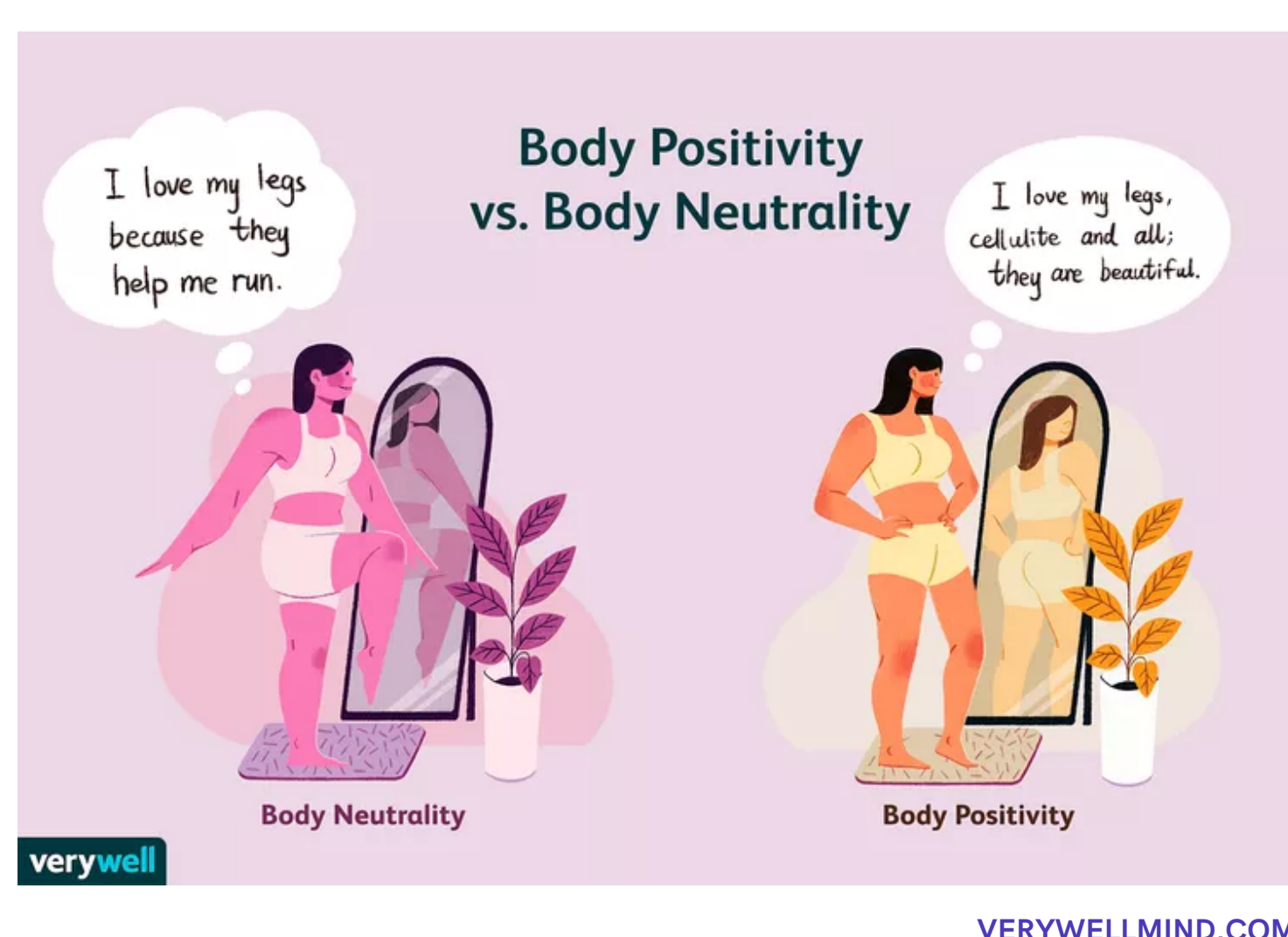


#BodyPositivity or #BodyNeutrality on social media: Which one is more beneficial for body image?

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1

BACKGROUND



- Body-positivity on social media might improve body satisfaction, yet still centers on appearance and increases self-objectification (e.g., Cohen et al., 2020)

---> Body neutrality

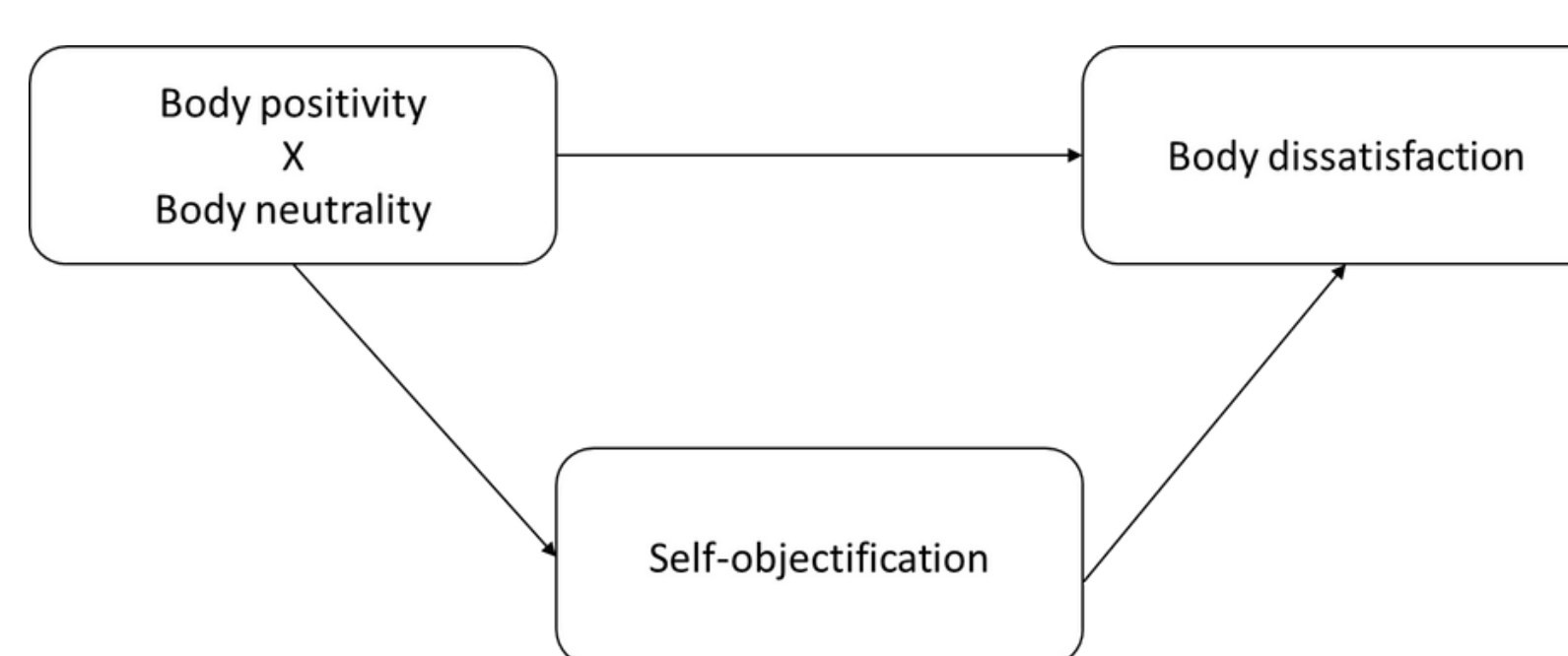
2

RESEARCH QUESTIONS

Objectification Theory (Roberts & Fredrickson, 1997)

Differential Susceptibility to Media Effects Model (Valkenburg & Peter, 2020)

RQ:



3

PARTICIPANTS & DESIGN

Adolescents (11-18), girls and boys count balanced

Data collection in schools

Experimental study

- Between-person: Exposure to Body-positivity X Body-neutrality
- Within-person: Self-objectification, Body dissatisfaction

Measured variables

- Main: State self-objectification, Trait Self-objectification
- Controls: Body acceptance by others, Self-reported frequency of viewing body-positivity

5

PROCEDURE

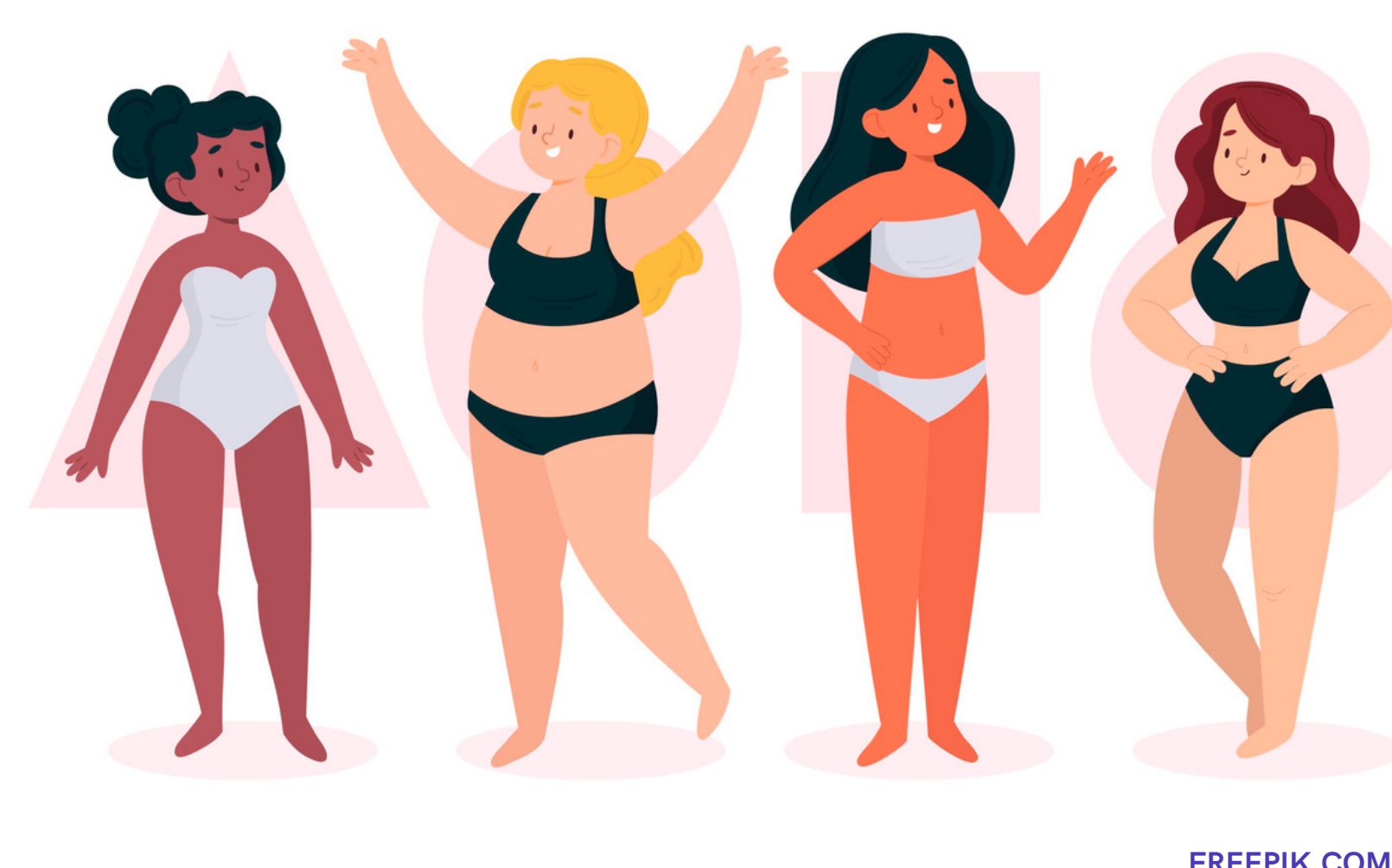
1. **Preparation:** Power analysis, ethical approval, registered report in Media Psychology...
2. **Pilot study:** a) Qualitative (e.g., perceptions of the stimuli and the questions), b) Quantitative (e.g., manipulation checks, scales, the preliminary test of the presumed effect)
3. **Actual study:** Introduction, Demographics and controls, Trait self-objectification, Exposure to stimuli, State self-objectification, State body dissatisfaction, Final checks, Debriefing

Analytical approach: SEM

6

IMPLICATIONS

- Disentangling negative and positive effects of body-positive content on social media
- Directions for preventive efforts to mitigate harmful social media effects
- Guidance for body-positivity creators



REFERENCES

- Cohen, R., Newton-John, T., & Slater, A. (2020). The case for body positivity on social media: Perspectives on current advances and future directions. *Journal of Health Psychology, 1-9*. <https://doi.org/10.1177/1359105320912450>
- Fredrickson, B. L., & Roberts, T. A. (1997). Objectification Theory: Toward Understanding Women's Lived Experiences and Mental Health Risks. *Psychology of Women, 21*, 173-206.
- Valkenburg, P. M., & Peter, J. (2013). The Differential Susceptibility to Media Effects Model. *Journal of Communication, 63*(2), 221-243. <https://doi.org/10.1111/jcom.12024>