

A Systematic Review and Research Agenda on the Influence of the Media and Celebrities on Body Image

Smita B. Thomas¹ & Suphala Kotian²

¹ Research Scholar, Institute of Social Science & Humanities, Srinivas University, Mangalore, India,

Orcid ID: 0000-0001-9895-6024; E-mail: smitabijuthomas@gmail.com

² Research Professor Institute of Social Science & Humanities, Srinivas University, Mangalore, India,

Orcid ID: 0000-0002-5747-4982; E-mail: suphalakotian@gmail.com

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¹ Research Scholar, Institute of Social Science & Humanities, Srinivas University, Mangalore, India,

Orcid ID: 0000-0001-9895-6024; E-mail: smitabijuthomas@gmail.com

² Research Professor Institute of Social Science & Humanities, Srinivas University, Mangalore, India,

Orcid ID: 0000-0002-5747-4982; E-mail: suphalakotian@gmail.com

ABSTRACT

Purpose: *Smartphones and the other internet supported gadgets have brought us very close to the glamour industry. The intentional representation entertainment industry does of only the 'beautiful, most attractive and the perfect faces and bodies' hides the enormous sum of money that is invested into this depiction. What is hidden from us is an army of professionals to help them look the way they look. There are people to design them clothes suiting their body type and clothe them, apply flawless makeup to conceal defects in every visible area of their bodies and on top of it another professional to capture and edit those perfect videos and photos that we see. These celebrities have the money to afford the best dietician, cook and the fitness trainer so that they fit into the bodily statistics given to them by the industry. This research on literature was done to understand the existing literature about body image issues, the extensive role of media & various other factors, its occurrence across females and males in all age groups. It also studies the psychological effect that the body image issues can cause and the corrective measures taken by those who suffer and the clinicians. The researcher eventually aims to instill a feeling of responsibility in celebrities about how they do not represent reality but depict a false sense of perfect body image and also to raise alertness among the general public about the need of focusing on internal health and better life rather than idealising celebrities and their slender bodies.*

Design/Methodology/Approach: *The research is constructed on qualitative review of books, online articles, and research studies so as to better comprehend the effect of the celebrities on ordinary population including children.*

Findings/Result: *The conclusions of this literature review show that celebrities and media are linked to body image disruption. As a result, this article delivers a complete review of the strength of the association between the use of social media and body image disturbance.*

Originality/Value: *The study reviews the existing literature on the influence of media and media influencers on body image that may further lead to negative body image, behavioural and psychosocial disruption in human personality.*

Paper Type: *Review of existing literature*

Key Words: Body Image, Body image and Children, Body Dysmorphic Disorder, Social media, Body Shape and corrective measures, ABCD analysis

1. INTRODUCTION :

With the emerging technology majority of us use smart phones with quick internet access, our main media of entertainment has also become at the tip of our fingers. The celebrity world has closer to us and its alluring to all. Every minute, we are blitzed with the modern trends. The celebrity impacts whether intentional or unintentional, cause a variety of psychological issues with body image, leading to body dysmorphic disorder.

As per dictionary for medicos Body Image is an idiosyncratic picture of physical appearance which is recognized by self-observation and observing others reactions [1]. Body image is the perception of the opinion a person has about them-self and the attitude which results from this perception [2] [3].

The world of media continually displays people who are externally fit and in so called perfect shape. The desperation to have perfect body is so much that one in three would happily give up junk and alcohol if they could achieve their dream body overnight [4]. Current data shows almost three-fourths of women and half of the men think about their weight throughout the day. Also, more than half the females do not feel positive about their bodies after they look at thin women images in magazines. This can lead to various issues like eating disorders, anxiety, depression, and inclination for corrective cosmetic surgeries. Up to two percent of all teenagers battle an eating disorder [5]. Men with higher BMI have more body image issues [6]. Also, the data shows 67% of American women worry about their partners' opinion regarding their body [7].

4th Edition of the book *Body Image* provides a brief about how body image effects children, women, and men. Compiling the findings from the fields of research done in psychology, sociology, and gender studies it points a range of important problems, including the ill effects of social networking sites & selfies on issues regarding negative body image [8]. Another study shows how structural, relational and cognitive capitals causes significant influence on individual happiness [9].

Study from Fiji and the Ukraine, showed acceptance of the slender body and self-discontentment among juvenile girls. This correlation supported several deep-rooted sociocultural models that links media, parents, and peer to negatively impact body image & cause eating disorders [10]. Media has time and again targeted for depicting the ideal woman to be thin that further causes body image disturbances and wrong eating habits [11]. A few contradictory studies also say the pictures of lean women can have either a little or no effect on audiences but, the pictures of obese women had a good effect on women's body image [12]. Nine hundred and twenty five schoolchildren, from the age of 9 to 14 years, filled "The Socio cultural Influences Questionnaire" to collect the data about the media messages shown to children." While the children unveiled different impact with every media influence, both males and females strongly denied that media messages suggested to gain weight. But approved that mass-media professes being thin and a humiliation is associated with being overweight [13].

Studies have also proved the affiliation between media pressure, eating and body image issues and sexual orientation, in an individual. A study showed gay men were more inclined towards thinness, had body dissatisfaction, and anxiety related to body image-related than the straight men who participated in the study. There was also relation between body image issues, physical attractiveness, sexual orientation and eating habits due to media influence were also found to be high for gays [14] [15]. 128 girls from primary education aged 5–8 years were picked up for research as samples. Results displayed that by sixth year, a most of the girls desired to be thin. Media influences like watching music TV channels and reading magazines that focuses mainly on appearance caused more dieting awareness in these young girls. The samples who went through the magazines meant adult women, were more unhappy with their looks [16].

Research published on PubMed on 2020 May 6 stated 307 women admitted the fact that negative body image can cause a significant bearing on occurrence of depression and anxiety [17]. Body image issues were also the main reason of having eating disorders [18].

A study published in the *Journal of social science and medicine*, studied 912 women who were 54yr old. Results showed that the women with higher education were not satisfied with their weight and their looks, than those with much lesser education [19]. With various researches its clearly evident how the media and celebrities have slowly made us extra critical and aware about our own bodies [20].

2. OBJECTIVES OF THE REVIEW PAPER :

- (1) To analyse various research reviews pertaining to issues with body image and the role that media plays.
- (2) To identify various research agendas related to body image issues and celebrity influence.
- (3) To learn more about how children are affected with body image due to the effect of media.
- (4) To choose a research agenda for further research, based on the research gap.
- (5) To suggest further research on media portrayal and its effect on Indians.

3. METHODOLOGY OF DATA COLLECTION AND ANALYSIS :

Google scholar, Research Gate, Britannica, National Digital Library of India, Shodh Ganga, PubMed, Academia, and Web of Science were analysed for empirical examinations of various body image issues

that are influenced by media depiction. Statistics and Data were collected from various data websites. Keywords and relevant terminology were used to search the literature pertaining Body image, Positive Body Image, Negative Body Image, Body Dimorphic Disorder, social media & social networking sites, cosmetic surgeries, Facebook, Instagram, Twitter. Current search of the journal publications and the lists of references included articles and pertinent articles were checked for any new relevant articles that should be included. Books related to the topic were also reviewed to get a better understanding of the definitions, theories, and pre-established assessment tools on body image insights. The tools ranged from self-assessment to clinical assessment tools to diagnose or treat comorbid conditions such as Body Dysmorphic Disorder, eating disorders, sleeping disorders, and Bigorexia, among others. Articles found through these searches were evaluated according to their title, synopses, and ultimately the complete journal article, in accordance with PRISMA principle. Title and abstract screening were done to evaluate the relationship with the subject to be searched. Quantitative and qualitative researches were included for the review. In conclusion, the complete articles were assessed. Papers were rejected if they didn't qualify for an independent measure of media depiction and negative body image.

4. RELATED WORK /REVIEW OF LITERATURE BASED ANALYSIS :

4.1 Mid-Life Crisis and Negative Body Image:

Middle-age crises is a common occurrence. A study done on eating habits, body disappointment, and body image issues among 125 women aged between 50-65yrs and 125 elderly women aged between 66yrs and above showed that, the middle age women worried more about eating and desired thinness. Both groups had body size ambitions and the body image issues. Results showed that the fear to age was directly proportional to muddled eating [21].

4.2 Women and Men Disparity in Body Image:

A study highlighted how difficult it was to find people who were positive towards their appearance and treated themselves with love & respect. In this study only 12.2% of the surveyed women who were 50 + were pleased with self-physique [22].

Another study took various factors like gender into consideration about how they influence body image perception. The findings directed that both genders had different ways and standards by which they assessed themselves and the dissatisfaction that they had towards their bodies was largely affected by the cultural ideologies. The findings proposed that the self-perceived factors were the significant influencers of one's own body shape satisfaction or disappointment [23].

4.3 Influence of Media with Body Image:

Research done on 139 adults on body image frustration and possible contributing factors showed media influence along with factors like age, pressure from family & self-worth played a major role in body frustration among men & women. Investigators proposed that, since children are highly influenced by the actions and believes of the adults such researches are important [24].

Sample size of 11017 was studied in New Zealand in 2012, to understand the impact of new age social media as Facebook, transitional media forms & peer-based media. The results depicted that having a Facebook profile and being active on it is associated with body dissatisfaction level irrespective of age and gender. There was a clear demarcation between users of Facebook and those who didn't use Facebook in body image satisfaction [25]. The selfie culture on the Instagram also depicted the same kind of results pertaining to body image [26]. Evidences also show that regularity of pornography experience is also linked with negative body image and sexual body image. Both heterosexual males & females were equally affected [27].

4.4 Body image Scales:

4.4.1 The Body Comparison scale given by Thompson et al. in the year 1999 is a well-accepted tool among researchers researching on negative body image issues worldwide. It comprises of 20 body areas e.g., hair, arms, forehead, and 5 questions about general body areas such as overall body tone, shape, etc. A meta-analysis done in 2006 established how body is compared denotes to body image anxieties and this is in resemblance with the sociocultural theory [28].

4.4.2 The Physical Appearance Comparison Scale PACS given by Thompson, Tantleff & Heinberg in 1991 put to test in France on students aging between 18 and 30 from two different French Universities.

The scores correlated significantly with weighing one self, body size satisfaction, body size valuation, self-respect, social appearance nervousness, and misery [29].

In another study 1,760 males and females were accessed for mental behavioural social evaluation process regarding physical appearance. The PACS representation was between the two dimensions of weight/non-weight and muscle/non-muscle. Noteworthy difference was found between both the genders. Females were worried about body parts accompanied by the weight/non-weight parameter: males, were obsessed about the muscle/non-muscle dimension [30].

4.4.3 BISI Tool: - The Body Image Concern Inventory (BICI) developed by Littleton et al. had 19-item questions (possible score being 19 to 95). It is still used to measure of dysmorphic body disorder. It's reliability and validity has been proved in many studies [31]. In a study BICI was used on 40 undergraduate students, known cases of BDD and eating disorders. It helped in distinctively characterising clinical disorders from the subclinical symptoms [32]. In another study, 117 patients seeking cosmetic rhinoplasty were questioned for the diagnosis of BDD & BICI was administered. It detected the disorder [33]. To examine the psychometric properties of the BICI, two other studies were conducted by Wang et.al. The Chinese version of BICI was administered to 1,231 Chinese young adults in English and Mandarin. Eating Disorder patients scored higher on the BICI total and the three subscale scores than control groups [34]. Another study was done as quantitative analysis using BISI. 86 male and 100 female aging 18 yrs. and above who were active on social media were studied. The results depicted majority of the subjects have felt discontent towards certain aspects of their body at some point in life. It was found that females were influenced more by the celebrities than the male subjects and had more concerns about their looks than the male respondents. Samples between the age of 20-40 yrs. had more body image issues than others [35].

Many scales also tell how people are open to corrective measures for BDD and can be obtained by slowly going through the Path analyses [36]. Team of psychologists should be involved in designing health promotion interventions [37]. Internet censorship to sex, song lyrics and violence on television and in video games should be strongly recommended [38]. Body appreciation from younger age is highly helpful specially for adolescent girls [39]. Also parent to child talk was accessed with few mother daughter cases and found appearance related communication is also a grey area [40]. For boys between 14-16yrs suffering with BDD no improvement was seen in their inclination towards anabolic steroids for weight reduction. In such cases interpersonal approach comes handy [41]. A study showed older females tend to overestimate their body width [42]. 30 out of 559 women studied had reported to have undergone cosmetic surgery [43]. The social media influencers help in relating and aspiring surgical correction of looks [44] [45].

Table 1: Review of Related Research Publications on body image

S. No.	Area	Finding	Reference
1	Depression & Body Image	Body image is self-belief that is prejudiced by frame of mind about one's own looks. Its occurrence can be seen as early as in adolescence. It's often accompanied with depression but it's hard to understand which came first.	James et al (2021). [46]
2	Body Image positives and negatives	Study says around 35 percent to 81 percent of girls and 16 percent to 55 percent of boys feel dissatisfied with their bodies. According to a data of 2019 its evident that throughout a person's life dissatisfaction with body occurs. Updates of 2022 suggests that online programs for eating disorder prevention could help people in reducing body dissatisfaction.	White et al (2022). [47]
3	Eating disorders & Body image	It's very well known how Body image and eating disorders go hand in hand and are responsible various psychopathologies. Unlike majority studies this study focuses on older adults.	Peat et al (2008). [48]
4	Body image and various	This article speaks how advertisement industry is trying the reverse the looks of middle aged really hard. They are doing everything possible to make the middle aged look "thinner, smoother, sexier, wealthier, happier and hipper". The book	Cohen, P. (2012). [49]

	factors in middle age	talks of how the real self is so much in pressure to look a prescribed way.	
5	Improving body image: science and practice.	The writer asks if the media has become truly inclusive towards all body silhouettes. The book scrutinizes measure focused on thoughtful ways help people to embrace their true self with more love, care and compassion..	Daniels et al (2018). [50]
6	Quality of life with body image	The authors have brought together a collection of writings to understand how body image influences quality of life. This book has fifty seven sections inscribed by renowned experts. It is of significant help to physicians who come across the complications pertaining to negative body image in their clients.	Cash, T. (2011). [51]
7	Image Statistics in 2021	Summarised the data on body image issues in females and males in 2021.	Linardon, (2021). [52]
8	Body image and co relation with body weight	This study addresses incidences of body image disappointment in 2 developmental period that is childhood & adolescence. 448 boys & 508 girls answered to self-report measure of global body image dissatisfaction. Thin Boys wanted to become large and the overweight boys wanted to lose weight. And girls wanted to be thin.	Kostanski et al (2004). [53]
9	Body Image and Teasing	287 artists, from Malaysia, Indians who were settled in Singapore & China were studied. Ethnical non-age actors stated suffering and skin colour displeasure than Chinese. Results disclosed ethnical teasing being a major source of appearance discontentment.	Pillai et al. (2019). [54]
10	Socio cultural situation of women's body image	44 normal women between twenty one to sixty one years old were screened with a semi-structured interview. Women showed that the body concerns are dynamic and fluctuates. A strong bearing of the media on distorted body image was seen. Some women voiced their well accepted socio-cultural standards, others said acceptance of their physique succeeding a course of reflection.	Paquette et al (2004). [55]

Table 2: Review of Related Research Publications on Body Image and Media

S. No.	Area	Finding	Reference
1	Effect of media on working women	Cross-sectional survey was conducted on 250 working women to prove the effect of pressure from friends, family, and media on body image dissatisfaction. Scales used were Sociocultural Attitude toward Appearance Questionnaire and Body Dissatisfaction Scale.	Akbar et al (2022). [56]
2	Celebrity influence	A systematic search in 36 studies regarding body image, celebrities' influence and eating disorder showed that the , celebrity worship and appearance comparison, were related with wrong consequences for individuals' body image.	Brown Z et al (2022). [57]
3	Body image and social media	Research established that use of social media for 30 minutes a day can cause a change in the way young women looks negatively towards her own body.	Fardouly et al. (2015). [58]
4	Body image influence of	The focus in this chapter was on the part played by mass media in shaping people's view about beauty	Mills et al. (2018). [59]

	new and old media	and its impact on appearance concerns and body image. It supports the idea that the women think slender body type is perfect and beautiful. The book points out how the new generation social media is much more interactive unlike the olden days.	
5	The Media and Body Image- If looks could kill.	This study brings all the literatures available from the subjects of sociology, psychology, gender studies about negative body image and conveys a new experiential work on media depictions and viewers comebacks on the same. Corelation with gender politics, socio-cultural change, and self-identity is depicted.	Wykes et al. (2007). [60]
6	Social Media and concept of beauty	This article speaks about the statistics on how social media reshaping standards of beauty. The overfeeding of the filtered images online is a big cause of the body image disturbances. It's vital for our mental health to understand the ill effect of the same.	King University Online. (2022). [61]
7	Blunt Truth of Social media & body image.	Survey on 227 female universities students shows how the women often compare themselves in a negative way with friends and media personalities but not with family as they see pictures on Facebook	Oakes et al. (2021). [62]
8	Social media and effects on Body Image	This article connects the actualities of the social displacement theory with issues on body image. The article tells that more are we on social media the more away are we from the human interactions and this further reduces the wellbeing of human beings.	Medicalnewstoday.com. (2021). [63]
9	SNS and disordered eating	Systematic search of 20 peer-reviewed articles proved the link about usage of social networking sites and its connection to negative body image and Eating Disorders.	Holland et al. (2016). [64]
10	Hypocrisy of media	This article speaks how the company of Dove started the Social media campaign on stopping the societies standards of beauty testing. It did create a buzz and increased the engagements on the social media but as a matter of fact the parent company of Dove, Unilever, is the company that produces Fair and Handsome/Lovely, Axe etc. where women are presented in inappropriate ways.	Dove Campaign for Real Beauty (2015). [65]
10	Thick and dark	Media mostly represents body image that is fake, edited and rarely achievable. While most people do understand that images are manipulated, but the degree to which this is used by the media to alter the body shape, lighten or darken the skin tone isn't always understood.	How Body Image is portrayed in the Media (2022). [66]

Table 3: Review of Related Research Publications on body image and children

S. No.	Area	Finding	Reference
1	Body Image on teen girls	162 girls, between the age group of 5 to 8yrs, were constantly subjected to the images of various dolls. And the control group to no dolls. Body image assessment showed the group of Girls who were exposed to the dolls had bad body esteem & more desire towards thinner bodies and risk towards eating disorders than the girls in the control group.	Dittmar et al (2006). [67]

3	Body image in young girls	548 adolescent girls were studied and found that images of skinny models caused 47% girls wishing to lose weight and 69% said such images changed their concept of perfect bodies.	Field et al (1999). [68]
4	Girls and unhealthy weight loss behaviour	Girls exposed to weight loss related glamour magazines were six times at higher risk to get involved in unhealthy temperament towards weight loss like ingesting diet pills, laxatives, vomiting etc. Where in the girls not exposed to such magazines didn't show such signs.	Utter et al (2003). [69]
5	Adolescence and Body Image	Body image distortions are equally present across all genders. This also leads to mental health issues. the book gives a nutshell of the various factors related to the negative body image in adolescents. It also discusses the role played by individual's inner circle, traditions of society, schools, sports and media in forming a negative body image.	Ricciardelli, L. (2015). [70]
6	Adolescent Girls and Boys:: Body Image, Risk and Resource Factors	A 3-year, long study was conducted 91 girls and 79 boys of Grades 7 and 10 for assessment of psychosocial maturity. It was found that the risk factor for boys was being teased by others, where in for girl's body dissatisfaction came from stress of figure management, weight and being pestered about appearance. Girls found the significant resource factors in acceptance from parents but for boys there was no significant resource factor.	T Barker et al, (2003). [71]
7	Teenager's body and hormones effecting weight and shape.	Constant fat and body appearance statements causes contributed big time in the adolescent times towards body image issues. The book delivers a perception on the importance of hormones, talks and environment in shaping the concepts of the teenagers regarding body image.	Reel et al (2015). [72]
8	Content Analysis of children media	Kids videos and books related to fairy tales were analysed and found that almost all of them had messages related to body image directly or indirectly. Famous stories of Cinderella, The Little Mermaid, Rapunzel sent the messages regarding body image. Showing fair, lean, beautiful, long golden hair to be the beauty symbols in women. And in all obvious ways it effects the child's developing mentality towards beauty standards.	Larose, et al (2004). [73]
9	TV shows and children	Various cartoon channels for children were analysed to show shocking data on how beauty ideal messages suggested that the thin, white beauty ideals as perfect for a younger audience just as that of adults. "Beauty and thinness are good" was shown clearly in most of the Disney & Nickelodeon channels.	Northup et al (2010). [74]
10	Animated cartoons & body weight.	Various cartoon serials showed how the good characters were always thin, good looking, educated while the wicked characters were fat, stout, shabby and poor.	Klein et al (2005). [75]

Table 4: Review of Related Research Publications on BDD

S. No.	Area	Finding	Reference
1	Body Dysmorphic Disorder and treatment.	This study provided on outline of data on BDD, its signs and symptoms, pathogenesis, incidence, comorbidity, psychosocial impairment, and suicidal tendencies. It highlighted new researches on treatment via drugs like SRIS and cognitive therapy by CBT.	Andri S. et al (2010). [76]

2	(DSM-5®)	The chapter is completely dedicated to Body Dysmorphic Disorder and associate it to OCD. BDD is one or more perceived self-defects about physical appearance that leads to recurrent mirror checks, anxiousness, being self-conscious with respect food and fat.	American Psychiatric Association. (2013). [77]
3	BDD and gender	The recent obsession with selfies is not a secret any more. The dependence on filters for the best pictures is a definite pre cursor to BDD regardless of the gender and age. Study of available scholarly and research articles show the deep influence of media on body image.	Thomas, S.B et al (2021). [78]
4	Dealing with BDD	Cognitive diffusion, mindfulness, and self-compassion exercises were used to treat BDD patients. With time the treatment showed positive changes in the body image.	Altman, J. K et al (2017). [79]
5	BDD and treatment modalities	This article suggests that SRIs and CBT are the choice of treatment for patients with BDD. The article emphasised the need of future studies with control groups who take SRI along with different psychological therapies to have a different view point in research.	Ipser, J. et al, (2009). [80]
6	BDD Screening Patients and Associated Algorithms	The only three surveys validated by psychiatric evaluation are BDDQ-DV, DCQ, BICI while in Derma clinic and plastic surgery. The article also points that the questionnaire to diagnose repetitive behaviours and altered mental behaviour have not yet been updated to be included in DSM-5 criterion.	Champlain, A et al (2015). [81]
7	BDD and tone report	62 rehabilitants with Body dysmorphic disorder were evaluated with the tone report. The scores were compared to the pre-established scores for several populations. Patients with BDD symptoms and lower delusions were those with meagre internal health & quality of life.	Phillips K. A. (2000). [82]
8	Screening & treating BDD	The best treatment of BDD is the SRI's as per the researches. It takes 12 weeks for the SRIs to show good effect on one's health. The best psychosocial treatment is CBT. The author says that a lot more research is needed in all the areas of BDD.	Phillips, K. (2004). [83]
9	BDD and self-acceptance	BDD sufferers are always preoccupied with their appearance as being flawed and try all available methods to either hide it or try to reconstruct it. They constantly spend time in gazing the mirror seeking reassurance from others, or mentally comparing oneself with others. People suffering with BDD find it extremely difficult to accept one self.	S, D., Reddy et al (2022). [84]
10	Tool to access BDD	1204 undergraduate students were assessed for symptoms of BDD. 11percent presented mild to moderate symptoms and 1.5 percent had severe BDD symptoms. 58 percent felt at least one perceived flaw in their body. Students were most embarrassed because of acne, thin hair and scar marks in the same order. Male had less BDD symptoms than girls. Participants between 20 to 24 years had more symptoms. Students from private universities, smokers and those with body defect had higher symptoms when compared to the students from public universities, non-smokers and students with no body defects.	Alam, M. M et al (2022). [85]

Table 5: Review of Related Research Publications on Body Image and corrective measures and treatment

S. No.	Area	Finding	Reference
1	Mental status of the cosmetic patients	A study included 438 bariatric patients of female gender and a control group of 127 female with regard to weight and BMI. It was concluded that the self-esteem & body image of the bariatric patients kept changing with the stages of bariatric treatment received. Body image issues and a high self-esteem was seen in patients with better education and better economic status.	Proczko, M (2022). [86]
2	BDD and cosmetic surgery	The article talks about clinical and subclinical signs and symptoms and explained how BDD is found in patients coming for cosmetic corrective surgeries. BDD has to be diagnosed on time or else it can cause perpetual damage to both the doctor and the patient.	Ghazizadeh Hashemi et al (2017). [87]
3	Mindset of the cosmetic patients	Patients seeking cosmetic corrective surgeries generally suffer from psychiatric conditions like BDD, Personality disorders like Narcissism and Histrionics personality traits. Knowledge of the above said disorders and the importance of surveys and pre-operative assessment are a great help to cosmetic surgeons.	Malick, F et al (2008). [88]
4	Cosmetic surgery, celebrity worship, and body image	Results from 555 senior scholars clearly showed that the over exposure to celebs directly and indirectly influenced youngsters' inclination toward cosmetic surgery. The connection was mediated by para-social links and identification. The findings showed the influence of stars and relationship with the ill health communication.	Jung, J et al (2016). [89]
5	Plastic surgery among teens	U.S. Plastic Surgery Statistics reported in 2013 that there was a total of 220 cosmetic procedures recorded in the age group of 13-19 yrs. 64 of which were surgical & 156 were minimally invasive. The most common corrective surgeries were nose reconstruction, male mastectomy, corrective ear surgery, laser hair removal & acne treatments.	NEAGU, A. (2015). [90]
6	BDD symptoms and cosmetic surgery	Studies from around the world have suggested that between 5–15% of patients who come for cosmetic care procedures are positive on the diagnostic measures for BDD. Also to note BDD symptoms are not reduced following the corrective procedure, but most of the patients without BDD find enhancement in body image.	David B. et al (2019). [91]
7	Body image disturbance post corrective surgery	To investigate the role of distress related to body image, in post-operative patient & the impact of cosmetic corrective surgery on the mental well-being and body image through differences between the pre and post-operative stages a study was conducted. The patients with a body image issue before surgery continued to show the same even 12 months after the surgery, though the severity was dependent on the range of the Body Image Issues prior to the surgery.	Harrison, A., et al (2016). [92]
8	Comorbidity of BDD & eating disorders with management	This study surveyed the associated conditions and salient features of eating ailments in 200 individuals with BDD. The respondents with associated conditions had low body image disturbance, and had better response to treatment than the subjects without associated eating complaint.	Ruffolo, S. J. et al (2006). [93]

9	Using technology to treat BDD	The addiction to selfies can help manage the distress associated with BDD. Mental health interview and assessment tools, use of technology and affective states were used to gather information about BDD. Repeated selfies have been understood to handle the distress associated with appearance.	Sharma, M. et al (2017). [94]
10	CBT and BDD	The article says CBT is a choice of treatment for BDD, but there is a lot more scope for enrichment. The researcher suggested new trials to compare CBT & pharmacological interventions. Also, telephonic care options like Internet-grounded CBT should be studied further to help others.	Harrison, A. et al (2016). [95]

5. CURRENT STATUS AND NEW RELATED ISSUES :

According to social media marketing statistic 2021 it was found that Facebook is the most used social media. The research done by Pew research centre shows that in US 84% of active social media users are between 18-29 years, followed by 81% being 30-49 years and 73% of the users are those between 50-64 years and those above 65 years use the social media minimally. The tech savvy new generation is the major user of the Social Networking Sites. From daily stories to beautiful filter edited pictures, Instagram sees around 500 million uploads. And above all 91% of the Social Media Sites are accessed via mobile devices [96].

As per Republic news channel, data from Statista reports that Indian smartphone users spent 80% more time on smartphones in 2021 than they were spending in the year 2019. In India the most used apps were Zerodha related to finance, social media apps like WhatsApp, Instagram, MX TakaTak, MX Player, and then the online content streaming platforms like Netflix and Amazon Prime [97]. In 2019 systematic review using databases stated that the appearance based social media usage was linked with body image dissatisfaction to a large extent. They stated that over use of social media can cause the onset of BDD [98].

Statistics on Instagram on May 2022 shows that the most followed individual on Social Media is the famous footballer, Cristiano Ronaldo with over 437 million followers. In the females it is the reality television star, Kylie Jenner with over 334 million followers. Out of 50 top profiles with maximum followers, 24 were from the category of television stars, social media personalities, actors, and actress 12 musicians 10 sports profile, and 4 are the brands accounts. So, we see how huge is the power of the actors & actress on social media [99]. Results of a study done on 224 emerging adults suggest that a too much of media exposure to celebrity culture and lifestyle has significant impact on preoccupation with consumerism, particularly for women. This study supports to a growing body of literature on the effects of a celebrity-saturated media environment and the cultivation of materialistic attitudes [100].

6. DESIRED STATUS & IMPROVEMENTS REQUIRED :

Policy reforms: - the censor board in India should certainly have some policy reforms to what it depicts and generates as digital feed to the population in India, especially the lyrics, dance steps, dialogues about body Image.

Inclusive media: - The Godfathers of Indian media should be more body inclusive and not keep the thicker actors for specific roles. Time and again we have seen actors with immense acting skills limited to certain roles due to their skin color or body shape.

More Indian studies: - The research councils should encourage more data to be collected in India regarding the body image issues and understanding. We shouldn't be relying on the western data as Indians and Europeans have a vast difference in culture, economy and perception of beauty.

7. RESEARCH GAP :

From the literatures reviewed, it was understood that there were hardly any studies done exclusively on Indian population to relate Indian media's role in body image issues. The social behaviour and the effect on children in terms of 'best looks' haven't been discussed in Indian scenario. Indian cartoons have never been curtailed for body image depiction. Even the international researches, the findings advocates that hardly any researches are done on adults and males. The conclusions of this analysis will

bridge the gap that exists by bringing in light the need for more researches to understand the connection between Indian media and the Body Image Issues in Adults.

8. RESEARCH AGENDAS BASED ON RESEARCH GAP :

The main Idea behind doing this research was to highlight it to the patrons of media that we do not need to build a toxic environment towards our bodies. We need to raise a generation who are body inclusive, who do not have to be tested by the standards of beauty norms that we are fed by the media. A population who is concerned about mental and physical health and not merely the external attributes

9. ANALYSIS OF RESEARCH AGENDAS :

The present paper highlights an outline based on the literature available to estimate the strength of the association between social media use and body image disturbance that leads to psychological and behavioural issues across all ages and genders. It is suggested we have more studies in India on the same lines. A meta-analysis of only appearance-focused social media use and its effects should be investigated as how the younger population is affected by these sites. It would be a good option, as the data can be used to build reforms aimed at media figures to encourage them to take a more socially responsible approach towards body image.

10. FINAL RESEARCH PROPOSAL/PROBLEM IN CHOSEN TOPIC :

‘Influence of media and celebrities on body image and body shaming issues causing physical, psychological and behavioural concerns among adults and their opinion about its impression on the children’.

11. ABCD ANALYSIS OF CHOSEN RESEARCH PROPOSAL :

ABCD analysis will help in understanding the causative factors and important elements that are based on the key attributes of the determinant issues of the concept [101]. ABCD is the short form to denote Advantage, Benefit, Constraints and Disadvantage [102]. This model has been used to strategies for various concepts like black ocean strategy, higher education, analysis of NAAC, Private university system in India and the ranking system [103] [104] [105] [106] [107]. It helps analyse the strategy adopted having factors on advantages, benefits, constraints and disadvantages for the better use of the study by strategizing appropriately [108]. In this study ABCD is as follows:-

S. No.	Determinant issue	Advantages	Benefits	Constraints	Disadvantages
1	Policy Reforms	Will filter the contents which causes body image issues.	We will have more body positive environment	Will need a lot of persuasion at the higher level of government	Strict scrutiny of the contents will limit the production.
2	Indian Researches	We will get more data on views of general population in India feels about the body image issues and if media is responsible for the same.	We will not have to be dependent on western researches and tools	Time frame would be more for the large scale data	No disadvantage

12. SUGGESTIONS TO IMPLEMENT RESEARCH ACTIVITIES ACCORDING TO THE PROPOSAL :

Research will be done to understand the association between Indian media and body image issues and how the same effects the mindset of children as well.

13. LIMITATIONS OF THE PROPOSAL :

While this literature review plugs a void in the literature about body image, it is not without the flaws. Only cross-sectional researches are a part of this analysis. It did not rule out the fact that an individual's pre-existing details for Negative Body Image cause them to look up to the influencers or whether the

influencers cause the body image problems. Third factor connection is not established. So, it's possible that this data is exaggerated or shrunk because of a third variable which can describe both social media use and the associated body image problems. No standardised tool or investigation available to determine if celebrities have a negative or positive impression on individuals. As a result, the experimenter had to rely on evidence.

14. CONCLUSION :

To conclude, this literature review brings together the articles exhibiting Body Image Disturbance and its association with media. An interesting and new direction to investigate would be to find the relationship among variables like Indian media and body image. For example, how the social media addict engaging in appearance centered media feel about his or her own body. Bringing in light the meta-analysis of studies focusing on appearance-concentrated social media use. The glamour world and Body Image association can be used to bring about new interferences to prompt the stars to inculcate social responsibility towards body image as they influence the masses. Social media is not very old, we cannot forget its merits in bringing the world closer but at the same time responsible actions keeping reel away from real is need of an hour. The authors want to clarify, that this study is an associative relationship of body image problems with respect to the impact of glamour world.

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