

The Influence of Online Social Support on the Body Image among Adolescent Instagram Users

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Abstract – Adolescence is a period of transition from children to adults who experience many changes, including physical and socioemotional changes. This change encourages adolescent to focus on the concept of the ideal body. The concept of the ideal body is closely related to body image. One of the factors that influence body image is online social support. This research aims to determine whether there is an effect of online social support on body image among adolescent Instagram users in Medan. The sampling technique was accidental sampling, with 402 subjects with age range 15 to 18 years old and using Instagram. The measuring tools used are body image scale and online social support scale. The results of the analysis of research data are that there is a positive influence between online social support on body image of adolescent Instagram users in Medan. The result of simple regression analysis shows that online social support has a positive and significant effect on body image. Online social support makes a positive contribution to the body image of the adolescent Instagram user. Online social support tends to increase body image to be positive. This research implies that adolescents who are in transition can improve their body image through building relationships and doing positive things with their social environment.

Keywords – Online Social Support, Body Image, Adolescents, Instagram Users.

I. INTRODUCTION

Adolescence experienced growth and development in various aspects of the physical, cognitive, and socio-emotional (Santrock, 2012). On the physical aspect, adolescent having a physical display of interest. This is caused by the onset of puberty adolescent that have caused the changes in the development of physical, where they see regarding the concept be more focused on the form of the body ideal that desired, were following the trending beauty, fashion, and fitness (Papalia at al., 2014). The concept of an ideal body is closely related to body image.

Cash and Smolak (2011) said that the body image was a perception about body shape and size body based on individual, evaluation, social experience against attributes owned, physical as well as a judgment or the standpoint of someone about body shape. Perceptions and evaluation about body image formed from various factors such as the social environment like friends or family, culture, and the mass media (offline and online) (Arif, 2011). Social media is mass media online and was one of the interactions between individuals in the virtual world. Capability owned by social media like chatter, sending photos, sending a link, being attractive images, and good video editing, aimed at showing self-portrait of the users (Herring & Kapidzic, 2015). Instagram is one of the popular social networking sites in Indonesia. Many people using the Instagram application sharing the feature of photos and short videos.

The body image is shown on social media, almost like an imagined self. This indicates that the body image on social media has been modified to look more beautiful (Brown & Tiggemann, 2016). It will be a modification of the pose photos and video as well as the images that display produced to be perfect (slim body having perfect of skin tone, and clean face). Several studies have shown the various impacts of using Instagram activities on body image in adolescents. Yau and Reich's research (2018) conducted on 560 people who actively use social media (Facebook, Instagram, Path) shows that there is an influence after used social media on body image in adolescents. It is characterized by the development of a sense of self in communication, skills, and creativity. Furthermore, Pujawati research (2015) also found that 126 adolescent used Instagram as a medium to attract the opposite sex through the appearance of their ideal bodies.

Different results found in other studies have an impact on the body image of adolescent who used an Instagram. Mental health problems are a major issue in the impact of uncontrolled using of social media (Wiederhold & Gutiérrez-Maldonado, 2016). In Prieler and Choi's (2014) research, there were 317 female adolescent respondents (86%) in Michigan Middle School who actively used social media (Twitter, Facebook, Instagram) with a minimum of 3 years of used, it was given dissatisfaction with their body shape. Problems that arise have an impact on their daily lives, including discomfort to themselves, lack of confidence, hampered communication and some of them lead to withdrawal in the social environment. Research conducted by Frison and Eggermont (2017) who found that as many as 48% of adolescent stated that they were blocking followers on their Instagram after getting a lot of negative comments and some adolescent to experience serious psychological problems such as sleep disorders, eating and even anxiety.

Body image in adolescents is also closely related to the social environment. The social environment is the other individuals or groups around themselves, such as family, friends, neighbors, or the community. The use of social media by adolescents causes changes in the social environment (Santrock, 2011). Adolescents used the internet, especially social media that interact online with their social environment. The social environment, especially peers, can also encourage adolescents to follow the ideal body shape in various media (Fox & Vendemia, 2016). The phenomenon of a large amount of exposure to the perfect body shape of celebrities on Instagram users poses a risk to social interaction in adolescents (Kim & Chock, 2015).

There are forms of mutually beneficial interpersonal relationships to fight the negative impact of using social media so as not to become a stressor in the life of an adolescent who is very concerned about physical appearance. The highest of social support can strengthen adolescents in living their daily lives. According to Krecmar et al. (in Smolak & Cash, 2011), adolescents who enter puberty will spend more time with their peers than with their families. Acceptance from peers is a necessity for adolescents (Santrock, 2012).

In the research of Thompson et al. (2012), it was found that social support from peers was able to reduce low body image to increase satisfaction with the adolescent's body. Tyler research (2016) also found that peer support has a positive effect on the body image of adolescent girls. However, there is research on adolescents conducted by Asberg and Wagaman (2010) which states that there is no relationship between social support and body image in adolescents. Aristantya and Helmi research (2019) found something similar, namely that social support had no impact on body image in adolescents. The results of the social support research with the body image, then aroused the interest of researchers to find out further whether the results of the study would be different if it was carried out on adolescent Instagram users in Medan. Researchers narrow social support only to online social support because of the context of Instagram users in Medan

II. STATEMENT OF THE PROBLEM

How does online social support affect body image of adolescent Instagram users in Medan?

III. LITERATURE REVIEW

III.1. Body Image

According to opinion of Cash and Smolak (2011), body image is a person's psychological experience that affects perceptions, thoughts, feelings towards physical appearance and body. A person's perceptions, feelings, and thoughts about his body include estimation of body size, evaluation of the body, and emotions related to body shape and size. Body image also affects a person's emotions, thoughts, and habits in daily life so that it allows body image to influence one's interpersonal relationships. There are five aspects of body image according to Cash and Smolak (2011), namely:

a. Appearance Evaluation

Appearance evaluation is a person's feelings and physical attractiveness regarding whether their appearance is attractive or not, as well as satisfactory or unsatisfactory

b. Appearance Orientation

Appearance orientation is the level of investment in one's appearance. High scorers are more important in how they look and pay attention to their appearance.

c. Body Areas Satisfaction

Satisfaction with body parts is an evaluation of the appearance of the limbs. High scoring results increase satisfaction in most of their bodies. A low rating result means a person is dissatisfied with their own size or appearance.

d. Overweight Preoccupation

Anxiety about being fat is a person's awareness of weight, strict diets, and limiting eating patterns. This awareness has the effect of increasing attention to one's appearance.

e. Self-Classified Weight

A person's view of his body proportions greatly affects his appearance in front of society. Regarding the ideal body that provides comfort in social life with the community. Ideal body weight grouping can use Body Mass Image (BMI) units.

III.2. Online Social Support

According to Sarafino and Smith (2011), social support is the support that individuals feel from others in the form of affection, care, and other assistance received from the surrounding environment. Social support is not only given directly to the person, but can also be done in cyberspace. Several experts explained related to online social support. Sarafino and Smith (2011) also add that online social support is interaction between individuals on social networks which is indicated by providing assistance to other individuals in the form of support through words and actions that exist in cyberspace. There is four types of social support according to Sarafino and Smith (2011), namely:

a. Emotional support

Emotional support in the sense of empathy, concern, and concern for the individual. The emotional support that individual gets from the people around, makes them feel loved. The existence of emotional support can reduce the feelings felt by individuals in dealing with stress.

b. Instrumental support (real or instrumental support)

The next support is instrumental or real support. Instrumental support involves using a relationship as a suggestion to achieve a goal such as getting a loan or finding help from someone. According to Sarafino (in Sarafino & Smith, 2011), instrumental support is indispensable in overcoming problems that are considered controllable.

c. Information support

Information support includes providing hints, suggestions or feedback. Information support can be manifested by providing information related to individual situations. The point of view of the other party or advice can provide an understanding for the individual about the situation he is facing.

d. Companionship support

This support refers to the availability of others to spend time with someone so as to provide feelings by sharing interests and social activities (Sarafino & Smith, 2011). Appreciation support provided by the environment is useful for building self-esteem. Individuals who get positive things in their lives have high self-esteem and have a more optimistic outlook.

III.3. Online social support to body image

Body image displayed on social media is often an ideal self-identity (imagined self). This shows that the body image displayed on social media has been modified to make it look more beautiful (Brown & Tiggemann, 2016). On the Instagram platform, this modification is in the form of choosing photo poses and placing videos and images so that the resulting display looks perfect (slender body, clear face, and clean). The essence of the process of editing and modifying Instagram uploads is to produce the best appearance and according to the specified standards.

A high and positive body image usually has high self-esteem, is self-confident, is easier in social interactions and is satisfied with body shape. People with low body image and tend to be negative, they are more passive, easily pessimistic and withdraw from the surrounding environment. Moreover, this still continues, there is a possibility that someone will have psychological problems in the future (in Naemeka & Solomon, 2014).

Body image in adolescents is also influenced by the social environment. The use of social media by adolescents causes changes in the social environment (Santrock, 2012). Adolescents use the internet, especially social media to interact online with their social environment. Adolescent social environment dominated by peers can also encourage teens to follow the ideal body shape that can be found in various media (Fox & Vendernia, 2016). There are several negative impacts that can arise from uncontrolled use of social media. Social support is a form of beneficial interpersonal interaction involving emotions, instrumental assistance, and information relevant to self-evaluation (Johnson & Johnson, 2009).

Positive social support can strengthen adolescents in living their daily lives. In adolescence, individuals spend more time with their peers than with their families (Sarason, 2013). For adolescents, being accepted by their peers is a necessity (Santrock, 2012). According to Sarafino and Smith (2011), the definition of online support is support given by one individual to another through social networking sites, which can be in the form of words or comments or other responses to something written and displayed by someone in a social network. Forms of social support that can be provided include emotional support, instrumental support, information support, and appreciation support. Conversely, when individuals get low online social support, they tend to lower their body image to become negative. This means that social comparison and online social support affect body image.

III.4. Research Hypothesis

Based on the theoretical description stated above, the researcher proposes the research hypothesis as follows:

- There is a positive influence on online social support to body image

IV. MATERIAL AND METHOD

Operational Definitions of Research Variables

a. Body image

Body image in this research is defined as the adolescent perception of the size, shape, function, appearance and potential of his body when using Instagram. Body image in this research was measured by a scale compiled by the researcher based on the aspects proposed by Cash and Smolak (2011), namely evaluation of appearance, appearance orientation, satisfaction with body parts, anxiety about being fat and body size categorization.

b. Online social support

Online social support in this research is defined as support perceived and felt by adolescents in the type of empathy, caring, positive appreciation, direct assistance (such as goods or services), information (such as directions, suggestions, and advice) when using Instagram. Online social support in this research was compiled by researchers based on the type proposed by Sarafino and Smith (2011), namely emotional support, appreciation support, instrumental support, and friendship or friend support.

V. RESULT

The subjects in this study were adolescents using Instagram in Medan and the total of subject are 402 with 169 boys (42.03%) and 233 girls (57.97%). Body image categorization and online social support for adolescents who using Instagram are presented in Table 1 below:

Table 1. Categorization of Body image and Online Social Support

Body Image			Online social support		
Catego rization	total	(%)	Catego rization	total	(%)
Negative	105	51.00%	Low	184	45.80%
Not classified	17	4.20%	Not classified	8	2.00%
Positive	180	44.80%	High	210	52.20%

Based on Table 1, it can be seen that the body image of adolescents who use Instagram in Medan, there are 180 people (44.80%) of the participant have a positive body image, then 205 people (51.00%) of the participants have a negative body image, and 17 people (4.20%) was not classified because the research objective only divided body image into two categories, namely positive and negative. Furthermore, the online social support variable for adolescents who use Instagram in the city of Medan, there are 210 people (52.20%) of the participants have high online social support, then 184 people (45.80%) of the participants have low online social support, and 8 people (2.00%) were not classified because the research objective only divided online social support into two categories, namely high and low. Normality test is done by looking at the $Z_{kurtosis}$ score, the results can be seen in Table 2 as follows:

Table 2. Normality Test

Variable	$Z_{kurtosis}$	Description
Body Image	1.94	Normal
Online Social Support	0.85	Normal

Based on Table 2 above, it can be seen that the $Z_{kurtosis}$ value in the body image and online social support is in the range of -3.29 to +3.29. A data can be said to be normal if the Z score is between -3.29 to 3.29 for a large sample (200 or more) (Field, 2009). Based on the values of the Z score, it can be concluded that the data is normally distributed, meaning that the subjects in this study represent (representative) the existing population. Next, see the linearity test presented in table 3 below:

Table 3. Linearity Test

Variable	F	P	Description
Body Image*Online social support	115.188	.000	Linier

Based on Table 3 above, it can be seen that the relationship between body image and online social support has a linear relationship with an F value of 115,188 and a linearity significance value of .000 ($p < .05$). This means that the linear assumption test in the study is fulfilled.

After testing for normality and linearity, hypothesis testing is then carried out to see whether the hypothesis in the study is accepted or rejected. The hypothesis in this study is that there is an effect of online social support on body image in adolescent Instagram users. The results are presented in table 4 below:

Table 4. Hypothesis test

R	R Square	Adjusted R Square	F	Sig.
.464	.215		109.448	.000
	.215			

Based on Table 4, the results of data processing obtained a correlation coefficient (r) of .464 with a significance value of .000 ($p < .05$), it can be concluded that the hypothesis in this study is accepted. The value of the determinant coefficient is .215 or it can be said that the online social support variable affects body image by 21.5% and the rest is influenced by other factors not examined in this study. The next analysis is to see the equations of the regression line on online social support with body image in adolescent Instagram users, which can be seen from Table 5 below:

Table 5. Analysis of direct roles between online social support to body image

Model	Unstandardized Coefficients		Standardized Coefficients		t	
	B	Std. Error	Beta	sig		
(Constant)	21.683	1.625			13.342	.000
Online social support	.422	.040	.464		10.462	.000

Based on Table 5 above, the online social support beta is .422 with a t of 10.462 and a significance value of .000 $< .005$. The regression equation obtained $Y = 21.683 + 0.422 X_1$, meaning that every online social support increases by 1 unit, body image will increase to 22.105. This shows that online social support has a positive effect on body image, where the higher online social support obtained by adolescent Instagram users, the more positive their body image. On the other hand, the lower the online social support obtained by Instagram users, the more negative their body image will be

Furthermore, data analysis was conducted to determine the dimensions of online social support that have the most influence on body image. This analysis was carried out by multiple regression analysis. The following are the results of multiple regression analysis of 4 forms of online social support. Furthermore, to see the effect of online social support on body image, it is presented in Table 6 below

Table 6. Analysis of direct roles between online social support to body image

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	sig
(Constant)	6.728	.860		7.824	.000
Emotional	1.993	.100	.503	20.010	.000
Information	1.419	.076	.398	18.586	.000
Instrument	-.153	.128	.042	-1.198	.332
Companionship	.992	.095	.206	10.398	.000

Based on Table 6, it can be seen that the forms of social support that affect body image are information support, emotional support, and friendship support ($p < .05$). Furthermore, the form of support that has no effect on body image is instrumental support ($p > .05$). The results of additional analysis using one way ANOVA for gender, duration of use of Instagram and body mass index (BMI) are shown in table 7 below:

Table 7. Additional Analysis

Factor	F	P
Gender	6.678	.001
Duration while using the Instagram	27.044	.000
Body Mass Index (BMI)	360.869	.000

Based on table 6, the gender factor ($F = 6.678$, $p = .001$), the duration factor of Instagram usage ($F = 27,044$, $p = .000$), and the duration factor of use ($F = 360,869$, $p = .000$) were obtained factors for additional analysis showed significant differences in body image.

VI. DISCUSSION

This research also found the influence of online social support among body image of adolescent Instagram users in Medan. The higher the online social support received by adolescents, the more positive body image in adolescents will be. This shows that when adolescents get online social support, they will tend to improve body image in those who use Instagram in Medan. In line with the results of research by Ata et al (2011), it was found that the dominant factor influencing body image during adolescent development was the support he received from his social environment including family and friends. Social support is able to increase satisfaction with body shape so that body image in adolescents becomes positive.

If it is associated with the results of research based on the form of support given to adolescents, then there are 3 forms that affect body image in adolescent Instagram users, namely emotional support, information support, and friend support with a significance of .000 ($p < 0.005$) each. Emotional support is a form of social support that can improve the body image of adolescent Instagram users with an effective contribution of 12.2%. According to Sarafino and Smith (2011), emotional social support is manifested in the form of affection, trust, attention, listening and being listened to between individuals. All these forms of support encourage feelings of comfort and lead adolescents to believe that they are praised, respected, and loved, and that others are willing to pay attention to them. The relation to adolescents who use social media Instagram cannot be separated from the exposure and

impact on the body image, especially to escalating a dissatisfaction with their bodies. Therefore, emotional social support obtained online can be increased a body satisfaction becomes more positive.

In the form of information support, it provides an effective contribution around 9% to body image in adolescent who using Instagram. Furthermore, friendship support provides an effective contribution of 10% to body image in adolescent who using Instagram. This is also reinforced by Suryani research (2014) related to social support in generation Z, getting the results of social support that is widely given during interactions are emotional support, informational support, and companionship support. The companionship support on social media is obtained by giving a like symbol in every published post, and a form of feeling heard, a form of attention is obtained from every comment given in the post. Indirectly arises a sense of worth and being loved by others, so as to improve the body image of the user to be more positive. On the support of information through news broadcasters, a form of social action, which is able to upload other people to participate in the interaction. In addition, information support helps other people on social media to more easily interact, convey messages for uploads a photo or videos. After receiving information support, adolescents get education and learning related to themselves and their bodies (Suryani, 2014).

The result of the form of social support that has less influence on body image is instrumental support. This form of support provides an effective contribution of 0.7% with a significance of <0.05 . It is possible that the cause of the low influence of instrumental support is the need for adolescents to get emotionally close to other people when compared to moral assistance. In the scope of social media, there are many negative impacts when interacting. Adolescents themselves when in cyberspace present themselves more by uploading photos and videos. The upload invites comments, which of course vary, both positive and negative. In this section, emotional assistance in the form of affection, appreciation, and empathy can increase body satisfaction so as to create a positive body image (Tiggemann, 2014).

Adolescents who are exposed to pressure to look better when accessing social media such as Instagram will display attitudes towards appearance orientation. Individuals have a fear that their appearance is evaluated negatively by others so that they begin to form behaviors that reflect an orientation towards appearance (Chang et al., 2014). Social support was found to have a role in fear of other people's negative evaluations of adolescents (Teachman & Allen, 2007). Someone who gets positive support from the people around them are less likely to worry about negative evaluations that come from outside of adolescent. Furthermore, this evaluation process relates to aspects of body image and has an impact on body image itself (Cash & Smolak, 2011).

Additional results for the analysis of the gender factor showed that there was a significant difference in the body image of boys compared to girls. The results of this study mean (mean) in adolescent boys is higher than girls. Previous theories and research have stated that adolescent girls have a lower body image than boys. According to Cash and Smolak (2011), a person's perception of his body is also influenced by internal factors including gender. Related research strengthens this opinion by Sari and Suarya (2018) who get body image results in women tend to be lower than in men and are influenced by other factors. The result is 76.9% of female students who use social media want an attractive appearance, get recognition from their social environment. For students, social media is a place for self-evaluation, which is more about self-ability and only a few (around 2.44% of them are focused on evaluating appearance).

Further analysis of additional results related to adolescent internet access time in one day. Adolescents in this research subject access the internet more than 4 hours in one day. Hootsuite and We Are Social (2021) stated that the survey results of the average internet usage of Indonesian people in one day is 4 hours 47 minutes. During this time, there is much that can be done when accessing the internet. The main reason someone accesses the internet is to find information, socialize, find entertainment, look for references related to a job, fill spare time, look for things related to education, and do business, trade, or look for goods on the internet. In addition to internet usage access time, the data shows the time of accessing Instagram social media in adolescent research subjects. The results of research by Marengo et al (2018) found that adolescent Instagram social media users showed that internet access in general had no relationship with body image, except on certain sites or social media, especially Instagram whose content was full of ideal body figures when following accounts.

One of the ways to categorize a person's ideal body shape and appearance is by calculating the Body Mass Index (BMI). In this study, 314 adolescents were in the normal category, 56 adolescents were in the mild underweight category and the remaining 34 adolescents were in the light weight category. This means that the Body Mass Index (BMI) of adolescents in Medan City in this study was not in the heavy category (either very underweight or very overweight/obese). The results show that there is a significant effect of Body Mass Index (BMI) on body image in adolescents who use Instagram social media. This is reinforced by the findings

from the research of Lewallen and Morawitz (2016) which found that Body Mass Index (BMI) is a mediator that can increase the desire of adolescents who use social media to make comparisons so that it has an impact on body dissatisfaction and ends up with a more negative body image.

VII. CONCLUSION

Online social support has a positive and significant effect on body image with an effective contribution of 21.5%. The positive influence given shows that the higher the online social support obtained by adolescent using Instagram, the more positive the body image possessed by adolescents. The most influential form of social support on body image is emotional support.

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