

# What Happened on Instagram: Instagram Usage Activities and Body Image in Adolescent

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**Abstract:** *Everyone has a diverse evaluation of body image. Positive body image makes adolescents have good self-confidence and appreciate their strengths. Adolescents use social media to form an ideal image of their bodies. Activities in using Instagram are used by adolescents to build their presentations. This study aims to determine the relationship between the use of Instagram activities on adolescent body image. The subjects used in this study were 100 students aged 16-19 years. Measuring instruments used in this study are the Body Image States Scale (BISS) and the scale of Instagram Use Activities. The data were analyzed using a regression test with a bootstrapping path. The results showed that the activity of using Instagram is not related to adolescent body image ( $F=0.742$ ).*

*Keywords: body image, Instagram, adolescent*

## Introduction

Everyone is different in assessing his body image. Body image is a diverse construct based on individual perceptions and attitudes about his/her own body, especially on appearance. The description of psychological experiences related to evaluating self-manifestation which includes thoughts, beliefs, feelings, and behaviors related to one's physical appearance will shape his body image (Cash, Phillips, Santos, & Hrabosky, 2004). Body image consists of two dimensions, namely evaluation/affect and investment. Evaluation or effect is an assessment and satisfaction with body image including discrete emotional experiences. While investment is a characteristic, centrality, or cognitive-behavioral level that develops in one's appearance (Cash, T.F., 1994).

Positive body image helps a person to appreciate, respect, praise, and accept his body (Tylka & Woodbarcalow, 2015). However, some people tend to be dissatisfied with their body image. Body image dissatisfaction can be interpreted as differences in the identification of real and ideal body shapes (Yurdagül, Kircaburun, Emirtekin, & Wang, 2019). This can have a negative impact, which is associated with symptoms of psychopathological and psychiatric disorders such as depression, anxiety, feelings of loneliness, and social anxiety (Sharpe et al., 2017).

Media is the one resource for someone to make a form of body image, in this case is Instagram. This online-based application uses a mobile phone to share photos and videos. As a social network, Instagram provides a service that can be used to share daily activities and promote an ideal standard in physical appearance. The ideal appearance shared on social media regarding shape and weight may not be acceptable to some people. Furthermore, people see the shared picture as a real ideal self-image (Grebner, Gross, Morgan, Signorielli, & Shanahan, 2002).

Instagram usage is associated with greater depressive symptoms through social comparison as a

mediator. One of the factors that play a role in building body image through social media is peer interaction. Comparing one's body image with peers can have an impact on their body image in the rules of comparison as described by media (Myers & Crowther, 2009). In the activity of following an unknown Instagram account, the less that is followed, the lower the level of depression is shown. It shows that the more people following a stranger's account, the more likely they show attribution errors to users they do not recognize (Chou & Edge, 2012). Furthermore, it places undue emphasis on internal characteristics to explain behavior that can cause negative social comparison related to body image (Feinstein et al., 2013).

Attribution to Instagram users shows that tracing of celebrity photos or other unknown people on Instagram can provide an assumption that the photos indicate how a person lives in reality. These conclusions make people more vulnerable to self-assessments in relation to the lives of others (often unrealistic) which can lead to feeling depressed. Thus, the reciprocal relationship and the general nature of sharing photos that have gone through the editing process can represent a combination of features that tend to trigger negative feelings about themselves (Chou & Edge, 2012).

Someone who has a low body image tends to make social comparisons, more especially when they see photos of Instagram through the editing process, especially in women. The Instagram photos presented are considered to show a repressive realistic view (Kleemans, Daalmans, Carbaat, Anschütz, & Published, 2018), that adolescent women are more vulnerable to media influence than men because they equate their own bodies with photos in the Instagram circle of friends. Someone will get the ideal picture in the media and lead to a greater focus on body image, especially women (Hargreaves & Tiggemann, 2004), which is to increase body image dissatisfaction (Knauss, Paxton, & Alsaker, 2008). Dissatisfaction with body image is the effect of strong social

comparisons when perceived similarities are high in Instagram or social friendships (Montoya et al., 2008). The appearance of friends in the social media environment is seen as more reaching and more directly triggering social comparisons where adolescent women are more susceptible to the influence of social media especially related to photos (Fardouly, Diedrichs, Vartanian, & Halliwell, 2015). A lot of Instagram users are from adolescents. Most of them have their own mobile phones and operate their social media accounts independently. Someone can access Instagram easily, anytime, and anywhere. They make a selection of personal photos that they want to post and can further use filtering and editing services for photos, all of which aim to build self-presentation (Dumas, Maxwell-smith, Davis, & Giuliatti, 2017).

Some adolescents use Instagram for various photos, liking, and make comments. Verbal feedback or messages in various activities on Instagram can indicate positive and negative impacts related to one's body image, where this affects self-esteem (Barker & Galambos, 2016). Positive comments can reinforce one's attention to their body image. But some people must be prepared to accept the consequences with negative comments as well about the appearance and body image that someone displays on Instagram (Herbozo & Thompson, 2006).

Research shows that Instagram activity use is associated with attention to body image (Cohen, Newton-john, & Slater, 2017; Fardouly, Willburger, & Vartanian, 2018; Feltman, 2018; Hendrickse, A, Arpan, Clayton, & Ridgway, 2017). Previous research shows that there is a relationship between social networking and internet use with attention to body image and eating disorders in adult women and adolescents, this is related to activities such as posting photos and viewing or commenting on other people's photos (Holland & Tiggemann, 2016). In addition, the response given to pictures that are posted can indicate a person's popularity and existence in friendship, where the number of "likes" obtained is an indicator of one's physical beauty (Dumas et al., 2017). Some strategies are done by women to get a higher number of "likes" in their photos to get attention and validation, such as by filtering or uploading photos shortly after the photo was taken. The amount of "likes" they get acts as a direct evaluation of feedback about their beauty and self-esteem (Chua & Chang, 2016).

So in the current research, the hypothesis is the influence of the Instagram activity use on a person's body image. Instagram activity use refers to sharing photos, liking, commenting, and doing daily activities. Later, the results of this study can be useful as an evaluation of Instagram usage considering that adolescents are large numbers of Instagram users.

## Method

The participants of this study were 100 students aged 16-19 years ( $M=17.1$ ;  $SD=0.97$ ). Adolescents are an age group where body image becomes one of the

focus of attention. Subjects consisted of 79 women and 21 men with 38% is 16<sup>th</sup>, 17% is 17<sup>th</sup> years, 41% is 18<sup>th</sup> years, and 4% is 19<sup>th</sup> years. Participants were active Instagram users and following someone's Instagram account that was used as a role model. Participants fill out online forms.

To measure the body image of adolescents, the Body Image States Scale from Cash, Fleming, Alindogan, Steadman, & Whitehead (2002) is used with Cronbach's Alpha 0.854. Body image consists of two dimensions. First, evaluation related to self-evaluation of body shape and size, body weight, and physical appearance. Second is investment, which is related to attractive physical appearance, comparing appearance with one's usual self, and comparing appearance with others. The activity of using Instagram uses instruments from Meier & Gray (2013) with Cronbach's Alpha 0.911, where the word Facebook is replaced by Instagram, and some items related to Facebook services are adjusted to the services on Instagram. Hypothesis testing used in this research is a linear regression test with a bootstrapping path through SPSS 22 by using Instagram use activity as an independent variable and body image as the dependent variable.

## Results

The average body mass index is 20.46 which means in the normal category. 98.7% of participants access Instagram every day with a duration of more than 3 hours per day (69.3%). Based on the self-presentation of participants on the profile photo, 34.7% is showing a photo of themselves with visible body parts from the waist to the top of the body. Based on the activity of following others' account, 76% of participants follow the Instagram of public figure accounts that has an attractive appearance.

The body mass index showed that there is a body mass classification of participants. Obesity is 3% ( $M=30.55$ ), overweight is 23% ( $M=24.60$ ), normal is 44% ( $M=20.46$ ), and less is 30% ( $M=17.55$ ). There was no correlation between body mass index ( $M=20.78$ ;  $SD=3.331$ ) and body image in adolescents ( $M=4.06$ ;  $SD=7.45$ ). Participants did not show the significant role of the body mass index to their body image. It can be explained that most participants have a body mass index in the normal category. While in general, the categories of lack, excessive, and obesity tend to contribute to negative body image.

Regression test bootstrapping showed a significant value ( $F=0.742$ ;  $SD=1.43$ ), which means that the hypothesis of the influence of Instagram activity use on body image was rejected or the results of data analysis showed no significant effect of Instagram use activity on one's body image. The evaluation dimension of body image gives a higher contribution to body image than the investment dimension. It means that the body image of someone is a tendency to self-evaluate one's body shape, size, and weight also physical appearance.

Table 1. Correlations

	1	2	3	4	5
<b>1.Instagram use activity</b>	-				
<b>2.Body image</b>	.015	-			
<b>3.Evaluation dimension</b>	.043	.910**	-		
<b>4.Investment dimension</b>	-.022	.867**	.583**	-	
<b>5.Body mass index</b>	-.097	-.028	-.026	.026	-

 \*) significant correlation at  $p < 0,05$ 

 \*\*) significant correlation at  $p < 0,001$ 

## Discussion

This research is structured to see Instagram activity use, such as uploading, viewing, liking, and commenting on photos or videos or daily activities on an Instagram account for body image in adolescents. From the results of hypothesis testing, it was found that the activity of using Instagram did not affect body image in adolescents. This can be seen in the characteristics of the subject where the body mass index is on average, which means the average subject is in the normal category. They pay little attention to social comparison related to shape and weight. The activity of using Instagram is directed at other activities that tend not to compare one's body in general.

Instagram as a function to share social activities, shows that the factor of peer friendship has a role in Instagram (Myers & Crowther, 2009). The Instagram use activity that focuses on peer friendships will contribute more to the results of how adolescents evaluate and assess themselves, in this case, their body image. More broadly, the existence of activities to manipulate and evaluate photos to be uploaded on Instagram accounts also provides an important factor in describing how they evaluate themselves. Photos that have been manipulated in such a way will provide better visual results in photography. That photo will be a self-presentation in cyberspace, although in reality, they are not the same. In other words, activities to manipulate photographs that provide a picture of self-presentation have a positive impact, which is adolescents no longer make a dissatisfaction question of their body image and reduce the negative impact on body image (Kleemans et al., 2018).

In addition, adolescents make Instagram as social media not just to present themselves related to body image. In psychosocial development, adolescents try to be acceptable in their social environment and carry out various activities as their environment does. One reason adolescents are active in various Instagram activity use is to show their existence and get social recognition or form social networks for themselves (Madden et al., 2013). Some of the goals in using Instagram are as pride for themselves, take advantage of the services provided, play a role in socializing, getting information, and entertainment media. The activity of taking pictures, editing, filtering, and sharing on Instagram shows that adolescents currently have selfie and wefie behavior (Ting, Run, & Liew, 2016). Some try to apply various editing techniques to present themselves well as self-presentation through photos that were posted (Manago, Graham, Green, & Salimkhan, 2008).

## Conclusion

The activity of using Instagram does not affect teenager's body image. Activities undertaken by adolescents such as uploading, liking, and commenting on photos and videos do not contribute to adolescent self-presentation concerning their body image.

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