

## **Impact of social media on Body Image Perception and Self-Esteem among Adolescents: A Sociological and Psychological Analysis**

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### **Abstract**

The rapid expansion of social media platforms such as Instagram, TikTok, and Facebook has significantly transformed the way adolescents perceive themselves and their bodies. This study explores the relationship between social media usage, body image perception, and self-esteem among adolescents. Adolescence is a critical period for identity development, and heightened exposure to idealized body standards on social media has raised concerns about psychological well-being. Using a mixed-methods approach, data were collected through surveys and semi-structured interviews with adolescents aged 13–19 years in Sri Lanka. Quantitative data were analyzed using standardized scales, including the Rosenberg Self-Esteem Scale and a body image satisfaction questionnaire, while qualitative insights were drawn from thematic analysis of interview responses. Findings indicate a strong correlation between frequent social media use and low self-esteem, with adolescents often engaging in upward social comparisons leading to body dissatisfaction. The study also highlights gendered patterns, with female adolescents being more vulnerable to negative body image perceptions. This research emphasizes the urgent need for educational interventions, parental guidance, and policy measures aimed at promoting media literacy, fostering positive self-concept, and mitigating the harmful effects of unrealistic body standards perpetuated online. The findings contribute to a deeper sociological and psychological understanding of adolescent development in the digital era.

**Keywords:** social media, adolescents, self-esteem, identity development, Facebook.