



The Impact of Short Video Platforms on Body Image and Self-Perception among Girls

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Abstract

In recent years short form video platforms like TikTok, Instagram Reels, and YouTube shorts have become central to the digital lives of millions of adolescents worldwide, particularly girls. These platforms are characterized by highly engaging content that prioritizes quick consumption, trends, and visually driven narratives. While they offer opportunities for creativity, social connection, and self-expression, emerging research suggests that they also significantly shape user's body image, self-perception and overall mental well-being. The core premise of this research lies in understanding the intersection between the media consumption behavior and body image during adolescence-a critical stage of identity formation. Short video platforms employ algorithmic recommendation systems that tailor content to user preferences, often amplifying the visual norms like attractiveness, slimness and idealized lifestyles.

This study shows uses surveys and group discussions to understand how often girls use these platforms and how they feel about their bodies after watching such content. The findings show that how girls who spend more time watching appearance focused videos are more likely to feel unhappy with their looks and compare themselves to influencers or peers. During adolescence, girls are more sensitive to opinions about their appearance and are still developing their self-identity. Additionally, this research also explores the growing influence of AI generated and enhanced videos on adolescent girls body image and self-perception with the rise of advanced editing tool, beauty filters and deep fake technology.

Keywords: Short Video, Social Media Platform, Technology, Body Image and Digital Enhancement.

Introduction

The rapid growth of digital media has now transformed the way of how individuals communicate, express themselves and perceive the world around them. Among these all form



of digital communication short form video platforms have emerged as one of the most influential medium particularly among adults and adolescents. Application like TikTok, Instagram, Facebook and Snap chat allow users to create reels and short videos. These platforms are designed to capture attention quickly through algorithm- driven feeds making them highly addictive. While they provide opportunities for creativity, entertainment, and social interaction they also plays a powerful in shaping perception of beauty, identity and self-worth.

Body image refers to an individual perception, thoughts and feelings about their physical appearance. It includes how one sees their body, how satisfied they feel about it and how they believe in others perceive them. On the other hand the self-perception is the broader concept that encompasses self-esteem, confidence and over all self-concept. Adolescence is a crucial development stage during which individual are mostly sensitive to social experiences and external validation. For girls especially society expectations regarding beauty and appearance often create additional pressure. In this context short form video platforms become significant where beauty standard are displayed, reinforced and sometimes challenged.

Unlike traditional media such as television and magazines, short form videos platform are interactive and personalized. Their algorithms continuously analyze user behavior and provide tailored content based on their interest and engagement patterns. As a result girls who frequently watch beauty, fashion or fitness -related content are likely to be repeatedly exposed to similar material .Many influencers and content creators often use filters, lighting effects, and editing tools to make themselves look better when they show off carefully chosen and edited versions of themselves. Being around perfect and sometimes unrealistic body standards all the time may make people compare themselves to others and not like their bodies.

Social comparison is a psychological process through which individuals evaluate themselves by comparing with others. On short form video platforms, comparison can occur not only with celebrities and influencers but also with the peer .Metrics like likes, comments, views, and followers make this comparison even stronger by measuring how popular and attractive something is. Girls may start to think that getting validation online is the same as feeling good about themselves, which can lead to a cycle where how they look is the most important thing they think about. This may result in feelings of insecurity, anxiety, low self-esteem or pressure to fit in with current beauty standards.

However the impact of short form video platforms is not entirely negative .These platforms also provide spaces for body positivity movements, self-love, campaigns and huge representation of different body types, skin tones and indentites. Many influencers actively challenges unrealistic beauty standards and promote actual acceptance and mental health awareness. For some girls engaging with supportive online communities may enhance confidence and provide a sense of belonging and encourage self-expression. Therefore the influence of short form video platform on body image and self-perception is complex and multidimensional.

The impact of these platforms is now more in the Indian socio- cultural context. Girls are exposed to a mix of western beauty standards that are popular around the world and cultural norms that have been around long time. Smartphone and internet cheap services are becoming more common which use to lead towards addiction of social media among the youngsters. As the digital engagement becomes an essential part aspect of daily life. The convergence of technology, media representation, and adolescent development prompts significant enquires. This study is all about to examine the impact of social media platforms on body image and self-perception among girls. It aims to explore the extent exposure patterns of content consumption and the emotional outcomes associated with the platforms usage. By investigating these aspects the research intends to help us better understand how modern digital media affects how young girls see themselves. This kind of understanding is important for teaching people how to use the media, encouraging good online behavior, and coming up with ways to help people feel good about their bodies and their mental health.

Conceptual Framework

The conceptual framework of this study is designed to examine the relationship between short form platform video platforms and its impact on body and self-perception among girls. In today's era platform such as YouTube, TikTok, Instagram, and Snap chat become dominant sources of entertainment, communication and identity expression. These platforms operate through algorithm driven system that showcases content related to the user preferences thereby its increasing the repeated exposure to the specific types of media content like beauty, fashion and lifestyle related video's.



The main focus of this study is to understand how the use of these platforms affects body and self-perception. The independent variable in this research is the level of exposure to short form video platforms. This showcases how much time girls spend online, what type of content they watch and how much they interact with post through likes, comments and shares. Features like filters and editing tools also influence how users present themselves. On the other hand the dependent variables are body image and self-perception. The term body image is referred as the how girls feel about their physical appearance whether they are satisfied or dissatisfied with their body whereas the self-perception includes self-confidence, self-esteem and overall self-worth. When girls are constantly exposed to edited images it may affect how they evaluate themselves. One of the key process of this framework is social comparison. Where the one individual use to compare themselves with the others. On these platforms girls often use to compare their looks, body style and lifestyle with influencers. Since most of the time the online content is filtered these comparison are often unrealistic which can lead to feeling of insecurity and dissatisfaction. And the one of the most important idea of this framework suggests that continuous exposure to media can shape the original looks of the people. When girls repeatedly watch videos showing a certain type of perfect body or lifestyle, they may start believing that these standards are normal or ideal. This can influence their expectations from themselves this framework also considers self-objectification, where girls began to focus on how they look more than who they are. Since these platforms emphasizes appearance and validation through likes and comments users may start judging themselves on the opinions of others. This can lead to reduce self-confidence and affect mental well-being over time.

In the end this conceptual framework shows that exposure to short form video platforms influences body image and self-perception among girls. This relationship is shaped by factors like social comparison, media influence and online validation. At the same time the positive content can help to reduce the negative effects. Therefore the impact of these platforms is both complex and important to understand in today's digital age.

Literature Review

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Objectives

- 1.To examine the extent usage of short-form video platforms among girls.
- 2.To analyze the type of content consumed on these platforms.
- 3.To study the impact of short-form video content on girls' body image and satisfaction with their physical appearance.
- 4.To examine how social comparison on these platforms influences self-perception and self-esteem among girls.
- 5.To assess the role of likes, comments, and followers in shaping confidence and self-worth



and to explore the influence of filter tools.

Importance

- Highlights the role of comparison, likes and online validation.
- Creates awareness about mental health and self-esteem issues.
- Encourages responsible use of social media.
- Promotes body positivity and self-acceptance.

Research Methodology

This study aims to examine the impact of short-form video platforms on body image and self-perception among girls. A research approach was used to collect and analyzed the data as it follows the easy measurement of responses. The quantitative approach was used in this study to collect measurable and numerical data through close-ended questions. This helped in identifying patterns, trends, and frequency of responses among participants. The use of statistical representation made the data easy to interpret and suitable for academic analysis. The qualitative approach was also included to understand the deeper opinions, experiences, and perceptions of the respondents. Through open-ended questions, participants were able to express their personal views regarding body image and self-perception, which added depth and meaning to the study.

Research Design

The study follows a descriptive research design as it focuses on understanding the behavior, opinions and experiences of respondents regarding their use of short form video platforms. It also helps in identifying patterns related to body image and self-perception.

Method of Data Collection

The data for this study was collected through an online questionnaire prepared to examine the impact of short form video platforms on body image and self-perception among girls. This questionnaire was carefully designed to include total 18 questions out of which 12 were close ended questions and 3 were open ended questions and remaining 3 were general questions related to basic information of respondents. The questionnaire was distributed to the target group of 25 participants through digital platforms such as WhatsApp and other social media mediums.

Sampling Method:



- **Stratified Random Sampling:** It ensures that younger teens and older teens are equally represented, as body image concerns can vary significantly by age.
- **Simple Random Sampling:** Choose participants completely at random from a master list e.g., a school roster of female students,

Sample Size- 25 These responses were used for data analysis and interpretation.

Tools for Data Collection

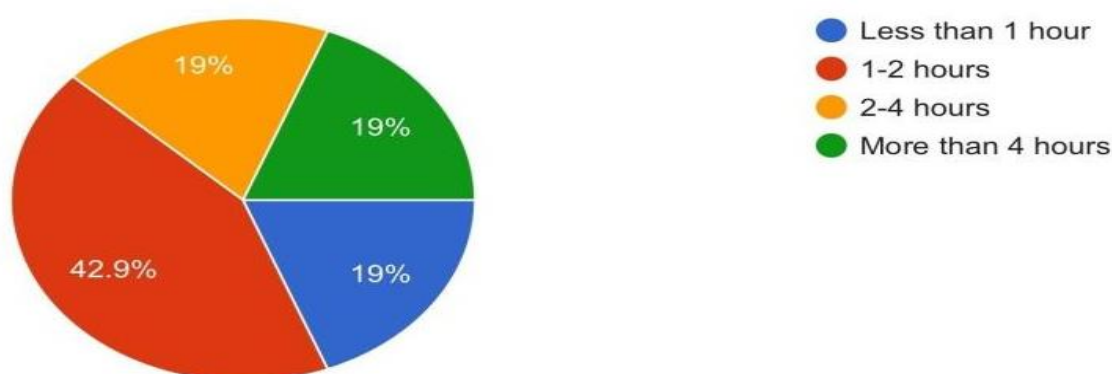
The primary tool used for the data collection was an online questionnaire prepared using digital platforms. This method was chosen because it was cost effective, time saving and easy to circulate.

Data Analysis Method

The collected data was organized using simple statistical method. The responses from the close ended questions were converted into pictograph for better understanding on the other hand the open ended questions were analyzed qualitatively to understand the views and opinions of the respondents.

Data Interpretation

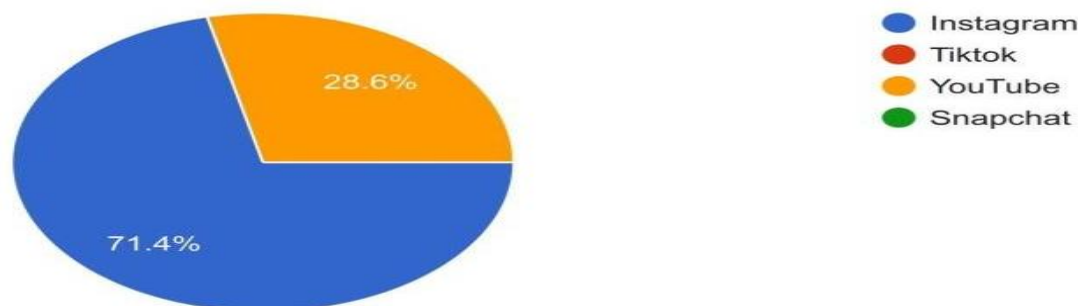
1. How many hours do you spend daily on short-form video platforms?



According to this graph the data shows the survey results indicate that moderate usage is the dominant trend among respondents, with a significant nearly 43% respondents spending 1–2 hours daily on short-form video platforms.

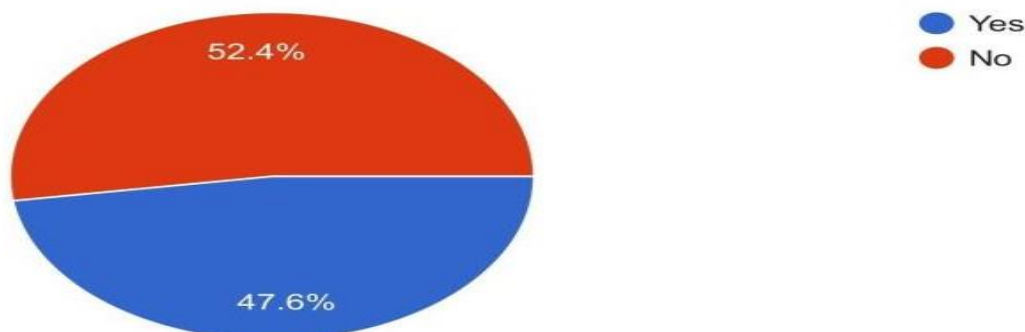


2. Which short-form video platform do you use the most?



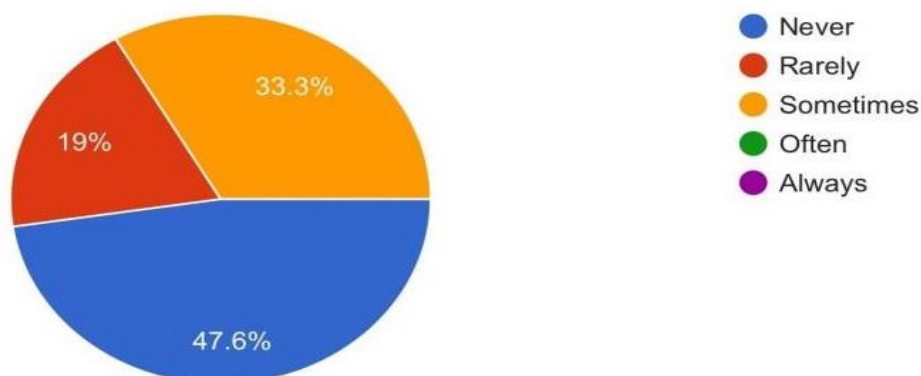
The data shows that the majority of respondents (71.4%) use Instagram as their primary short-form video platform. YouTube is the second most used platform, with 28.6% of respondents. There are no responses recorded for TikTok and Snapchat. Overall, Instagram dominates as the most preferred platform among participants.

3. Do you follow beauty or fitness influencers?



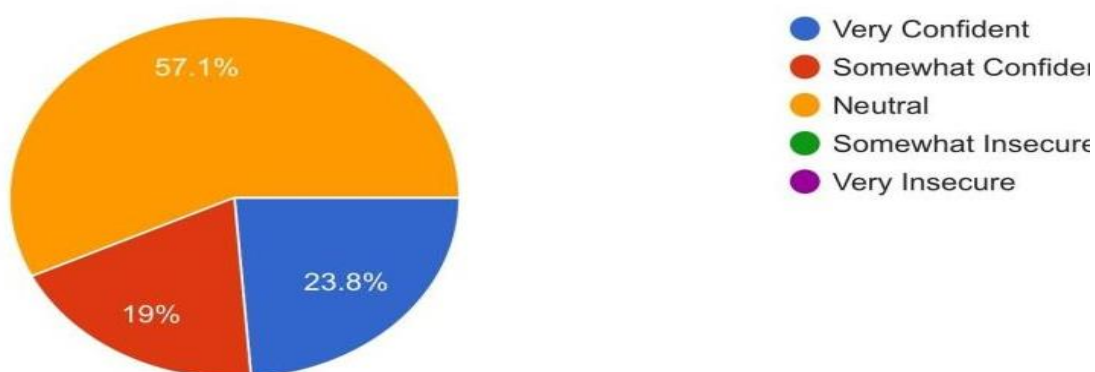
The data shows slight majority of respondents do not follow beauty or fitness influencers, accounting for 52.4% of the total. In contrast, 47.6% of the 21 participants indicated that they do follow such influencers. This data suggests a nearly even split in audience engagement with beauty and fitness content on short-form video platforms, with only a marginal 4.8% difference between the two groups.

4. How often do you compare your appearance with influencers on these platforms?



The data frequency of appearance comparison, a plurality of respondents (47.6%) stated they never compare themselves to influencers on short-form video platforms. While 33.3% of participants reported doing so “Sometimes” and 19% “Rarely,” notably zero respondents selected the “Often” or “Always” categories. This suggests that while more than half of the surveyed group engages in some level of appearance comparison, the behaviour is generally infrequent rather than habitual.

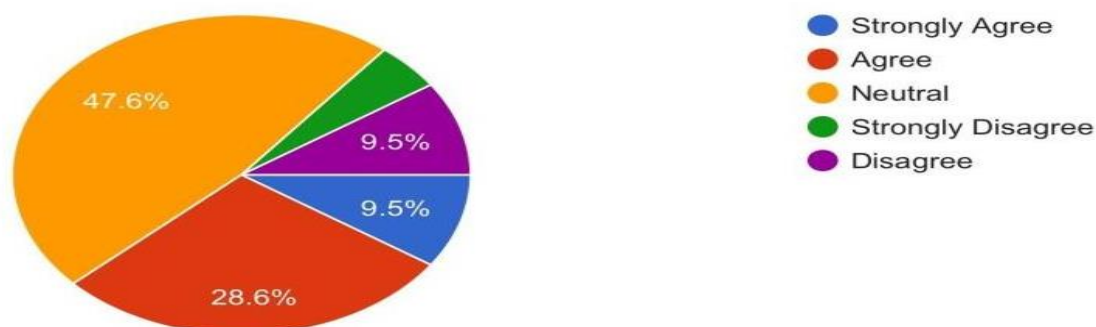
5. After watching short-form videos, how do you usually feel about your body?



The data shows regarding body image after watching short-form videos, a significant majority of 57.1% of respondents reported feeling “Neutral.” The remaining participants expressed positive sentiments, with 23.8% feeling “Very Confident” and 19% feeling “Somewhat Confident.” Notably, none of the 21 respondents selected “Somewhat Insecure” or “Very Insecure,” suggesting that for this specific group, short-form video consumption does not appear to correlate with immediate negative body image.

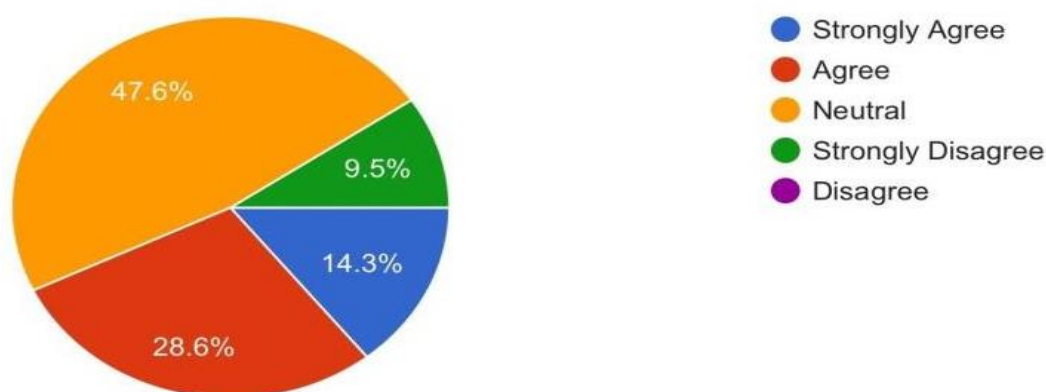


6. Have short-form videos influenced your idea of “ideal beauty”?



The data shows influence of short-form videos on the perception of “ideal beauty,” a plurality of 47.6% of respondents maintain a neutral stance. However, a significant combined total of 38.1% of participants agree or strongly agree (28.6% and 9.5%, respectively) that these platforms have shaped their beauty standards. Conversely, a smaller segment of the group disagrees, with 9.5% selecting “Disagree” and approximately 4.8% “Strongly Disagree,” indicating that while many remain unaffected or neutral, these platforms do play a role in defining beauty ideals for a substantial portion of the audience.

7. Do likes and comments on your posts affect your self-confidence?

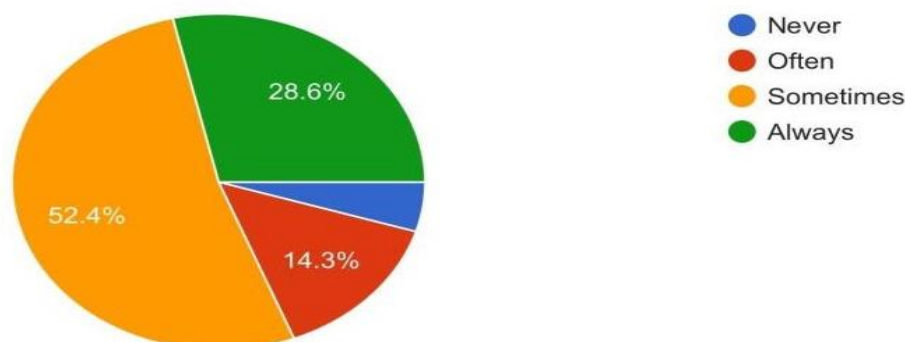


The data shows the impact of social validation, nearly half of the respondents (47.6%) remained neutral on whether likes and comments affect their self-confidence. However, a significant portion of the group expressed that their confidence is tied to engagement, with 28.6% agreeing and 14.3% strongly agreeing. Conversely, only a small minority explicitly disagreed with this



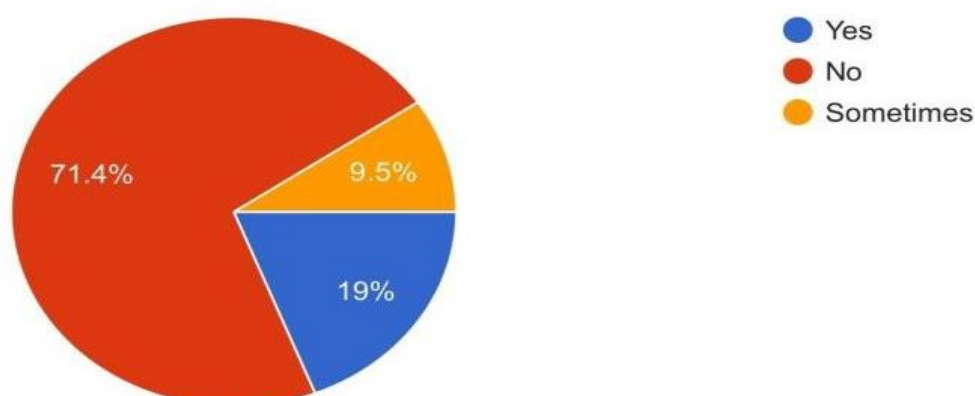
sentiment, as 9.5% chose “Strongly Disagree,” indicating that for over 40% of the surveyed participants, digital interaction serves as a measurable factor in their psychological well-being.

8. Have you ever edited your photos/videos before posting them?



The data shows content modification, a vast majority of respondents engage in editing their photos or videos, with 52.4% doing so “Sometimes” and 28.6% “Always.” When combined with the 14.3% who edit “Often,” it is evident that over 95% of the 21 participants apply some level of alteration to their media before posting. In contrast, only a negligible 4.8% of respondents reported that they “Never” edit their content, highlighting a strong cultural trend toward curated digital presentations on short-form video platforms.

9. Do you feel pressure to look attractive because of social media trends?

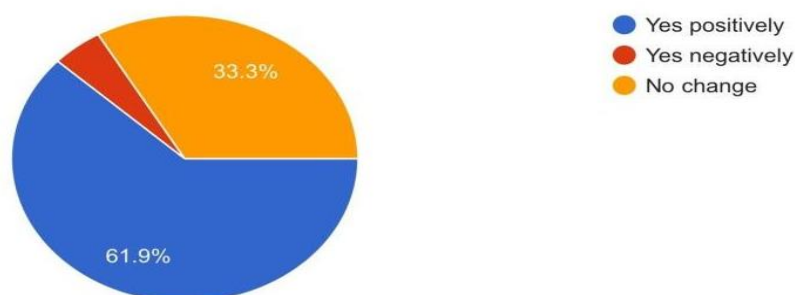


Regarding the pressure to look attractive due to social media trends, a large majority of respondents (71.4%) indicated that they do not feel such pressure. In contrast, 19% of the 21 participants responded “Yes,” while a smaller segment of 9.5% reported feeling this pressure



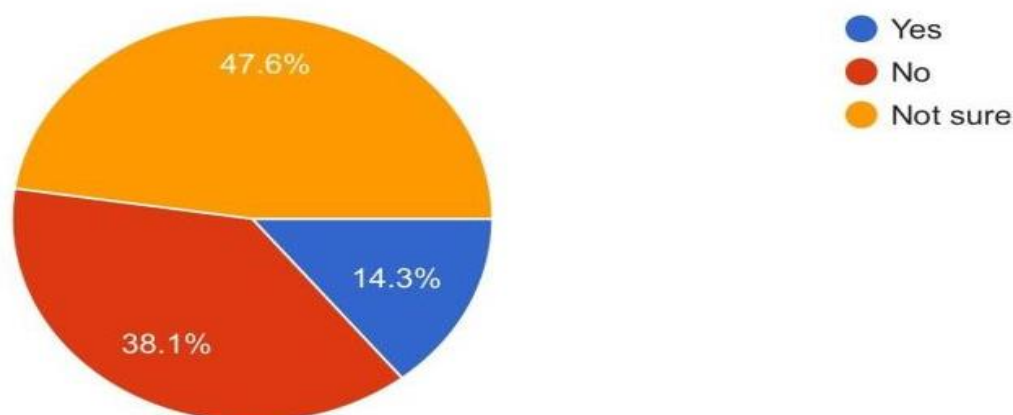
“Sometimes.” These results suggest that while a significant portion of the surveyed group feels unaffected by aesthetic trends, nearly 30% still experience some level of social pressure regarding their physical appearance.

10. Have short-form video platforms motivated you to change your appearance (diet, makeup, fashion, exercise)?



Regarding the motivation to change appearance (including diet, makeup, fashion, or exercise), a majority of 61.9% of respondents reported being positively influenced by short-form video platforms. While 33.3% of the 21 participants indicated “No change” in their habits, a small minority of 4.8% noted that these platforms had a negative impact on their motivation. This data suggests that for the bulk of the surveyed group, short-form content serves as a constructive catalyst for personal grooming and lifestyle adjustments.

11. Do you think these platforms promote realistic body standards?



The data shows the promotion of realistic body standards, a plurality of respondents (47.6%)



expressed uncertainty, selecting “Not sure.” Among the remaining participants, a significant 38.1% believe that short-form video platforms do not promote realistic standards, while only 14.3% of the 21 respondents feel that they do. This indicates a prevalent scepticism or lack of clarity among users concerning the authenticity of the physical ideals presented on these digital platforms.

12. Have you ever felt low self-esteem after using these platforms?



The data shows that 52.4% of respondents reported never feeling low self-esteem after using short-form video platforms. However, 28.6% stated that they sometimes experience such feelings, while 19% said they rarely do. No respondents selected the options often or very often. Overall, the findings suggest that although many users are not affected, a noticeable proportion does experience occasional low self-esteem.

Findings

The findings of the study indicates that short form video platforms such as Instagram and YouTube have a noticeable influence on body image and self-perception among young people, particularly college students. Most respondents reported spending one to four hours daily on these platforms, suggesting a high level of exposure to digital content. The data shows that while many participants consider themselves neutral or somewhat confident, their perceptions are still shaped by what they consume online. A recurring pattern observed in the responses is the tendency to compare oneself with others, especially when exposed to idealized and filtered images, which can lead to a decline in self-esteem. At the same time, the impact of these platforms is not entirely negative. Several respondents highlighted that short-form content can be motivating and informative, helping them learn about new trends, improve their lifestyle, and gain confidence. Content that promotes body positivity, self-love, and authenticity was particularly appreciated and found to have a positive effect on users' self-image. On the other



hand, content that reflects unrealistic beauty standards or heavily edited appearances was seen as harmful and capable of creating pressure to meet certain expectations.

Another important finding is that female respondents appear to be more affected by these influences compared to males, as they more frequently reported experiences of comparison and emotional impact. However, many participants also demonstrated awareness that social media often presents a curated version of reality and should not be taken at face value. Overall, the study concludes that the effect of short-form video platforms on body image is both positive and negative, depending largely on the type of content consumed and the individual's ability to critically interpret it.

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