissatisfaction, social appearance comparison, and internalization of the media ideal. Measures of internalization of the media ideal, social appearance comparison, and body dissatisfaction were completed by a sample of 277 Grade 7 schoolgirls (M age = 12.77 years, SD = 0.44), at baseline, 8 months, and 14 months. Path analyses showed that social appearance comparison at 8 months predicted body dissatisfaction at 14 months, and baseline internalization of the media ideal predicted both social appearance comparison and body dissatisfaction at 8 months. There was a reciprocal relationship between internalization of the media ideal at 14 months and body dissatisfaction at 8 months. The results contribute to the sociocultural theory of body dissatisfaction by indicating that appearance comparison is preceded and predicted by internalization of the media ideal, and that body image interventions that focus on internalization of the media ideal, social appearance comparison, and body dissatisfaction are likely to be successful (Rodgers et al., 2015).

Another study by Harari and Eyal (2015), combined the examination of adolescent body image with the topic of mediated characters using the framework of social cognitive theory, considering the alarming global increases in eating disorders among adolescents, which are thought to be linked with body image. The study expands on previous research on general social comparison tendencies or comparisons with unfamiliar mediated models by focusing on favorite television characters in this domain. In addition to identifying the adolescents' body image and social comparisons with the

characters, a survey of 756 students in Grades 7–8 and 10–11 asked about their favorite same-gender television characters. A content analysis of the most popular characters' body types was included with the survey. Most teenage girls' favorite TV characters were described as having average or thin bodies. Teenagers self-compare themselves with characters who are thinner. Through its relationship to social comparison with the character, the difference between the adolescents' actual body size and that of their favorite characters significantly and negatively predicted the adolescents' overall body image. According to the study, TV characters are significant sources of inspiration for teenagers and can be used as benchmarks for social comparison when it comes to body image (Te'eni-Harari & Eyal, 2015).

Blechert, Nickert, Caffier, and Caffier (2009) conducted this study to ascertain how body dissatisfaction in bulimia nervosa (BN) is influenced by social comparison. According to earlier research, media content that promotes a thin body type can make people feel less satisfied with their bodies, especially women who suffer from eating disorders. This could be because social comparisons with media models have a negative effect, and women who suffer from eating disorders are more likely than those without the disorder to compare themselves upward in society.

Nevertheless, no research has yet examined the effects of social comparisons—both upward, or toward more attractive people, and downward, or toward less attractive people—on body dissatisfaction in patients with clinical eating disorders and healthy controls. We measured the eye movements of patients with Bulimia Nervosa ($n = 20$) and healthy controls ($n = 22$) as they were shown slides containing a digital image of their own bodies next to comparison bodies with higher and lower body mass indices (BMIs).

According to theory, patients with Bulimia Nervosa focused longer than controls on comparison bodies that had lower BMIs, and the opposite was true for bodies with higher BMIs. (Blechert et al., 2009)

The self-schema and social comparison theories of body dissatisfaction were examined in the current study conducted by Berg and Thompson (2007). The manipulation of social comparison involved exposing participants to one of three comparison figure levels: no comparison, upward comparison, or downward comparison. Participants were asked to prime their appearance self-schema or their non-appearance schema using two distinct imagery exercises. Pre- and posttest state assessments on mood and body image were completed by the participants. The findings showed that there was no significant main effect for priming and no significant interaction between priming and social comparison. Social comparison did, however, have a noteworthy impact; as a result, individuals in the downward comparison condition exhibited higher levels of body satisfaction and happiness. The findings are analyzed considering social comparison and self-schema theory, and recommendations are made for additional study that could clarify these theoretical trajectories for comprehending body dissatisfaction (Van den Berg & Thompson, 2007).

In a sample of young Arab adults, this research completed by Melki, Oghia, and Mufarrij (2014) looked at the relationship between the use of anabolic-androgenic steroids (AAS) and prevalent sociocultural factors, particularly media exposure to idealized images of male muscularity and mediated social comparison trends. The study discovered evidence linking AAS users to participants who were exposed to more content that idealizes muscularity and who see those images as inspiration to achieve muscularity.

Additionally, a sizable portion of participants reported using at least one type of dietary supplement, and the amount of AAS used by health club members suggests that this is a serious public health issue in Lebanon. According to the study, addressing this issue calls for a different strategy than the standard awareness of risks approach because some users of AAS continue to use the technology despite being fully aware of the risks, and their reasons have more to do with their sexuality and body image than with the actual risks. Longer-lasting results can be achieved with a more robust strategy that incorporates these problems into university and school curricula through critical media literacy instruction (Melki et al., 2014).

The purpose of this study conducted by Tiggemann and Anderberg (2019) was to examine how such images affect body image through experimentation. In the study, 305 women between the ages of 18 and 30 participated. They were randomized to view one of three sets of Instagram photos: "Instagram vs. reality," "the ideal" side alone, or "the real" side alone. Watching the "Instagram vs. reality" and real images reduced body dissatisfaction in comparison to the ideal images, as was predicted. Additionally, compared to ideal images, the negative effects of appearance comparison were significantly less pronounced for the "Instagram vs. reality" and real images. The study concluded that while real posts and the comparison of Instagram and reality might increase women's body satisfaction, further research is required to determine the long-term effects of these posts (Tiggemann & Anderberg, 2019).

In a sample of 237 mostly Hispanic girls, the current study conducted by Ferguson, Muñoz, Garza, and Galindo (2013) looks at the impact of television, social media, and peer competition on symptoms of eating disorders, body dissatisfaction, and

contentment with life. After six months, 101 of these girls had another evaluation. Neither television exposure to thin ideal media nor social media usage predicted unfavorable outcomes, either concurrently or prospectively, except for a negligible concurrent correlation between social media use and life satisfaction. On the other hand, a prospective analysis found that using social media increased peer competition later, suggesting that there may be unintended consequences for body-related outcomes rather than direct ones. It was found that Peer competitiveness was a reasonably good indicator of unfavorable results in both the short and long term. It is determined that peer pressure, as opposed to exposure to television or social media, is the primary target of the detrimental effects of social comparison. (Ferguson et al., 2013).

The results of comparisons based solely on appearance to idealized male bodies—Thin, muscular, and the part internalization and social comparison play in the development of body dissatisfaction were investigated in this research carried out by Galioto and Crowther (2013). 111 male undergraduate students participated in the study by completing questionnaires on internalization, social comparison, and body dissatisfaction. They also saw ads featuring either slender or muscular men, as well as product-only advertisements. The findings showed that exposure to both muscular and slender images was associated with an increase in body dissatisfaction; there were no discernible differences in the change in body dissatisfaction between the two image conditions. Though Internalization and trait social comparison were both associated with an increase in body dissatisfaction, upward social comparison was only a significant predictor of a change in body dissatisfaction for the males who viewed muscular images. These results provide light on the impact of slender models on young men's

dissatisfaction and encourage further research into media literacy interventions with this demographic with their bodies (Galioto & Crowther, 2013).

Vonderen and Kinnally (2012) carried out a study which contrasted the media with the self-esteem's internal component and additional social variables, such as the attitudes of parents and peers, to investigate the connection between media use and body dissatisfaction. Measures of media exposure, peer comparisons, self-esteem, internalization of the thin, perfect bodies, parental and peer attitudes toward body shape, and body dissatisfaction were all completed by a sample of 285 undergraduate women. In general, internalizing the thin ideal was linked to comparisons to media figures, but not as strongly as opinions held by peers and self-worth. In contrast, it was found that the best markers of poor body image were linked to low self-esteem and peer comparisons. Additionally, self-esteem and social/environmental factors were found to be the most reliable indicators of body dissatisfaction, suggesting that media messages may have an indirect effect on this issue. warrants more research (Vonderen & Kinnally, 2012).

This research conducted by Kleemans, Daalmans, Carbaat, and Anschutz (2016) explores whether the tendency toward social comparison moderates the relationship between Adolescent girls' body image and their altered Instagram feed. 144 girls between the ages of 14 and 18 were randomly exposed to Instagram selfies that had been edited (retouched and reshaped) in a between-subjects experiment or left original. The results revealed a direct correlation between manipulated Instagram photos and a negative perception of one's body. Girls who were more inclined to compare themselves to others were particularly negatively impacted by the altered images. Remarkably, people gave higher ratings to the altered images than to the originals. The application of effects and

filters was discernible, but the bodies' altering was not as well observed. Girls said they thought the pictures were realistic under both circumstances. The study's findings suggested that the public's recent worries about the effects of photoshopped content on social media may be well-founded, particularly for teenage girls who are inclined to contrast one another to others (Kleemans et al., 2016).

The purpose of the study carried out by Nagl, Jepsen, Linde, and Kersting (2021), was to investigate how postpartum body image dissatisfaction and eating disorder psychopathology are related to the frequency of social media usage. Therefore, The study tested a theoretical model empirically that postulates that social media use influences eating disorder psychopathology and unhappiness with one's postpartum body image through various mediation, including social comparisons based on appearance and internalization of the slim, perfect body, An online cross-sectional survey was employed. There were 252 new moms who had given birth in the 26 weeks before the evaluation made up the sample. The average weekly usage to gauge social media use, the frequency of use of Facebook, Instagram, YouTube, and other platforms was counted. Measures of body image dissatisfaction included the Body Shape Questionnaire and the Eating Disorder Examination-Questionnaire which was used to measure eating disorder psychopathology. The findings offered preliminary proof that using social media could be an element in eating disorders significant psychopathology and postpartum body dissatisfaction. Postpartum mediation pathways are consistent with socio-cultural theories of body image. (Nagl et al., 2021).

It has been discovered that social comparison thrives on Facebook. Recent studies indicate a correlation between youth body dissatisfaction and Facebook use may be

mediated by social comparison. However, not much research has been done on how these connections change during adolescence, and no studies have looked at the reciprocal connections between teens' body dissatisfaction, social comparison, and passive Facebook use. Two-wave panel data (NTime1 = 1840) collected from adolescents (ages 12–19) were examined by Rousseau, Eggermont, and Frison (2017) to look at these reciprocal relationships. Facebook usage in a passive manner at Time 1 was shown to predict increases in boys' comparison on Facebook at Time 2, according to cross-lagged structural equation models. In turn, at Time 2, comparison on Facebook was linked to higher levels of body dissatisfaction. Furthermore, increases in comparison on Facebook at Time 2 were predicted by body dissatisfaction at Time 1. In turn, Facebook comparisons at Time 2 showed a rise in passive Facebook use at that point in time, but a decline in passive Facebook use over time. There was no discernible gender difference for these opposing pathways. The explanation and comprehension of these findings are the main topics of discussion. (Rousseau et al., 2017)

Body dissatisfaction has been associated with social comparisons in adults and adolescents, but the relationship with children is still largely unexplored. This study conducted by Tatangelo and Ricciardelli (2015) examined the impact of peer and media comparisons on children's perceptions of their bodies. 17 girls and 19 boys in focus groups and 16 girls and 16 boys in individual interviews were among the eight to ten-year-old's who took part in the interviews. In contrast to comparisons based on sports or ability, which were more common among boys, appearance-based comparisons were more common among girls according to analyses. Furthermore, girls reported feeling

uninspired by media comparisons, while boys saw them as motivating. The implications for future studies and prevention efforts are discussed. (Tatangelo & Ricciardelli, 2015).

Teenagers are using social media at an annual rate of rise. This cross-sectional study conducted by Salomon and Brown (2018) investigated the correlation between the frequency of specific behaviors on social media, such as self-objectification, and the amount of time spent using it in a sample of early adolescents (N = 142; 43 boys and 99 girls), as well as the relationship between body surveillance and body shame. Self-report questionnaires were used to study three social media platforms: Facebook, Twitter, and Instagram. The analyses' findings demonstrated that increased body surveillance acted as a mediating factor between young people's higher levels of body shame and their use of self-objectifying social media. (Salomon & Brown, 2018).

Singh, Parsekar and Bhumika (2016) carried out a study to calculate the percentage of teenagers who worry about their bodies and to comprehend the connection between eating habits, the media, and well-known individuals and body image issues. Techniques: 550 pre-university college students from Udupi Taluk, Karnataka, India were included in the study using a multi-stage sampling technique. The Socio-Cultural Attitudes Towards The Eating Attitudes Test and the Appearance Questionnaire were employed to gather the information. Version 15.00 of the Statistical Packages for social science field was employed in the data analysis. Multinomial logistic regression and analysis of variance were used for the analysis. 47.82% of the participants overall were men. The percentages of participants who thought they were fat and thin, respectively, were 32.54% and 29.82%. Body image concerns were found to be significantly correlated with two factors: being influenced by famous personalities and possessing a propensity to

acquire an eating disorder, which affected 31.09% of participants. In conclusion, family members should be informed about the negative consequences of being overly preoccupied with one's appearance and eating habits by parents, educators, and medical professionals. Nothing and everything that is portrayed in the media should be believed. Legislation and policies should be implemented to reduce the exposure of children and adolescents to potentially harmful media messages (Singh et al., 2016).

2.2. Indigenous Researches

Nigar and Naqvi (2019) conducted research to examine the relationship between adolescent's media consumption, body dissatisfaction, and a desire for perfection Using 376 young people as a sample comprising boys (174) and girls (202), between the ages of 16 and 21 ($M = 18.2$; $SD = 1.24$). The study variables were measured using the Perfectionism Inventory (Hill et al., 2004), the Multidimensional Self-Relations Questionnaire Appearance Scale (Cash, 2000), and the Media Exposure list (Hayee, 2012). The findings demonstrated a positive correlation between appearance orientation and idealistic behavior while body areas satisfaction has a negative relationship. When compared to young men, females performed poorly on Despite appearance orientation, overweight preoccupation, and self-classified size, appearance evaluation and body area contentment are high., and perfectionism. The relationship between perfectionism and body area satisfaction is moderated by media exposure. These results have significant suggestions for potential intervention and counteraction endeavors, that should focus on young girls and teenagers when their beliefs and anxieties regarding their appearance are less solidified. (Nigar & Naqvi, 2019).

Khawaja and Aleemi (2022) conducted a study to investigate the connections between adolescent girls' academic behavior, The sense of self-worth and body in Karachi, Pakistan, and the role that self-esteem plays as a mediator in these interactions. The research utilized a cross-sectional methodology and involved 400 teenage girls from a specific community in Karachi, Pakistan as the sample. The Body Shape Questionnaire, Academic Behavior Scale, Rosenberg Self-Esteem Scale, and other pre-validated instruments were utilized to gather data for the study. Next, SPSS 17 was used to analyze the data. All three variables showed significant associations with $p < 0.05$, according to the results. It was also observed that 74.8% of the differences in the correlation between academic achievement and perceptions of one's body was caused by a partially mediating role of self-esteem. (Khawaja & Aleemi, 2022).

The study's findings demonstrated a connection between adolescent girls' performance in school, perceptions of their bodies, and self-esteem in Karachi, Pakistan. Low self-esteem can be a consequence of higher levels of dissatisfaction with one's appearance, which has also been found to have an adverse effect on the girls' positive academic behavior thus, signifying the relationship's self-esteem's mediating function. In general, the study findings can be utilized by parents, teachers, counselors, academic staff, and medical professionals to enhance the lives of adolescents in their vicinity (Khawaja & Aleemi, 2022).

Faridoon and Iqbal (2018) did research to find out how advertisements affected teenagers' perceptions of their bodies and levels of materialism. The subjects filled out the Advertisements Questionnaire (Daud, Farooq, & Anwar, 2011), the Material Value

Scale (Richins & Dawson, 1992), and the Body Image Questionnaire (Smith & Peterson, 2014).

400 people, 200 of whom were girls and 200 of whom were boys, between the ages of 14 and 20, were chosen from Islamabad's educational institutions to make up the study's sample. The study's findings suggested that teens' exposure to TV commercials causes them to feel unsatisfied with their bodies and to become more materialistic. The study's findings also showed no discernible gender differences in how participants perceived materialism and body image (Faridooon & Iqbal, 2018).

The Islamia Girls College Quetta's teenage girls participated in this research conducted by Khan, Jameel, Khan, Abdul Rehman, and Jameel (2017). The study's participants were chosen at random with a 100-person sample size in mind. A self-created, approved survey with a determined BMI grouping were used in the investigation to ascertain the connection between body dissatisfaction and weight status. According to the results, a sizable percentage of female adolescents were obese (62%), and underweight (27%), owing to high levels of internalization and social comparison as well as maladaptive eating patterns that increased body dissatisfaction (Khan, Jameel, Khan, Rehaman, et al. 2017).

The purpose of this study by Javaid and Ahmad (2014) was to determine the variables that influence teenage girls' negative mood and satisfaction with their bodies. A baseline data set consisting of 97 female undergraduate students was obtained through the administration of the Self-esteem scale, body image satisfaction scale, positive and negative affect schedule, and figure rating scale. Overall, body mass and self-esteem were strong predictors of body satisfaction. 47 of these individuals consented to

participate in the study's second phase after a week. Given their more recent and unique emotions and viewpoints, they were asked to finish the Body Image States Scale and Positive and Negative Affect Schedule again after seeing power point presentations featuring slim, flawless images of women. (Javed & Ahmed, 2014).

It was found that, along except for those who were overweight, participants of various body weights did not exhibit any change in their satisfaction with their bodies from before. After seeing the slender, idealized photos, their mood was considerably negatively impacted. An analysis of three groups with different BMIs using ANOVA revealed significant variations in negative emotions and satisfaction with regards to their bodies. Body mass (index) was discovered to be a significant and table factor that may have a significant impact on body satisfaction. In general, self-worth was discovered to be a moderator of mood affectivity, and a negative predictor of participants' satisfaction with their bodies was their actual body mass. It was discovered that the satisfaction of participants remained constant despite differences in body weight with their bodies from before, except for those who were overweight. Their mood was severely damaged after watching slim, stage-perfected pictures. (Javed & Ahmed, 2014).

Three sets of disparate BMIs were found to have significantly different negative moods and levels of satisfaction with their bodies, according to a one-way ANOVA. It was discovered that one significant and table-based factor that could significantly affect how satisfied one is with one's body. Overall, it was discovered that actual body mass was found to be a negative predictor of participants' satisfaction with their body image, and mood affectivity was found to be moderated by self-esteem. (Javed & Ahmed, 2014).

2.3. Rationale

To identify the specific causes of body dissatisfaction in this population and to guide interventions aimed at promoting a positive perception of oneself and mental health, an investigation on the role/use of media, body dissatisfaction and social comparison among adolescents is important. Teenagers frequently struggle with body dissatisfaction, which has major effects on their wellbeing and mental health. According to studies (Cash & Pruzinsky, 2002; Stice, Marti, & Rohde, 2013), body dissatisfaction is associated to undesirable outcomes such as eating disorders, sadness, and anxiety. Additionally, it has been established that media and social comparison serve a vital part in the emergence of body discontentment in adolescents. Because of the pervasiveness between social networking sites and the media in modern society, adolescents are frequently exposed to idealized portrayals of beauty and body types, which can result in inflated expectations and a bad self-image.

2.3. Objectives of the study

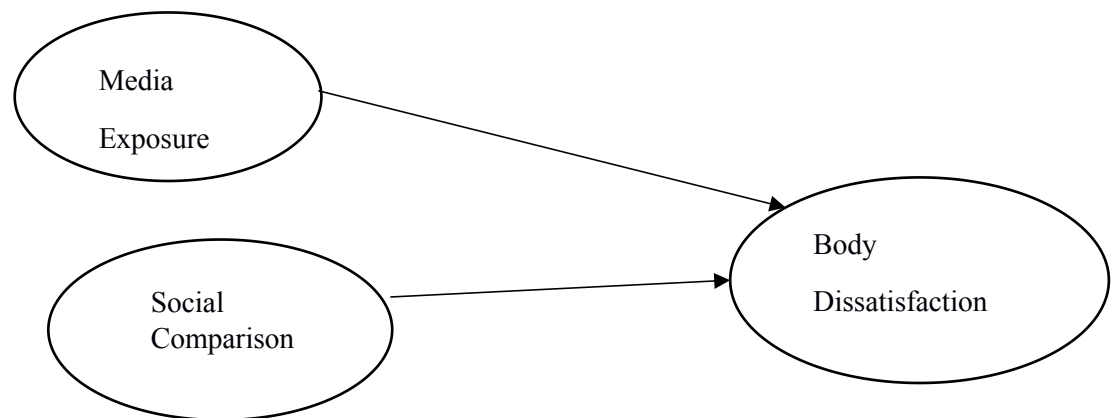
The current study will investigate the following goals:

1. To investigate the relationship between adolescent body dissatisfaction and media exposure.
2. To analyze the role of social comparison in shaping adolescents' perceptions of their bodies.
3. To investigate how the interaction between media exposure and social comparison contributes to heightened levels of body dissatisfaction among adolescents.

2.4. Hypothesis

1. Media Exposure, Body Dissatisfaction and Social Comparison are likely to be related.
2. Media Exposure and Social Comparison are likely to predict Body Dissatisfaction among adolescents.

Hypothesized Model



Chapter III

Method

3.1. Research methodology

The correlational study design was used in the current research.

3.2. Sample

Participants included in this study were adolescents from Pakistan. The total number of participants in the current research was (N=349). The sample consisted of males (n=175) and females (n=174). A random sampling method was utilized to get a representative sample. This entailed randomly choosing participants from different settings. Sample was chosen using the following standards:

3.2.1 Inclusion Criteria

Only those participants participated in the study who were:

- Between 12-18.
- Comprehended English well.
- Citizens of Pakistan.

3.2.2 Exclusion criteria

Those participants were excluded from the study who:

- Sought any psychological or psychiatric assistance.
- Had any mental or physical disability.
- Suffered from body dysmorphia or any sort of eating disorders.

- Belonged to low socioeconomic backgrounds.

Table 3.1*Demographic Characteristics of the Sample (N=349)*

Variables	f(%)	M(SD)
Gender		1.5(0.5)
Male	17.5	
Female	17.4	
Age		14.3(2.3)
(11-14)	20.0	
(15-18)	14.9	
Grade		7.26(2.3)
(3-7)	19,5	
(8-12)	15.4	

3.3. Operational Definitions

The operational definitions of the study variables are provided below.

3.3.1 Media

The word media, which is the plural of the word medium, refers to the communication channels that we use to convey news, music, entertainment, educational materials, promotional messages, and other data. It includes radio, television, the Internet, fax machines, billboards, print and digital newspapers, magazines, and telephones.

(Rowley, 2019).

3.3.2. Body dissatisfaction

The cause of body dissatisfaction is thought to be a perceived difference between the intended ideal state of the body and the actual physical appearance, sometimes referred to as the real body image (also known as the ideal body image). (Heider et al., 2018)

3.3.3. Social Comparison

Social comparison is the concept that people can learn about their own attitudes, beliefs, and talents by evaluating how they stack up against those around them. (Aronson, Wilson, & Akert, 2010).

3.3. Assessment Measures

In the current study, the following tools were employed for assessment purposes.

Demographic Questionnaire

This will include participant's basic information which may be their name (optional), age, gender, qualification, years of experience, marital status, family system, socioeconomic status, birth order and presence of any physical illness.

3.4.1. Body Shape Questionnaire (Cusumano & Thompson, 2001).

A technique for determining a person's level of body dissatisfaction and obsession with body shape is the Body Shape Questionnaire (BSQ). The version of BSQ that is utilized in this study is BSQ-8C which consists of 8 items that measure feelings and attitudes regarding body shape and size, including perceived defects, worries about weight and appearance, and how these worries affect day-to-day life. Numerous studies

have documented the validity of the BSQ, and Cronbach's alpha values can differ among populations and questionnaire versions. The BSQ has generally shown strong internal consistency, meaning that the questions measure the same underlying construct associated with body image issues. Research has looked at the connection between psychological well-being, eating habits, and body image as measured by other metrics and BSQ scores. Higher Body Satisfaction Questionnaire (BSQ) scores are typically linked to eating behavior disturbances and increased body dissatisfaction.

3.4.2. Multidimensional Media Influence Scale (Cooper et al, 1987)

A survey called the Multidimensional Media Influence Scale (MMIS) is used to evaluate how the media affects a person's attitudes, behaviors, and view of themselves. It consists of three components: the perception of media pressure to become thin (e.g., "Watching movies makes me want to diet"), internalization of the body ideal presented by the media as a person's own ideal (e.g., "I would like my body to look like people who are on TV"), and awareness of the thin ideal as a body-shape standard (e.g., "Clothes look better on people who are thin"). The MMIS and body dissatisfaction are expectedly positively correlated, and the scale tests gender differences with good internal consistencies (above or near .70).

3.4.3. The Iowa-Netherlands Comparison Orientation Measure (Gibbons and Buunk, 1999).

An individual's level of social comparison orientation, which is defined as the propensity to compare oneself to others on a variety of characteristics such as ability, achievement, or looks, can be determined using the Iowa-Netherlands Comparison

Orientation Measure (INCOM), a self-report questionnaire. Numerous studies have employed the INCOM to investigate the connection between social comparison orientation and different outcomes, including self-esteem, academic success, and mental health. The measure has strong criterion related validity, and its Cronbach's alpha in the initial sample was .83.

3.5. Procedure

The consent for usage of each scale was taken from the scale's creator. The consent for Body Shape Questionnaire was taken from Peter J. Cooper, Melanie J. Taylor, Zafra Cooper, and Christopher G Fairburn. The consent for INCOM scale was taken from Frederick X. Gibbons and Bram P. Buunk. The consent for Multidimensional Media Influence scale was taken from D. L. Cusumano, and J. K. Thompson. The participant's consent was obtained by the researcher, who ensured that their participation was entirely voluntary and that their confidentiality was upheld. First, participants were required to complete a 11-item questionnaire on body shape, which took 20 to 30 minutes to complete. Participants then completed the Multidimensional Media Influence Scale after finishing the BSQ scale. The 11 items questionnaire was finished in 10 minutes. Lastly, participants were required to complete the Iowa-Netherlands Comparison Orientation Measure after the first two measures have been completed. There are 11 items in this last tool, and it took them 10 minutes to finish. Thus, it took almost 40–50 minutes to do all three steps. The respondents then received thank-you notes after the questionnaires were returned.

3.6. Ethical Considerations

Since adolescents are seen as a vulnerable group, getting their informed consent is essential. The participants or their legal representatives must be informed about the study's purpose, risks, and rewards as well as their freedom to exit the study whenever they want. Participants should be reassured that their answers will be kept private and that no one outside the research team will see their personal information. Teenagers may be more prone to suffering from unpleasant feelings associated with body dissatisfaction, and the study may make these symptoms worse. Researchers must keep an eye out for any indications of psychological harm and, if necessary, provide access to support services. Adolescents may come from a variety of cultural backgrounds, and researchers must be sensitive to these differences to avoid offending or feeding stereotypes.

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3.7. Statistical Analysis

- In the study, reliability analysis was used to find Cronbach alpha values of scales.
- In the study, the correlational analysis was used to find out the relationship between body dissatisfaction and media exposure.
- In the study, the hierarchal regression was used to predict the moderating impact of social comparison in the relationship between media exposure and body dissatisfaction.

Chapter IV

Results

Data was analyzed using SPSS version 25. Descriptive statistics for demographic variables and study variables. Cronbach Alpha values were calculated to evaluate the scales' internal consistency within the specified study.

Initially correlations between variables were calculated with Pearson Correlation. Next hierarchal regression was analyzed to assess how relationship between media exposure and body dissatisfaction is moderated by social comparison.

The psychometric properties and Cronbach's alpha are shown in Table 2.

Table 2

Psychometric properties for Media Exposure, Social Comparison and Body dissatisfaction scales and subscales.

Scale	M	SD	Cronbach's α	Range
Internalization	12.26	2.89	0.86	18-7
Pressure	0.07	1.39	0.81	6-2
Awareness	6.45	1.79	0.79	9-2
Ability	18	3.22	0.60	26-9
Opinion	14.96	2.41	0.69	22-9
Body	19.2	5.63	0.78	34-10
Dissatisfaction				

Note: $\alpha > 0$.

All scales indicated good reliability above 0.6. It was hypothesized that adolescent body dissatisfaction, social comparison, and media exposure would all significantly correlate. The demographic and study variable intercorrelations are displayed in Table 3.

Note

Study Variables	<i>M</i>	<i>SD</i>	1	2	3	4	5	6	7	8	9
Gender	1.5	0.5	-								
Age	14,3	2.31	0.46**	-							
Grade	7.26	2.32	0.45**	0.98**	-						
Internalization	12.26	2.89	0.41**	0.61**	0.56**	-					
Pressure	0.07	1.39	0.46**	0.61**	0.59**	0.63**	-				
Awareness	6.45	1.79	0.47**	0.72**	0.68**	0.52**	0.49**	-			
Ability	18	3.22	0.17**	0.19**	0.17**	0.16**	0.17**	0.22**	-		
Opinion	14.96	2.41	0.05	0.02	0.01	-0.03	0.02	0.01	0.39**	-	
Body Dissatisfaction	19.2	5.63	0.29**	0.33**	0.31**	0.21**	0.26**	0.27**	0.23**	0.19**	-

Table 3 revealed that media exposure had a positive correlation with body dissatisfaction. Hence, the hypothesis was proven.

It was hypothesized that social comparison and media exposure will predict body dissatisfaction in adolescents. Hierarchical regression was used to test this hypothesis.

Table 4 reveals the hierarchical regression results for the study variables.

Table 4

Variables	B	95% CI for		SE B	β	R ²	ΔR^2
		LL	UL				
Model 1						0.13	0.13
Constant	5.09	-2.98	13.16	4.10	-		
Gender	1.88	0.63	3.14	0.64	0.17**		
Age	0.99	-0.1	2.09	0.56	0.41		
Grade	-0.39	-1.48	0.69	0.55	-		
					0.16		
Model 2						0.17	0.04
Constant	-0.95	-9.55	7.65	4.37	-		
Gender	1.68	0.45	2.92	0.63	0.15**		
Age	0.87	-0.23	1.96	0.56	0.36		
Grade	-0.29	-1.37	0.79	0.55	-		
					0.12		
Ability	0.22	-0.02	0.46	0.12	0.13		
Opinion	0.38	0.08	0.68	0.15	0.16**		

Social	-0.07	-0.3	0.17	0.12		
Comparison					-0.05**	
Model 3						0.17 0.00
Constant	-4.68	-9.36	8.42	4.52	-	
Gender	1.57	0.27	2.88	0.67	0.14**	
Age	0.85	-0.35	2.05	0.61	0.35	
Grade	-0.32	-1.42	0.78	0.56	-	
						0.13
Ability	0.22	-0.02	0.46	0.12	0.13	
Opinion	0.38	0.07	0.68	0.15	0.16 **	
Social	-0.07	-0.31	0.17	0.12		
Comparison					-0.05	
Awareness	0.06	-0.4	0.52	0.23	0.02	
Pressure	0.29	-0.26	0.85	0.28	0.07	
Internalization	-0.1	-0.38	0.16	0.14	-0.06	

*Note. CI = confidence interval; LL = lower limit; UL = upper limit; *p < .05. **p < .01. ***p < .001.*

Since Df (3, 344) value of model 1 is equal to 17.09, it means the model is fit. And the significance of model is 0.000 which makes Model 1 significant. There is 13 % variance.

Since $Df(6, 341)$ value of model 2 is 11.69, it means the model is fit. And the significance is 0.000 which makes Model 2 significant. There is 4% variance.

Since the $Df(9,338)$ value of model 3 is 7.91, it means the model is fit. And the significance is 0.000 which makes Model 3 significant. There is 0% variance.

Chapter V

Discussion

The intended reason of the research was to examine how social comparison and media exposure contribute to body dissatisfaction. among adolescents. It was hypothesized that exposure to the media caused body dissatisfaction among adolescents while social comparison acted as a moderator. The findings of the study revealed that media exposure had direct impact on body dissatisfaction among adolescents and that body dissatisfaction was indirectly impacted by social comparison, as well as a relation between subscales measuring body dissatisfaction and media exposure scale have been found significant and positively correlated. All the information in previous studies have investigated the variables included in this study. All that information has aided in describing the direction of the hypothesis in exploring the relationship.

The study's first hypothesis investigated whether exposure to media positively correlates with body dissatisfaction. The findings showed that media exposure directly has a significant and positive impact on body dissatisfaction and that there is a strong and positive connection between media exposure and body dissatisfaction. Findings showed a strong favorable connection between exposure to media and body dissatisfaction. This result validated earlier studies. that has highlighted the effect of excess media exposure on dissatisfaction with one's body. Adolescents who were exposed to media platforms experienced confusion and dislike for their bodies which led to body dissatisfaction. Exposure to the media is positively and significantly related with body dissatisfaction. Previous literature has supported this hypothesis. A study by Tiggemann and Slater (2013) was conducted to investigate the relationship between body image issues and teenage

girls and their exposure to websites, with a focus on Facebook as a social networking site. It was discovered that internalizing the notion of being thin, body surveillance, and the desire to be thin were all highly connected with internet usage. Additionally, 75% of the girls had a Facebook profile and utilized it for an average of 1.5 hours every day. Facebook users significantly outperformed non-users on all measures related to body image concerns. It was found that the Internet, a potent social and cultural medium, has a major impact on teenage girls' body image. Hence, The study concludes that the internet, as a potent social and cultural medium, has a major impact on teenage girls' body image. This study proves our hypothesis that exposure to social networking websites does lead to body dissatisfaction. (Tiggemann & Slater, 2013).

Another cross-sectional study was done by Singh, Ashok, Binu, Parsekar and Bhumika (2015) to determine the percentage of teenagers who believe their bodies are normal and to Examine the connections between variables like body mass index, self-esteem, and body shape and how people perceive their bodies. The results showed that self-esteem [OR = 6.12,95% CI: 2.76, 13.9], body shape [OR = 0.48,95% CI: 0.305, 0.76], and body mass index [OR = 4.65,95% CI: 2.13,10.12] were all independently correlated with how people perceived their bodies. This study also supported our first hypothesis. (Singh et al., 2015).

To fill in the gaps in our understanding of the mechanisms underlying the association between teenage girls' high levels of body dissatisfaction and their use of social media, Vries, JPeter, Graaf, and Nikken (2015) conducted a two-wave panel study with an 18-month time lag among 604 Dutch adolescents. The findings of the study supported our hypothesis about link between media exposure and body dissatisfaction

among teenagers. It was shown through structural equation modeling that using social networking sites was linked to higher levels of body dissatisfaction and peer influence on body image (i.e., receiving comments about appearance from peers). Peer appearance-related feedback did not predict body dissatisfaction, and it did not moderate the effect of using social networking sites on body dissatisfaction. Gender did not appear to moderate the results. Therefore, social networking sites may negatively impact teenage boys' and girls' perceptions of their bodies (de Vries et al., 2015).

The study's second hypothesis was that high levels of media exposure and social comparison were likely to predict body dissatisfaction among adolescents. The hypothesis is supported by the study's findings, which show that body dissatisfaction is highly predicted by media exposure and social comparison. Previous literature has supported this hypothesis. A study conducted in 2013 by Nerini, and Stefanile looked at the ways that different aspects of peer influence affect dieting and body dissatisfaction, such as the perceptions of bullying, conversations with friends about appearance, and conclusions made by peers about the importance of appearance in relation to popularity. The findings showed that internalization and social comparison are the ways in which appearance discussions with friends and peer assessments impact body dissatisfaction and dieting. Girls' levels of dissatisfaction were directly impacted by teasing. This study shows that media exposure and peer influence (social comparison) predict body dissatisfaction among adolescents (Matera et al., 2013).

They had no psychiatric history and those who had eating disorders or depressive disorders. It also investigated the possibility of a connection between BRSC and ED symptoms after controlling for depressive and self-esteem symptoms. Compared to

healthy adolescents and adolescents with a DD, teenagers suffering from an ED participated in BRSC at a significantly higher rate ($p \leq 0.001$). The associations between BRSC and ED symptoms collapsed across groups and remained significantly positive ($p \leq 0.01$). When BDI-II and RSE, two strong predictors of social comparison and ED signs and symptoms, were considered. Finally, it appears that BRSC and EDs are closely associated. This shows that our second hypothesis that media exposure and social comparison predict body dissatisfaction is valid. (Hamel et al., 2012).

A study by Shahyad, Pakdaman, and Shokri (2015) aimed to show the relationship between three psychological components of body image dissatisfaction and low self-esteem, along with psychological elements and appearance-related social comparison. The findings demonstrated a strong correlation between body image dissatisfaction and appearance-related social comparisons as well as thin-ideal internalization variables. Meanwhile, low self-esteem and a negative body image were negatively correlated. Furthermore, self-esteem might be a more useful tool for determining body image dissatisfaction. Considering that it accounts for 19% of the variance in that. Based on the findings, it can be said that Self-esteem is a significant predictor of body image dissatisfaction. This backs up our second hypothesis. (Shahyad et al., 2015).

Furthermore, Pan, Mu, Zhao, and Tang's research from 2023 examined the connection between female users' active and passive use of the TikTok app and their self-esteem about their weight and appearance. The results revealed that participants' self-esteem regarding their appearance and weight were inversely and positively correlated, respectively, with their passive and active TikTok usage. These results contribute to the

development of body acceptance campaigns and our understanding of the intricate relationship between TikTok usage and body image. Hence, it proves that media exposure does predict body dissatisfaction in teenagers. (Pan et al., 2023).

To understand the connections between body area satisfaction, appearance assessment, and exposure to television and the Internet, Dougherty and Krawczyk (2018) completed a study that looked at trait physical appearance comparison. The findings of the study proved that media exposure is a significant predictor of body dissatisfaction among teenagers. Since appearance comparison mediated the relationship between television exposure and appearance evaluation, women who watched more television also had more negative self-evaluations about their appearance. Men who engaged in more appearance comparison and spent a significant amount of time on the Internet mediated the relationship between body area dissatisfaction and Internet use among men. reported higher levels of body area dissatisfaction. These results suggest that appearance comparison may increase the likelihood of developing body dissatisfaction because of media exposure, depending on the media format and gender. (Dougherty & Krawczyk, 2018).

In addition, for comprehending the way fitness photos on Pinterest, a socializing site, encourage social comparison and severe weight-loss goals., online research was led by Morawitz and Lewallen (2016). People who follow more fitness-related Pinterest boards are more likely to say they plan to use drastic weight loss techniques, according to research. Additionally, a positive correlation was discovered between the intention to participate in drastic weight-loss measures and social comparison, as well as the endorsement of an ideal female body type. Recommendations are made after analyzing

the data considering social comparison theory for additional experimental research. This proves that media exposure and social comparison predict body dissatisfaction which is our second hypothesis. (Lewallen & Behm-Morawitz, 2016).

Limitation and Suggestions

The results might not apply to teenagers from diverse cultural backgrounds. Cultural norms and ideals can affect how people perceive their bodies and how they compare to others, so the results of this study may not be accurate for people living outside of Pakistan. The complexity of these constructs within the Pakistani cultural context may not be fully captured by the measurement instruments used to evaluate body dissatisfaction and social comparison.

Measurement tools should be validated by researchers before being used in Pakistan. The validity of the study can be improved by considering regional views of body image, linguistic variations, and cultural quirks. Responses that participants feel are socially acceptable may have been given, which could result in the underreporting of sensitive information about social comparison or body dissatisfaction. Employ private or anonymous survey techniques to promote truthful answers.

The results of the study might not fairly represent the experiences of adolescents residing in rural regions, as the bulk of the participants are from urban areas. Include participants from a range of geographic locations, socioeconomic backgrounds, and educational attainment to ensure a representative and diverse sample. This contributes to improving the study's external validity.

Self-report measures can yield data that is prone to recall bias, social desirability bias, or inaccurate self-perception. It's possible that participants may not have accurately recalled or reported their body-shaming behaviors or social comparison behaviors. To increase the reliability of the results and triangulate the findings, use a combination of objective measures (such as observational data and peer reports) and self-report measures.

Implications of the study

The study's findings regarding the impact of social comparison on teenage body dissatisfaction carry implications for various stakeholders, including researchers, teachers, parents, mental health specialists, and legislators. These findings can guide the creation of focused preventative and intervention plans meant to lower adolescent body dissatisfaction. Understanding the role of social comparison provides insights into potential intervention areas, such as building resilience against societal pressures and promoting a positive body image.

Teachers can utilize the study's results to shape curricula fostering positive body image and self-esteem. The findings serve as a valuable resource for developing educational materials that address media literacy, critical thinking skills, and self-acceptance. Awareness of the effects of social comparison can guide educators in creating impactful interventions.

Parents can benefit from the study's insights, gaining an understanding of how social comparison contributes to their adolescents' body dissatisfaction. The research emphasizes the importance of open communication, encouragement, and positive reinforcement in family interactions and interventions. Mental health practitioners can

incorporate the study's results into therapeutic interventions for teenagers struggling with body dissatisfaction. Tailored counseling and psychoeducation can help individuals enhance resilience, cultivate a positive self-image, and navigate societal pressures more effectively.

Policymakers can consider the implications of the study when developing legislation to protect teenagers from negative media influences, establish advertising standards, and integrate media literacy instruction into schools. The research supports policy advocacy for realistic portrayals of body diversity in the media. Community organizations and schools can use the study's results to initiate programs promoting positive peer influences. Creating a supportive and inclusive social environment can contribute to improved body image among adolescents, countering the negative impacts of social comparison.

The study identifies potential areas for further research and highlights knowledge gaps that future studies could explore. Researchers can use these insights to focus on specific facets of social comparison, cultural influences, or interventions that may not have been fully examined in the current study. Furthermore, the study's findings can be disseminated to parents, teachers, and teenagers through community awareness campaigns. These campaigns aim to educate the community about the possible link between social comparison and body dissatisfaction, fostering dialogue and contributing to a culture that values positive body image.

Finally, the study enriches the body of academic literature on body image and social comparison, providing valuable insights for future research endeavors. It

contributes to the ongoing discourse in the field and may inspire additional studies to deepen our understanding of these intricate dynamics.

Conclusion

This study investigated the connection between media exposure, social comparison, and body dissatisfaction. The study's findings suggest that media exposure has a positive and significant impact on body dissatisfaction and may have unfavorable effects for wellbeing because of excessive use of media platforms. Additionally, a positive and significant moderating relationship between teenage media exposure and body dissatisfaction was found to exist through social comparison. The study's conclusions have important ramifications for many areas and has the potential to guide the development of several tactics and initiatives targeted at fostering resilience, mental health, and positive youths' perceptions of their bodies. It is important to recognize the significance of media exposure at the initial phase as a potential risk factor for developing body dissatisfaction among adolescents, and designated interventions should be designated to decrease the adverse consequences.

The utilization of media platforms by adolescents should be controlled and through various educational materials, awareness regarding the connection between media exposure, social comparison, and body dissatisfaction can be increased. Researchers have found that teenagers who are exposed to media experience body dissatisfaction, and that social comparison plays a key moderating role in this relationship. By comprehending these relationships, we can create persuasive methods and interventions to promote mental health, reduce body dissatisfaction, and raise general satisfaction among adolescents.

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APPENDIX A

INFORMED CONSENT FORM

All information collected during this study will be kept strictly confidential and will only be used for research purposes. Your name or any personally identifiable information will not be disclosed in any reports or publications. Your participation in this study is entirely voluntary. You have the right to refuse to participate or to withdraw at any time without consequence.

Thank you for your cooperation.

Your signature

Age:

Gender:

Grade/Class:

School System (choose 1): Private

Public

APPENDIX B

Multidimensional Influence Scale

Instructions: Read each statement and tick under the option that seems most suitable.

Statement	No	Not Sure	Yes
People who are in good shape are better looking than people who are not in good shape.			
Watching TV or reading magazines makes me want to diet or lose weight.			
Clothes look better on people who are thin.			
Watching movies makes me want to diet.			
Clothes look better on people who are in good shape.			
I try to look like the models in magazines.			
I learn how to look attractive by looking at models in magazines.			
I compare my body to movie stars.			
I would like my body to look like the models in magazines.			
I would like my body to look like people who are on TV.			
I try to look like the actors or actresses in movies.			

APPENDIX C

Iowa Netherland Comparison Orientation Measure (INCOM)

Instructions: Read each statement and tick under the option that seems most suitable.

Statement	I disagree strongly	I disagree	Neither agree nor disagree	I agree	I strongly agree
I often compare how my loved ones (boy or girlfriend, family members, etc.) are doing with how others are doing					
I always pay a lot of attention to how I do things compared with how others do things					
If I want to find out how well I have done something, I compare what I have done with how others have done					
I often compare how I am doing socially (e.g., social skills, popularity) with other people					
I am not the type of person who compares often with others (reversed)					
I often compare myself with others with respect to what I have accomplished in life					

I often like to talk with others about mutual opinions and experiences					
I often try to find out what others think who face similar problems as I face					
I always like to know what others in a similar situation would do					
If I want to learn more about something, I try to find out what others think about it					
I never consider my situation in life relative to that of other people (reversed)					

APPENDIX D

Body Shape Questionnaire (8C)

Instructions: We should like to know how you have been feeling about your appearance over the **PAST FOUR WEEKS**. Please read each question and tick under the option you choose.

Statement	Never	Rarely	Sometimes	Often	Very Often	Always
Have you been afraid that you might become fat (or fatter)?						
Has feeling full (e.g., after eating a large meal) made you feel fat?						
Has thinking about your shape interfered with your ability to concentrate (e.g., while watching television, reading, listening to conversations)?						
Have you imagined cutting off fleshy areas of your body?						
Have you felt excessively large and rounded						

Have you thought that you are in the shape you are because you lack self-control?						
Has seeing your reflection (e.g., in a mirror or shop window) made you feel bad about your shape?						
Have you been particularly self-conscious about your shape when in the company of other people?						

APPENDIX E



Shahbano Khan <shahbano88@gmail.com>

Permission to Use Body Shape Questionnaire (BSQ)

Peter Cooper <p.j.cooper@reading.ac.uk>
To: Shahbano Khan <shahbano88@gmail.com>

Thu, Jun 1, 2023 at 10:17 AM

Dear Shahbano Khan

I am very happy for you to use the BSQ in your research.
You might find this site useful:

<https://www.psycht.org/psycht/root/tools/bsq/>

Body Shape Questionnaire (BSQ) - PSYCTC.org

Page created 5.i.19 from page on the old psycht.org site from 2003, updated 28.xi.22. As with most pages on this site, the content is freely available under a Attribution-ShareAlike Creative Commons Licence. so you can quote as much or as little of it as you like but you must make whatever you do available on the

www.psycht.org

Best of luck with your study.

Kind regards

Peter Cooper

From: Shahbano Khan <shahbano88@gmail.com>
Sent: Wednesday, May 31, 2023 5:27 PM
To: Peter Cooper <p.j.cooper@reading.ac.uk>
Cc: hamnazahid@cuilahore.edu.pk <hamnazahid@cuilahore.edu.pk>
Subject: Permission to Use Body Shape Questionnaire (BSQ)

You don't often get email from shahbano88@gmail.com. [Learn why this is important](#)

[Quoted text hidden]



Shahbano Khan <shahbano88@gmail.com>

RE: {SPAM?} Permission to use The Iowa-Netherlands Comparison Orientation Measure

Gibbons, Frederick (Rick) X <rick.gibbons@uconn.edu>
To: Shahbano Khan <shahbano88@gmail.com>

Mon, Jul 17, 2023 at 11:11 PM

Hello Shahbano,

Thanks for your inquiry and your interest in our scale.

You do not need permission to use the scale—anyone who wants to use it for research purposes can do so without our permission.

I have attached a copy of the original (JPSP) publication that contains the INCOM and information about scoring (see the Appendix at the end).

Best of luck with your research.

Sincerely,

Rick Gibbons

Professor of Psychological Sciences

University of Connecticut

From: Shahbano Khan <shahbano88@gmail.com>**Sent:** Monday, July 17, 2023 1:44 PM**To:** Gibbons, Frederick (Rick) X <rick.gibbons@uconn.edu>; hamnazahid@cuilahore.edu.pk**Subject:** {SPAM?} Permission to use The Iowa-Netherlands Comparison Orientation Measure

Message sent from a system outside of UConn.

Respected Frederick Gibbons,

I, Shahbano Khan, am an undergraduate student currently enrolled in the BS (Hons.), Psychology, Department of Humanities, COMSATS University, Islamabad, Lahore Campus, Pakistan. I am doing my BS thesis on "Role of media exposure and social comparison in body dissatisfaction among adolescents" under the supervision of Prof. Hamna Zahid, Lecturer, COMSATS, Lahore Campus.

It would be a great help and honor to be obliged with your permission to use your scale called "*The Iowa-Netherlands Comparison Orientation Measure*". I look forward to your response. Thank you.

PSYCHOLOGICAL SCALES

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Multidimensional Media Influence Scale (MMIS)

Step 1: Click Here

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Of

1. I would like my body to look like the people who are on.TV
2. I wish I looked as athletic as the people in magazines.
3. I try to look like the people in music videos.
4. I compare my body to the bodies of people who appear in,magazines
5. I would like my body to look like the people who are in.movies
6. I try to look like sports athletes.

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11. I try to look like the people on TV.
 12. I compare my appearance to the appearance of TV and movie stars
- [SOCIOCULTURAL ATTITUDES TOWARDS APPEARANCE SCALE \(SATAQ\)](#)
[Sociocultural Attitudes Towards Appearance Questionnaire-3 \(SATAQ-3\)](#)
[Sociocultural Attitudes Towards Appearance Questionnaire-4 \(SATAQ-4\)](#)
[Sociocultural Attitudes Towards Appearance Scale-3 -Internalization-General subscale \(SATAQ-3-I-](#)

G)

[Sociocultural Attitudes Towards Appearance Questionnaire – Revised \(SATAQ- R\)](#)

This instrument can be found on page 124 of “The development and validation of the Thinness Expectancy Questionnaire”. Available online

at: <http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=2256&context=etd>

1= Completely Disagree, 2, 3=Neither Agree Nor Disagree, 4, 5= Completely Agree

Cusumano, D.L., & Thompson, J.K. (2000). Media influence and body image in 8 – 11 year-old boys and girls: A preliminary report on the multidimensional media influence scale. International Journal of Eating Disorders, 29, 37-44

Steinberg, Ari R., “The development and validation of the [Thinness Expectancy Questionnaire \(TEQ\)](#)” (2004). Graduate Theses and Dissertations. <http://scholarcommons.usf.edu/etd/1257>

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