

MEDIA INFLUENCE ON BODY IMAGE AMONG YOUNG ADULTS

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ABSTRACT

Introduction

Body image is one's own perception about their body. It varies from person to person. Ideal body image is a hype created by media and people compare themselves with that and try to follow it. If they do not fit into that ideal body image they become worried and change their eating practices and engage themselves in body changing strategies. Especially during their young adulthood individuals give more importance to their body image. Hence the present study aimed at finding out the relationship between media and body image among young adults.

Methodology

Ex-post facto research design was used in the present study. Using purposive sampling technique, 400 participants were selected, in which 200 were males and 200 were females. Average age of the participants is 21. Participants were assessed with body image and body change inventory and (Ricciardelli & McCabe, 2001), Media influence sub-scale (Ricciardelli & McCabe, 2001).

Results

Karl Pearson product moment correlation was used to find out the relationship between the variables. It was found out that media influences the importance of body image, body image concern, eating practices and body change strategies among young adults. Age was not significantly associated with any of the study variables. Independent t test was used to find out the gender difference. It was found that female were more concerned about their body image and hence engage in more in body change strategies when compared to male. None of the demographic variables such as socio economic status, educational qualification, going to gym and preferred social media did not influence the body image of the young adults.

Implication

The study implied the necessity of counseling the young adults about healthy eating practices. Also they need to be trained to enhance their bodily self-esteem. It is the responsibility of psychologists, social workers and sociologist to create awareness among the community about health eating practices.

KEYWORDS: Body Image, Media, Young Adults

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