

BODY, MEDIA OR ACTIVITY: WHAT SHAPES CONTEMPORARY BODY IMAGE?

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Background: Despite the growing number of studies on body image, few have simultaneously examined anthropometric parameters, psychological factors, and the influence of social media within a single integrative framework. Existing research rarely captures the complex interplay between biological, psychological, and socio-cultural determinants of body perception. This gap highlights the need for interdisciplinary approaches that provide a more comprehensive understanding of body image as a multidimensional construct.

Objective: To investigate the relationships between physical activity, social media exposure, and subjective body image, integrating anthropometric and psychometric data.

Subjects and methods: The study involved healthy individuals aged 18–30 years. Exclusion criteria included pregnancy, breastfeeding, diagnosed eating disorders, metabolic or chronic diseases, use of medications affecting body weight or appetite (except hormonal contraception), and current body composition modification. After providing informed consent, participants completed a sociodemographic questionnaire and a set of standardized psychometric instruments: the Body-Esteem Scale for Adolescents and Adults, the Multidimensional Body-Self Relations Questionnaire, the International Physical Activity Questionnaire, and the Sociocultural Attitudes Towards Appearance Questionnaire. Subsequently, anthropometric measurements were conducted, including body composition (via bioelectrical impedance analysis), body height, skinfold thickness, and body circumferences. All measurements were performed by trained anthropologists under standardized conditions ensuring privacy, comfort, and participant autonomy.

Results: The study is currently ongoing. The required minimum sample size is 138. To date, 61 participants have been enrolled (41 women, 20 men). Results will be presented at the conference.

Conclusions: This project is expected to provide novel insights into how physical activity and social media exposure interact with biological factors to shape body image. Understanding these relationships is crucial, as body image disturbances are significant risk factors for reduced psychological well-being, disordered eating, and low self-esteem. The findings may contribute to the development of more effective, interdisciplinary prevention and intervention strategies.

Keywords: Body image; Self-esteem; Physical activity; Social media.