

Level of Body Image Satisfaction and its Association with the Media in Female Graduate and Postgraduate Students in India: A Cross-sectional Study

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Abstract

Everywhere people are obsessed on beauty and body shape. Females who perceive their bodies negatively have low self-esteem, low satisfaction in life, feeling of inferiority and are at higher risk for depression, anxiety and eating disorders which results into impairment of social, educational and occupational functioning. Currently, thinness is synonymous with beauty, while obesity is strongly rejected. Numerous studies show that media plays an important role in determining these standards. College going females are always trying to change their bodies to best match these standards laid by the society. Competition among peers contributes a negative perception of one's body. Therefore it is necessary to study the body image satisfaction and its association with media in young females.

AIM

To assess the level of body image satisfaction and the effect of media on it among female graduate and post graduate students in India.

MATERIALS AND METHODS

A cross-sectional study was conducted on 267 college going female students in India. A pre-formed, pre-tested questionnaire was used. Data was analyzed using standard statistical software.

RESULT

A total of 267 female college students were enrolled in this study. The mean age of the respondents was 21.7 years with the lowest being 17 years and the highest being 33 years. Around 56% of the respondents were happy about their present body shape. 53.4% of them were insecure of losing their present body shape and image. 89.6% of the students believed that media affects how they perceive their body image. 53.8% of the girls did not compare themselves with the women in the media.

CONCLUSION

A significant portion of the college going female students is satisfied with their present body image but, most of them struggled with the feeling of insecurity. The media has a significant impact on the body image concerns of the respondents.