



Apr 8th, 10:00 AM - 11:00 AM

## The Effects of Social Media on Body Image

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Oral Presentation O1.4

## **THE EFFECTS OF SOCIAL MEDIA ON BODY IMAGE**

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Body dissatisfaction comes from three main influences: family, peers, and the media. Today, social media platforms such as Facebook and Instagram are the most common sources people use to post photos of themselves and view photos of others. These same sites allow people to alter their photos in whichever way they like, often conforming to gendered body ideals. In this study, I utilized a survey sent out to students at Illinois Wesleyan University that tested their level of body dissatisfaction and their use of social media. I use social comparison theory to investigate how the accessibility of social media, instilled gender ideals, and other factors may work to impact people's body image, and offer implications based on my findings.