

Abstract

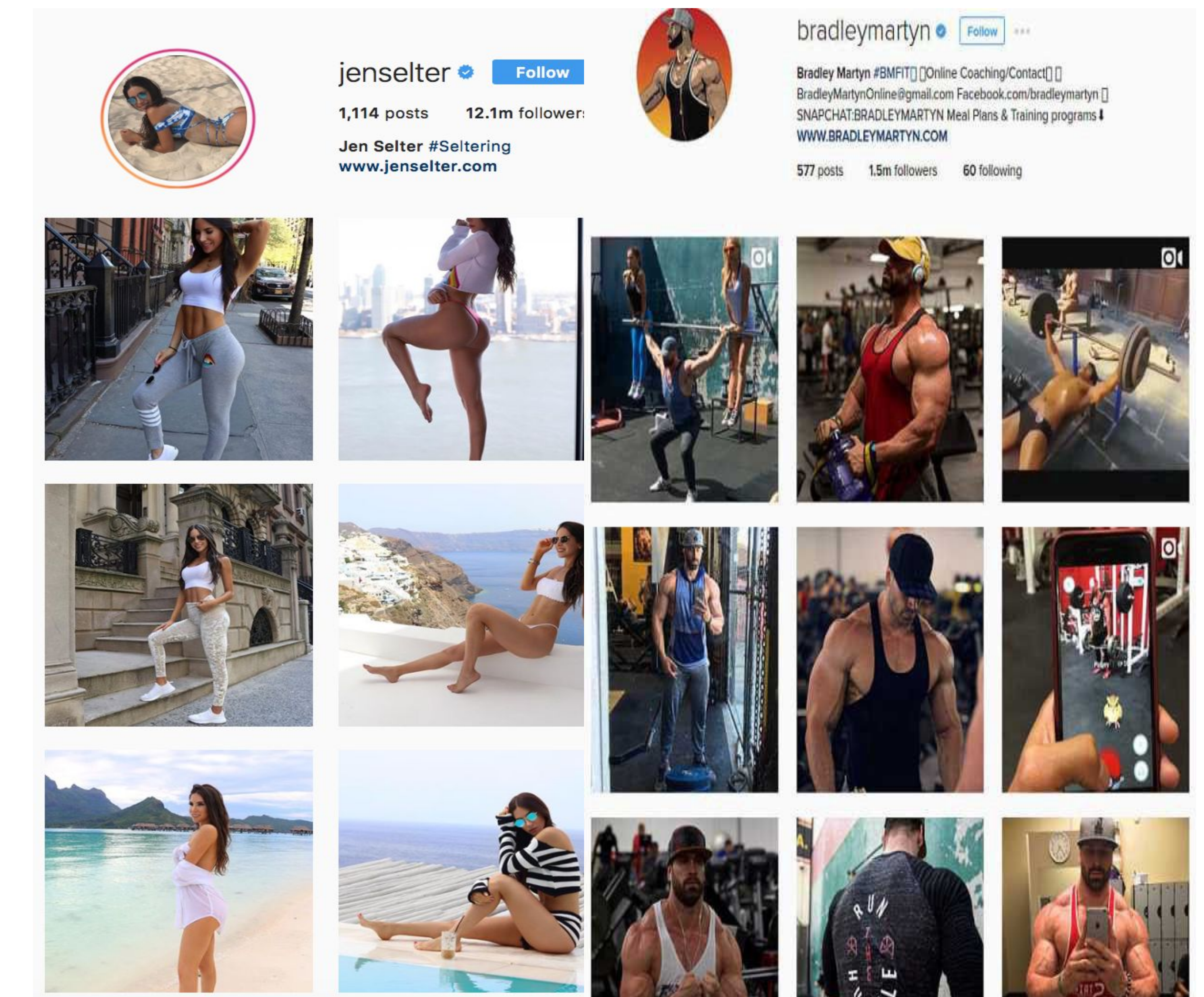
This project aims to understand the relationship between social media and body image. In doing so, the presentation examines the “ideal image” of young men and women that media forums portray, providing specific characteristics that constitute a perfect body in the modern era. Certain behaviors and actions taken from the individual after being exposed to the “ideal image” content are explored. Ideas such as Social Comparison Theory and FoMO (fear of missing out) are also mentioned to help demonstrate the correlation that exists between social media and body image. The project concludes with healthy activities one can partake in to feel good about themselves.

Key Ideas

- Social comparison theory: individuals evaluate their lives by asking themselves ‘how are you doing’ and ‘what should I do now’
- Show content that suits a user’s preferences
- Cosmetic surgery and eating disorders
- Leads to internalization, then FOMO

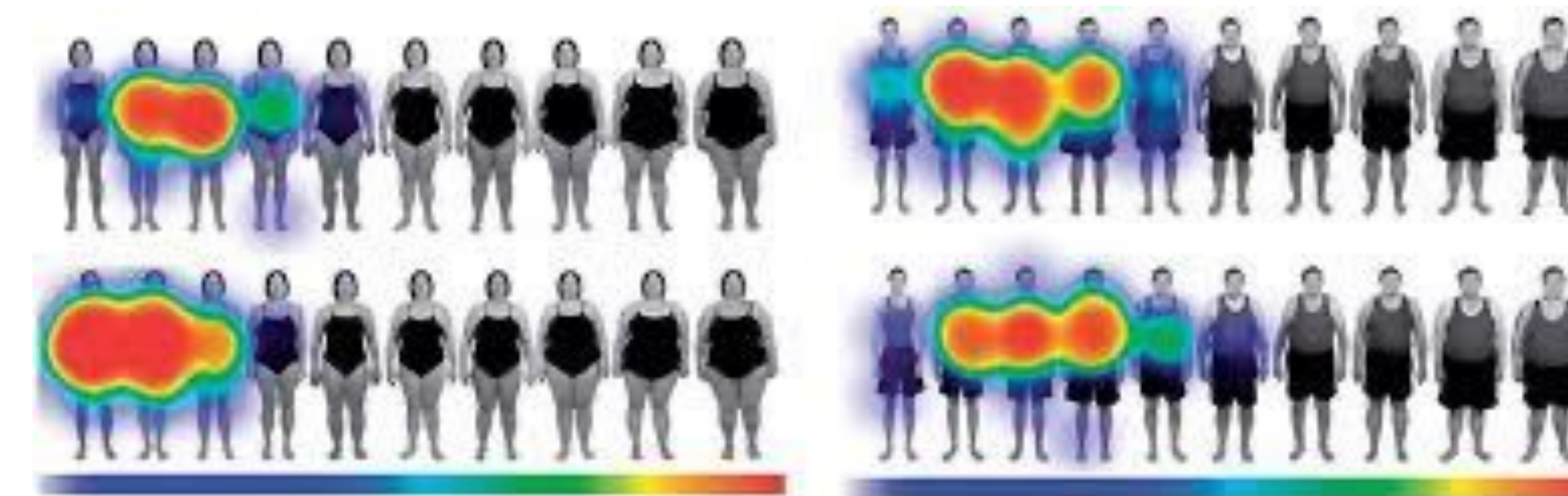
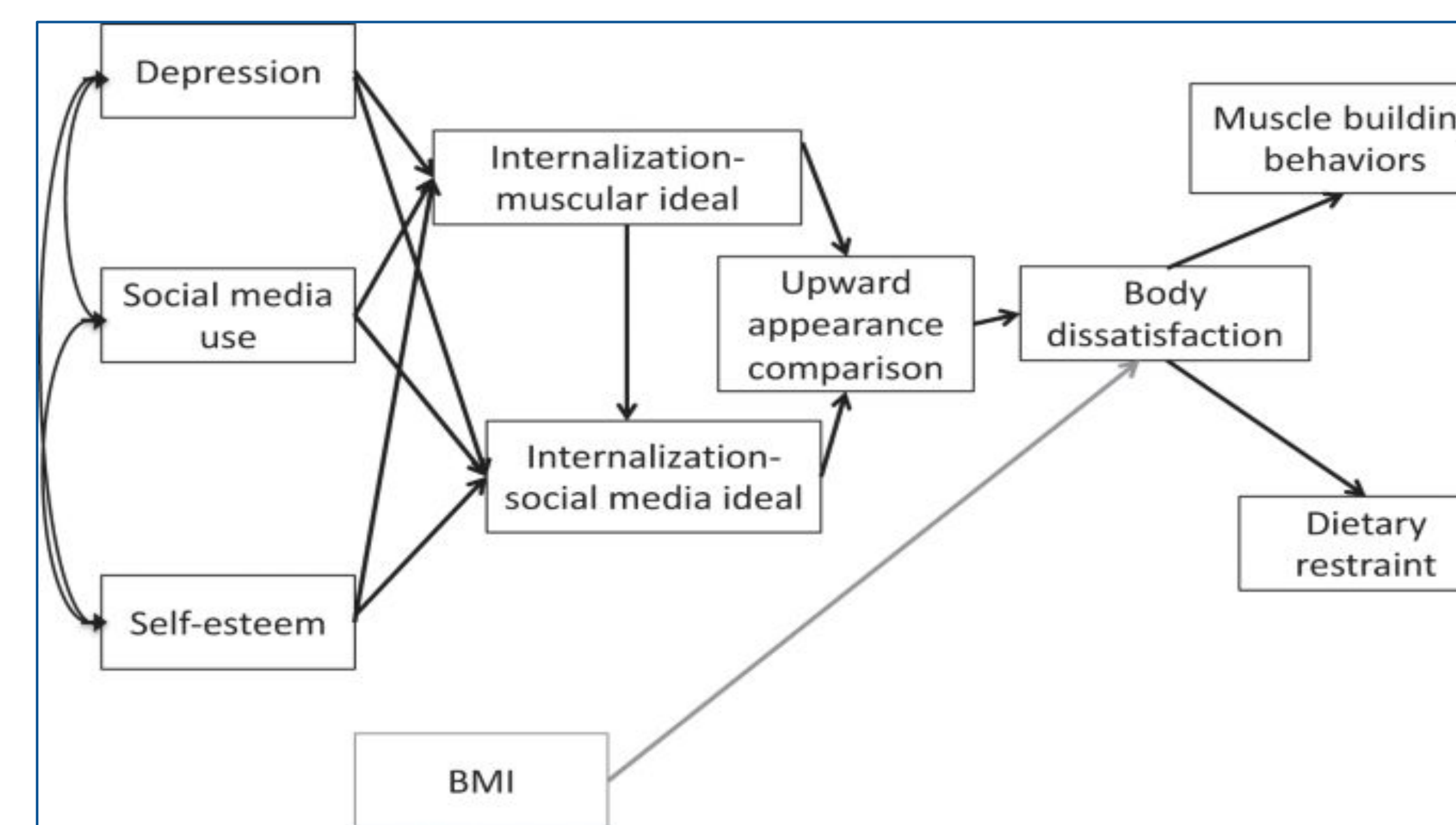
Takeaways

- There is a positive correlation between social media and body image
- Men desire a muscular frame
- Women desire a more slender frame
- If you got it, flaunt it



Introduction

There are countless ways in which one uses social media, but one of the most common reasons they use it is to engage with other peoples’ lives. Other reasons include but are not limited to: entertainment, being informed, addiction, fear of missing out and self-status seeking. By using a social media account, one has control over what content they wish to view and engage with, which makes platforms such as Instagram and Facebook, among others, very popular. But like every brilliant entity, there are some downfalls one must keep in the back of their mind. As the world has developed more advanced technologies, many people have been using forms of entertainment to feel good, specifically social media. Throughout the twenty-tens, social media outlets became more popular among young people and show no signs of losing traction, especially in the midst of a global pandemic. Many people like social media for the ability to connect with others but others have realized that social media has a negative impact on their psychological well-being. That is why social media has influenced the way young people not only view others, but themselves.



Conclusion

The fact is there are countless alternatives one can use to feel better about themselves mentally and physically. Exercising is a popular way for people to lose or gain weight, reduce stress and be more productive with their lives, not to mention it has excellent health benefits. Going on a date with someone you really like has served people well as it encourages both individuals to stay off their phones and focus on each other. Even going on a day trip with friends or family is sufficient enough to promote interaction and discourage social media use. All of these strategies can be very fun and only require yourself and others you know. With that said, the key to less social media use is constantly keeping yourself busy, whether it is with sports, friends, or projects around the house. If you can do that, you will live a much healthier and fulfilled life.

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Link to Paper

