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RESEARCH ARTICLE

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A STUDY ON THE INFLUENCE OF SOCIAL MEDIA ON BODY DISSATISFACTION AMONG PHYSICALLY CHALLENGED INDIVIDUALS

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ABSTRACT

This Speedy growth in online sharing platforms changed how people see their bodies and value themselves. Even though plenty of work looked at links between screen time and negative body views in average groups, little attention went to those with physically challenged individuals' people often overlooked or judged by society. This research explored how digital spaces affect body feelings in disabled individuals. Researchers used number-based methods to spot patterns across answers. People involved were two hundred fifty individuals with mobility challenges, ages eighteen through sixty, chosen purely by chance. Using the Bergen Social Media Addiction Scale helped track how much sway online platforms held. Meanwhile, body image concerns came into view through responses on the BISQ scale. Research leaned on basic stats and correlation measures to make sense of the numbers. A small but clear link showed up more exposure tied to sharper unease about appearance. Even if slight, that connection stayed consistent across answers. People facing greater pressure from feeds tended to feel worse about their bodies. Digital spaces shape inner experiences, especially for those already pushed aside. Knowing how tech shapes thought helps too. Support tuned to real needs can shift how people feel inside their skin.

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INTRODUCTION

Nowadays, life changes fast because people stay hooked to the web through phones. Not just calling these gadgets keep eyes glued on videos, chats, and endless scrolls. Teens dive deep into these worlds, shaping who they are while laughing, sharing, or killing boredom. Being online links people across cities yet worries grow when screens take over too much time. Heavy tapping, liking, posting Studies spot ties between that rhythm and sadness, restless nights, tension, even repeating actions without reason. More studies now point to how using social media connects with concerns about body image. Fast bodily shifts, forming who you are, and being extra aware of what others think happen during teenage years. In this phase, stress around looks, size, or shape shows up often. Ideal bodies seen on screens can deepen those feelings especially because teens tend to measure themselves against friends, stars, or public figures online. Research repeatedly finds that spending more time online links to feeling worse about your body, fixating on appearance, and holding less confidence in how you look. When the people think and feel about their appearance can drag down confidence, body pride, and how okay they are with how they look. Judging their outward appearance lives in the mind, a kind of mental review of what they see.

Emotions around that view form something called body pride distinct from broader self-worth because it zeroes only on physical perception. Online spaces pack tools visible counts of approval, custom feeds shaped by behavior, constant sharing of visuals that sharpen the urge to measure yourself against others. This steady loop nudges people toward judgment, shifting how they experience themselves. Now picture someone scrolling through a stream of flawless faces. A theory says humans measure their worth by glancing sideways at peers. Websites stack up endless highlights airbrushed skin, trimmed waists all glowing just above reach. Another idea pops in discomfort grows when real flesh falls short of mental blueprints. Gaps between who you are and who you think you should be can sting quiet but sharp. Watching yourself closely might make you see your body like a stranger would, stirring unease about how you look. Features built into online spaces push people to act based on looks because approval often follows familiar visual styles. What stands out gets noticed more, even if it feels unnatural. Seeing beauty through others' eyes becomes routine when feedback loops favour certain images. Not every glance is kind, yet chasing that nod keeps the cycle turning. Appearances gain weight when likes pile up silently behind curated shots. What people think about their bodies isn't just one thing it mixes thoughts, feelings, along with actions such as staring at mirrors too much or staying away from them. Outside forces play a

big role culture, life events, growth stages, also online spaces today. Platforms out there keep showing tight versions of beauty slim frames, toned shapes, perfect skin piling up expectations nobody can meet. This piece collects what researchers already know about social media's impact on how young people see their bodies. Ideas from theory meet realworld data here, linking time spent online to growing doubts about appearance in teenage years. What shows up on screens often shapes how teens feel about themselves, especially when likes and comparisons pile up. Online spaces become mirrors that distort more than reflect, nudging self-view off balance. The connection between scrolling and feeling flawed grows clearer through combined evidence. Insights emerge not from one source but from many stitched together, showing a pattern hard to ignore. Seeing others edited and arranged fuels personal uncertainty for some. Digital habits quietly shift inner beliefs, step by unnoticed step.

REVIEW OF LITRETURE

The research conducted at King Saud University in Riyadh, Saudi Arabia, running from 2019 into 2020, aiming to explore how social media use connects to body dissatisfaction among young adults in college, along with spotting patterns seen across various online platforms. A snapshot-style method guided the work, pulling in 204 undergrads aged 18 to 25 through pure chance selection; responses came by way of a private written survey featuring the BSQ-8C tool. Processing happened in SPSS 21.0, leaning on averages, comparisons between two groups, single-factor variance checks, link assessments, and layered number modelling to trace ties between personal traits, digital habits, and feelings about physical shape. Nearly half the group - 53.9 percent - were women, almost half spent over four daily hours online, and close to half named Twitter as their main hub. Most respondents - 71.1 percent - felt little concern about their appearance, showing nearly equal trends no matter the subgroup. Even so, those at the top of the economic ladder showed a link to body image concerns - backed by data showing $p=0.015$. Spending three to four hours online tied to similar feelings, with results hitting $p=0.05$. When usage went beyond four hours, signs grew stronger, landing at $p=0.011$. Most Saudi university students log on often, yet only a few wrestles with negative self-image. Money struggles? Rare among them. Body unease doesn't sweep across this group, even with constant scrolling.

The study conducted by Saiphoo and Vahedi in 2019 explored how using social media connects with problems around body image, trying to clear up mixed results seen earlier. When digging deeper, differences popped up depending on what kind of platform people used, which part of body image was measured, how old someone was, or where they lived culturally or nationally. Even though the link isn't extremely strong, it shows up again and again across different groups pointing out that background details matter quite a bit when looking at mental effects tied to online activity; also suggesting future work should track changes over time while focusing on exactly how these influences play out. Bedford and Johnson ran a project in 2008 looking at how society shapes body image worries in women across different ages. Instead of focusing just on one group, they looked at those between 19 and 23 along with others from 65 to 74. Information about the full number taking part wasn't shared in the summary section. Using surveys people filled out themselves, details emerged around background traits, efforts to manage weight, plus views shaped by culture and appearance norms. One tool used was the SATAQ-3 which tapped into outside pressures tied to looks. Another piece checked personal attention given to fitting certain standards - called concern for appropriateness. Body image discomfort came through answers marked on a scale showing figure preferences. After gathering responses, connections between factors were explored mainly via correlation methods. Yet when looking at how BID connects with social factors and behaviors in different age groups, patterns begin to show. Younger women did not differ much from older ones in terms of body image distress - it stays steady through life. Instead, efforts to manage weight stood out, tied closely to stronger feelings of dissatisfaction, just like elevated scores on

SATAQ-3 and CFA. What pushed these feelings more than anything else? Feeling pressured by what shows up in media. That sense of pressure climbed alongside BID levels in both younger and older participants. Across every factor checked, media influence weighed heaviest. So even as years pass, outside messages keep shaping how women see their bodies. Solutions may need to grow beyond quick fixes, reaching into cultural norms that linger across generations.

METHODOLOGY

Research statement: The present study aims to examine the influence of social media on body dissatisfaction among physically challenged persons.

Aim: A study is to identify the relationship between social media influence and body dissatisfaction among physically challenged persons.

Objectives

- To identify the level of body dissatisfaction among individuals with physical disabilities.
- To identify the level of body dissatisfaction among physically challenged persons.
- To find the relationship between social media influence and body dissatisfaction among physically challenged persons

Hypothesis

H₀: There is no significant relationship between social media influence and body dissatisfaction among physically challenged persons.

Research Design: The study implemented in a quantitative, non-experimental correlational research design to explore how social media influences body image dissatisfaction in physically disabled individuals.

Samples and Sampling Technique: From a group of men and women living with physical disabilities, researchers picked participants using random sampling method. This selection included 250 people who were between 18 and 60 years old.

Tools Used and Description

1. **Bergen Social Media Addiction Scale (BSMAS):** BSMAS (Andreassen et al., 2016) uses six questions to measure how someone might be addicted to social media with the reliability 0.80 – 0.88.
2. **Body Image Satisfaction Questionnaire (BISQ):** BISQ (Thomas F. Cash, 2000) with the reliability 0.85 – 0.93 to check person's feelings about their looks, body sections, and how attractive they think they appear.

Procedure: After getting informed consent, participants were recruited in-person to explain about the study. Subjects who agreed to participate were given an informed consent document and only included in the study if they voluntarily signed the document. Basic demographics were collected before administering study tools. The participants proceeded to complete the Bergen Social Media Addiction Scale (BSMAS) followed by the Body Image Satisfaction Questionnaire (BISQ) with clear directions provided for each measure and ample time given to the samples to answer without pressure. After completed the questionnaires, their responses were gathered together and secured in order to maintain confidentiality and thanked for their participation.

Statistical Analysis: Data collected from participants was analyzed with SPSS (Statistical Package for the Social Sciences). Descriptive statistics (mean and standard deviation) were reported to describe the variables' distributions. Pearson's Correlation was used to assess the

relationship between social media and body dissatisfaction. A p-value ($p < 0.05$) was used for determining statistical significance. The analysis focused on determining associations between the variables while not making any inference towards causation.

FINDINGS & ANALYSIS

The research finds that an online platform can affect one's body image view from an individual with an impairing physical condition. The average score on the BSMAS was 18.16 with a standard deviation of 6.29; the average score on the BISQ was 8.74; the BISQ standard deviation was 6.38 (there were 250 people with both BSMAS and BISQ scores). A Pearson r analysis showed an extremely weak relationship between social anxiety levels and use of social media given the r value of 0.136 ($p < .05$): Although the correlation remains positive and rejected null hypothesis (H_0), as such a low r value indicates, many other factors play a large role in determining body image perception, including mental health, family relationship, social network of friends, culture and environmental influences, yet these could still impact how the individual sees themselves.

Table 1. Descriptive statistics showing the mean and standard deviation of Influence of social media on Body dissatisfaction among physically challenged individuals

Variables	Mean	Standard Deviation	N
Social media influence	18.160	6.2907	250
Body dissatisfaction	8.748	6.3856	250

The descriptive table shows the mean and standard deviation for the variables. Bergensocial media addiction scale (BSMAS) has a sample $N=250$, mean=18.160 and standard deviation=6.2907. Body images at its faction rating scale as a sample $N=250$, mean=8.748 and standard deviation=6.3856.

Table 2. Correlational analysis showing the relationship between Influence of social media on Body dissatisfaction among physically challenged individuals

Variables	Pearson's correlation	r value	Decision
Social media influence	1	.136*	Rejected (H_0)
Body dissatisfaction			

*Correlation is significant at 0.05 level (2-tailed)

Table 2 shows the values of Pearson's correlation among the two variables. There appears to be a positive correlation of 1 between Influence of social media and body dissatisfaction ($r = 0.136$, $p < 0.05$). This suggests that higher level of social media influence, the higher will be body dissatisfaction among physically challenged individuals. As a significant relationship is noticed between the two variables, there is a relationship between Influence of social media and Body dissatisfaction among Physically challenged individuals. Thus, the null hypothesis (H_0 : There is no Significant Relationship between Influence of social media and Body dissatisfaction among Physically challenged individuals.) Since the correlation is statistically significant at the 0.05 level, the null hypothesis is rejected. This study examined the association between Influence of social media and Body dissatisfaction among Physically challenged individuals.

CONCLUSION

The findings of this research demonstrate that there is a positive correlation between body dissatisfaction and the effects of social media. The null hypothesis (the hypothesis that no relationship exists between the two), was rejected at the level of statistical significance of 0.05 or lower. In other words, the data indicate that the impact of social media-users' influence on their own bodies is in proportion to the number of times a person is exposed to their standard of beauty (through social media). That correlation exists even for those with physical disabilities, although it was not statistically strong or statistically reliable; however, it remains a significant one nonetheless.

Recommendations & Limitations

Looking ahead, involving people from areas outside Chennai could widen the reach of results. A larger group of participants might bring clearer insights, especially when including those with varying kinds and levels of physical challenges. Instead of focusing on one segment, examining differences among ages and sexes may uncover patterns now hidden. To go further, adding voices from varied cultural settings can deepen contrast and context. A mix of interviews plus surveys might help lower skewed answers. Looking ahead, researchers could look at traits such as how people see themselves, their ability to bounce back, ways they handle stress, who stands by them, and how they view their own disabilities - offering clearer insight into what shapes outcomes.

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