

The Dieting Algorithm: How Entertainment Media Impacts Mental Health and Fuels Body Dysmorphia and Extreme Dieting

P-ISSN: 3048-9334 | E-ISSN: 3048-9342
SJCC International Journal of
Communication Research
Vol: 2 | Issue: 2 | March 2026
pp. 59-72 | © The Author (s) 2026
Permissions: sjcr@sjcc.co.in



Ms. M.S. Sowganthiga¹ and Dr. S. Kalaivani¹

Abstract

Media is a spotlight and a shadow. Media offers global connectivity. Entertainment media has started to become a stage. There is a growing blur between real and performed. The 'Dieting Algorithm' is a powerful metaphor. In this study, we explore the relationship between media, dieting and their impact on mental health. The research uses Erving Goffman's 'Performance of Self' as a theoretical framework to analyze the 'front-stage' curation of body standards. It also studies the 'backstage' psychological consequences of it, like body dysmorphia. The study assesses popular trends in media like the 'Ozempicdemie' and 'Performative Eating' to understand their negative impact on body and mind. 'Skinny body idolization' and 'thinspo culture' are examined to understand body dissatisfaction. A descriptive cross-sectional survey of 121 participants was conducted to validate these pressures. The empirical findings from the survey give a stark validation of this crisis. 71.9% of respondents (despite awareness of digital curation and health risks) wanted to alter their bodies after watching media content. The paper concludes that media literacy alone is an insufficient shield against social comparison. Ultimately, it advocates for mindful media consumption and the establishment of healthy digital boundaries. It can resist the 'dieting algorithm' and protect mental stability.

¹ Bharathiar University, Coimbatore, Tamil Nadu, India

Corresponding Author:

M.S. Sowganthiga, Bharathiar University, Coimbatore, Tamil Nadu, India.
Email: superstarms.6@gmail.com

Keywords

Entertainment Media, Media Representation, Mental Health, Social Comparison, Body Image Distortion, Body Dysmorphia, Ozempic Culture, Extreme Thinness.

Introduction: Unrealistic Bodies, Real Consequences

On entertainment media, people are exposed to unrealistic bodies and beauty standards. It can alter the perception of life. It is hard not to compare oneself to them. Now, there is a dangerous body trend taking over the media. It is the obsession with looking skinny. The need to 'stay on trend' is a trap. The Fear of Missing Out (FOMO) is a trap. These trends create false expectations of what bodies should look like. The youth are affected by that, especially women. They get vulnerable and begin an unhealthy comparison. This increases body dissatisfaction and negatively impacts their mood (Fardouly et al., 2015). Over time, it can cause anxiety and distortion of identity. Media was meant to connect people. However, the unrealistic charade creates psychological vulnerability.

Review of Literature

The psychological vulnerability discussed in this study is supported by the comprehensive meta-analysis by Grabe et al. (2008). Body dissatisfaction among women is influenced by a desire for upward social mobility (McLaren & Kuh, 2004). Women in higher social brackets internalise a lean physique as a marker of social distinction and status (Thomas and Andreas 2012). Early correlational studies have identified a link between social media engagement and the internalisation of thinness as an ideal standard (Tiggemann & Slater, 2013). Social media plays a critical role in merging thinness with body image disturbances (Holland & Tiggemann, 2016). The social comparison theory (Buunk & Gibbons, 2007) suggests that when women measure themselves against upward thin ideals, it results in a diminished self-evaluation. Frequent exposure to thin-ideal media consistently results in poorer body image outcomes through increased body dissatisfaction (Groesz, Levine, & Murnen, 2002). Longitudinal research by Smith, Hames, & Joiner (2013) tell that frequent media usage acts as a reliable predictor for increased body dissatisfaction and creates obsessive concerns. It also creates a habit of self-objectification (Harper & Tiggemann,

2008). Concerns regarding weight are deeply rooted in social development and the desire for peer acceptance (Wardle and Marsland, 1990). It creates disordered eating habits. This psychological shift is particularly dangerous. Vogel et al. (2014) elucidate that this persistent exposure to 'better-off' people in media is negatively correlated with self-esteem. A diary study suggests that daily appearance-based comparisons lead to 'need frustration' (Webb et al., 2017). The young adults work on appearances by restrictive dieting to mirror the idealised looks of celebrities (Trekels et al., 2018). A person viewing their body as an object and feeling dissatisfied with its shape is a precursor to clinical illness. Mental health struggles are the risk factor for life-threatening disordered eating (Neumark-Sztainer et al., 2007).

The Mechanism: An Echo Chamber of Thinness

Before social media, bodies were idealised through magazines and ads (Grabe, Ward, & Hyde, 2008; Halliwell et al., 2005). The Dieting Algorithm rewards 'thinspo' and 'pretty privilege.' They recognise visual patterns. Media algorithms push extreme thinspo content. Data indicates that within Western media, thinness is extremely idolised (BBC News, 2012). If an influencer conforms to thin beauty standards, they get more visibility on the media. This creates a loop. Studies suggest that the pursuit of digital validation creates a feedback loop that reinforces body dissatisfaction and weight concerns (Mabe, Forney, & Keel, 2014). It tells users that only one body type (skinny) is successful. It is designed for maximum retention. A search for 'clean eating' can transition to 'restrictive dieting,' 'fasting hacks' and eventually 'thinspiration.' The feed is void of diverse body types. Then, the user enters an echo chamber where thinness is the only visible reality. It creates a skewed perception. Users will feel everyone are dieting or using 'Ozempic.' This can make the user's backstage struggle feel like a personal failure.

The Digital Diet Trap: The Cost of Chasing Curated Bodies

The psychological effects of media cannot be ignored. What we witness in the media is not nutrition but aesthetic consumption. Several studies have found that celebrities are often used as a body comparison target. They influence a large generation of young people (Brown & Tiggemann, 2020). Glorifying extreme

thinness on media is often referred to as 'thinspo' or 'pro-ana culture' (Wikipedia, 2025). It normalises Eating Disorder (ED). It distorts how people see their own body (Cleveland Clinic, 2024). It is a self-destructive behaviour. Extreme thinness is normalised as a measure of attractiveness. Media platforms are full of "what I eat in a day" videos, viral body challenges like 'A4 sheet waist challenge' (Ewe, 2020), 'Ribcage bragging' (Harvey-Jenner, 2017), crazy diet plans like carnivore diet, cotton ball diet and more (Narins, 2015). Media celebrates skeletal markers. Youth watch them on a daily basis. They take role models after these actors, K-pop idols, and influencers who openly promote extreme dieting. This pressure is amplified by a pop culture. The fashion industry standards add to it. All this turns food into a moral currency. These unattainable or underweight bodies get promoted as success (Lau, 2022).

The thinness has got to the point where they start looking malnourished and ready to collapse. These frail bodies don't even look healthy or fit anymore. When their favourites look this way, it can make them think thinness is better. It can subconsciously internalise that skinny is attractive. It can lead to questions like "Am I overweight?", "Am I big?" When this is perceived as normal, the young adults begin dangerous dieting behaviours, restrict food intake or opt for cosmetic surgery. It leads to uneducated or unsupervised dieting. Some even get hospitalised for ED treatment. Here, eating less becomes a symbol of discipline and worth. This psychological strain is intensified as 'front-stage' of media has become biologically unattainable than ever (Diedrichs & Lee, 2011). Popular extreme dieting methods include K-pop (Korean Pop) trainee diet, starvation, One Meal a Day (OMAD), Water Fasting, Icecube Diet, laxative misuse (National Eating Disorders Association NEDA, n.d.), etc. In a documentary by BBC Three (2020), former idols reveal the 'misery' of the K-pop diet. These diets have dangerously low calorie intake. Many even turn to quick-fix drugs like Ozempic. It can cause irreversible damage to the organs. It is rebranded as 'discipline' [01:58]. These practices push a person beyond their health limit. It can trigger serious health issues like anaemia, hormonal imbalance or chronic illness. Severe dieting have even resulted in infertility, bone loss, teeth loss and even death. However, the youth are unaware of its long-term side effects.

What begins as a simple 'eating clean' or 'staying fit' leads to a performance on health. The problem is the belief that one's worth is tied to their appearance. This creates a gap between how one looks and how one believes they should

look. When a person cannot achieve that standard of body, they feel worthless. As they keep on seeing unnatural bodies, they start to equate restriction with beauty. In the process, the mind gets corrupt. What some miss is that these bodies in entertainment media are not natural. It is shaped by industry standards, treatments, and constant surveillance. So, we never know what is going on 'backstage'. The body becomes a brand and health a spectacle. In trying to look good on media, many quietly fall apart offline. This creates what psychologists call as 'body image distortion' (Tiggemann & Slater, 2011).

Ozempicdemic

Ozempic (semaglutide) is a GLP-1 drug, approved by the FDA in 2017. It was founded for people who are diabetic. It mimics the GLP-1 hormone and increases insulin release. It helps control the level of blood sugar (Columbia Surgery, 2023). Now it is very popular but not for its medical needs. Reason is that its main side effect is weight loss. It can bring about 15-20% of weight loss. This drug suppresses a person's appetite for long hours. So celebrities began to use this medication to attain a skinny physique. The 'Ozempic body' has become a new trend. This trend is similar to the 2000s 'heroin chic' body trend (The Swaddle, 2025). In this trend, people share dramatic before-after Ozempic transformations online. The celebrity involvement in Ozempic makes it look even more appealing. The quick weight loss looks desirable. However, it carries significant risks. It can create bone density issues, osteoporosis, hair loss, eye problems, long-term metabolic changes, etc (UCLA Health, 2024). When the peer pressure increases everyone wishes to have a 'perfect' body, even for those who do not need it. It has high visibility in the entertainment media. It makes the trend influential. Ozempic is a prescription medicine. It can be used only under a doctor's guidance. In a 2022 study, 50% of Ozempic users reported nausea and vomiting in early treatment (Yetman, 2025). A 2024 study by the World Health Organization (WHO) found reports of mental illness and suicidal thoughts for the GLP-1 RA users (The Guardian, 2025). It can bring many negative side effects. Countries like Australia have issued mental health warnings for drugs like Ozempic.

The Sophisticated Food Trends and Skinny Standards on Display: Screened to Perfection

The visual nature of media has a huge role in turning food into aesthetic experience. The food is often used as a prop and not actually consumed. Many modern food trends are framed as 'healthy' but it raises questions. "Are they drinking for health or as a part of social performance?". Media amplifies food trends. People have turned normal foods into mainstream status symbol. Nothing is wrong with these trendy foods. It can be nutritious and healthy. However, here food is commodified solely for digital visibility (Forbes, 2025). Then, it becomes a problematic trend. It moves away from genuine interest in taste or health. The viral 'matcha lattes', pumpkin spice lattes, trendy Dubai chocolate, avocado toast, dalgona coffee, acai bowls and more. These are marketed as the ultimate symbol of productivity and success by celebrities. These foods are majorly consumed to 'fit in' the trend. The act of being pictured with these foods and drinks in the media creates social value. This is termed as 'performative eating' (The Conversation, 2023). These trends are overplayed by lifestyle influencers for likes and views. If youth watch ultra-skinny, stylish figures on media with picture-perfect food (or) drinks, it causes unrealistic body expectations. We can call it as 'cognitive dissonance.' It leads to social comparison. This also leads to 'Orthorexia' (Orthorexia nervosa, n.d.). It reinforces the notion that in order to look 'beautiful' or 'successful', one must look this way and eat this way. Anything other than that is less desirable. It creates disordered eating behaviour, consumerism and long-term psychological stress. The desire to 'fit in' these trends and pressure to match this lifestyle can lead to serious mental health concerns.

The Curtain Never Falls: Erving Goffman's Performance of Self in Digital Media

Erving Goffman's (1959) theory of the 'performance of self' offers an insightful lens to examine media behaviour. Goffman suggests that people alter themselves to perform as per their audience's expectations. This is similar to actors who perform onstage and offstage. Here, the media acts as a 'front-stage', where the appearances are created based on likes and views. The 'backstage' (emotional exhaustion, personal issues, imperfections) is hidden away. Entertainment figures appear skinny in the media. This skinny is not the 'healthy skinny'. It is a type of

skinny where the bones are visible. The youth are really inspired by that. However, the 'backstage' of these figures could be different. Some could be genetically thin. Some have varied metabolic rates. Some could practise intense exercises and extreme dieting. Once the trend is created, they themselves feel pressured to keep up their 'front-stage' image. It can impact their health (mental or physical) too. The problem begins when this performance overtakes the performer. The youth does not know what is going on 'backstage'. They absorb 'front-stage' as reality. They try to adopt it. They compare themselves to those bodies, not being fully aware. However, in most cases, these performative figures may not adhere to these dieting routines that they showcase on media. This dieting phenomenon can lead to dangerous outcomes. Human nature is heterogeneous. Diet plans are to be personalised. Consult a certified doctor.

Research Methodology

In this research, we assess the relationship between media consumption, dieting behaviour and their impact on mental health. A descriptive cross-sectional survey design was used to collect data. The target population was young adults who use social media. This demographic can be affected by portrayal in entertainment media.

- Sampling: Simple random sampling was employed.
- Sample Size (n): 121 participants.
- Demographics: Female ($n = 95$), Male ($n = 26$), Non-binary ($n = 0$).
- Age Range: Dominant bracket: 20 - 30 years, followed by 30+ and 18 - 20.
- Instrumentation: A mixed-methods survey using Likert-scale questions for quantitative data and open-ended questions for qualitative insights.

Findings of the Survey

The study found that 80.8% of respondents spend between 1-6 hours per day on social media. Applying Goffman's (1959) theory, this suggests a near-constant exposure to the 'front-stage' performances of others. We have found a consistent link between media exposure and increased body dissatisfaction. The findings of the study are illustrated in Table A and Table B.

A. Media Exposure & Unrealistic Standards (N = 121)

Question	Always (n)	Often (n)	Never (n)	Frequency
Does media glorify unrealistic bodies or body trends?	40 (34.8%)	55 (47.8%)	20 (17.4%)	115
Exposure to dieting (or) fitness content on media	23 (19.2%)	88 (73.3%)	9 (7.4%)	121
People “dissatisfied” or “unhappy” with their bodies after watching media content or scrolling.	27 (22.3%)	78 (64.5%)	16 (13.2%)	121

B. Psychological Impact or the “Backstage” Struggle (N = 121)

Question	Yes	No	Frequency	Percentage (%)
Do people compare themselves to celebrities or media figures?	103	18	121	85.1% agreed that they experience social comparison.
Media affects youth mental health?	105	16	121	86.8% agreed
Felt the need to change body/diet after watching content on media?	87	34	121	71.9% felt pressure to alter their physical appearance or eating habits.
Know someone who started restrictive dieting after watching media content?	69	52	121	57.0% have observed social media’s influence on the dietary habits of those around them.
Aware of risks of extreme dieting?	74	47	121	61.2% were aware of extreme dieting risks

Survey Analysis

The Prevalence of Social Comparison

With 85.1% of respondents (mean value = 0.851) acknowledging that comparison occurs, it is clear that social media acts as a ‘digital mirror.’ According to Goffman’s (1959) theory, the ‘front-stage’ perfection has created a standard that 103 out of

121 participants find themselves measuring against. It is a very high number. It tells us that comparison has become a basic part of media consumption.

Influence to Action

A critical insight from the data is that 71.9% of participants have felt the need or considered the need to alter their body based on media content. It correlates with 57% of respondents who have witnessed others adopting restrictive dieting (e.g., Fasting, K-pop diet, OMAD, and more). This suggests a 'contagion effect.' The trends have translated to dietary shifts in real life without professional advice.

The Paradox

85.7% of participants are intellectually aware of the digital curation. 71.9% still experience the need to alter their bodies to meet these standards. The data proves that media literacy alone is an insufficient shield. They still feel the emotional toll of social comparison.

The Awareness-Risk Gap

62.1% of the respondents were aware of the health risks of extreme dieting. A significant 38.8% remain in the dark. This 'lack of awareness' consensus is concerning, given the physiological effect. The analysis reveals that even those who are aware of the risks, the psychological pressure to conform (71.9%) is high. It shows that pressure to conform to beauty standard outweighs the rational fear of health risk. They want to alter their body despite knowing the consequences. It is the 'unhealthy' power of 'Thinspo' culture even over informed users. The research shows a disconnect between awareness and behaviour. The existing awareness does not provide a psychological shield. This highlights the 'corruptive' nature of the dieting algorithm.

Impact on Mental Health

The frequent (often or always) body dissatisfaction after watching a media content (105/121 respondents) is a major issue. It can lead to severe mental health problems over time. It results in a 'backstage' crisis of body image

distortion. The respondents show a high awareness of health risk (86.8%). Despite that, the emotional pull of the 'ideal body' remains predominant. The study suggests that the 'performance of health' on media is successfully masking a 'backstage' crisis of body dissatisfaction. There is a stark contrast between what youth 'know' intellectually and how they 'feel' emotionally.

Conclusion

The 'Dieting Algorithm' is very powerful. The problem begins when this performance overtakes the performer. Using Erving Goffman's idea of the 'front-stage' and 'backstage', it is clear. The study reveals a paradox in media consumption. The users are aware of the curated content. However, it does not give an emotional immunity. The psychological toll is clearly measurable. The body is no longer a biological vessel here. It is treated as a 'brand.' A brand that is to be maintained for public consumption. 'Ozempicdemic' and 'Heroin Chic' 2.0 can show how dangerous some aesthetic trends are. These come with a cost of long-term health only. Real health (physical, mental, emotional) is not a viral challenge or quick fix. No shortcuts. Don't cheat the health system. The real win is actually taking care of the body, even when no one is watching. The solution to the mental health issue lies in radical cultivation. Smarter use of media will benefit everyone.

Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship and publication of this article.

Funding

The authors received no financial support for the research, authorship and publication of this article.

References

BBC News. (2012, November 9). *Thinness in media feeds body size obsession, researchers say*. <https://www.bbc.com/news/uk-england-tyne-20251825>

- BBC Three. (2022, May 19). *Is the K-pop diet actually an eating disorder?* [Video]. YouTube. <https://www.youtube.com/watch?v=iCK5RNBb73o>
- Brown, Z., & Tiggemann, M. (2020). A picture is worth a thousand words. *Body Image*, 33, 190–198. <https://doi.org/10.1016/j.bodyim.2020.03.002>
- Buunk, A. P., & Gibbons, F. X. (2007). Social comparison: The end of a theory and the emergence of a field. *Organizational Behavior and Human Decision Processes*, 102(1), 3–21. <https://doi.org/10.1016/j.obhdp.2006.09.007>
- Cleveland Clinic. (2024). *What is thinspo and how it impacts mental health*. <https://health.clevelandclinic.org/what-is-thinspo-and-how-it-impacts-mental-health>
- Columbia Surgery. (2023, September 12). *The Ozempic effect: Everything you need to know about medical weight loss*. <https://columbiasurgery.org/news/ozempic-effect-everything-you-need-know-about-medical-weight-loss>
- Diedrichs, P. C., & Lee, C. (2011). Waif goodbye! Average-size female models promote positive body image and appeal to consumers. *Psychology & Health*, 26(10), 1273–1291. <https://doi.org/10.1080/08870446.2010.515308>
- Ewe, K. (2020, May 24). Chinese viral challenge has teens using earphones to measure waist size. *Vice*. <https://www.vice.com/en/article/chinese-viral-challenge-earphones-around-waist-skinny/>
- Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women’s body image concerns and mood. *Body Image*, 13, 38–45. <https://doi.org/10.1016/j.bodyim.2014.12.002>
- Forbes. (2025, September 23). *Performative matcha—Ceremonial drink to aesthetic, explained*. <https://www.forbes.com/sites/stephaniegravalese/2025/09/23/performative-matcha-explained>
- Grabe, S., Ward, L. M., & Hyde, J. S. (2008). The role of the media in body image concerns among women: A meta-analysis of experimental and correlational studies. *Psychological Bulletin*, 134(3), 460–476. <https://doi.org/10.1037/0033-2909.134.3.460>
- Goffman, E. (1959). *The presentation of self in everyday life*. Anchor Books.
- Grabe, S., Ward, L. M., & Hyde, J. S. (2008). The role of the media in body image concerns among women: A meta-analysis of experimental and correlational studies. *Psychological Bulletin*, 134(3), 460–476. <https://doi.org/10.1037/0033-2909.134.3.460>

- Groesz L.M., Levine M.P., Murnen S.K. (2002). The effect of experimental presentation of thin media images on body satisfaction: A meta-analytic review. *International Journal of Eating Disorders*, 31, 1-16. <https://doi.org/10.1002/eat.10005>
- Harper, B., & Tiggemann, M. (2008). The effect of thin-ideal media images on women's self-objectification, mood, and body dissatisfaction. *Sex Roles*, 58, 649–657. <https://doi.org/10.1007/s11199-007-9379-x>
- Harvey-Jenner, C. (2017, May 10). 'Ribcage bragging' is the worrying new 'desirable' body trend that's taking over where the thigh gap left off. *Cosmopolitan*. <https://www.cosmopolitan.com/uk/body/health/a9630569/ribcage-bragging-worrying/>
- Halliwell, E., Dittmar, H., & Howe, J. (2005). The impact of advertisements featuring ultra-thin or average-size models on women with a history of eating disorders. *Journal of Community & Applied Social Psychology*, 15(5), 406–413. <https://doi.org/10.1002/casp.831>
- Holland G., Tiggemann M. (2016). A systematic review of the impact of the use of social networking sites on body image and disordered eating outcomes. *Body Image*, 17, 100-110. <https://doi.org/10.1016/j.bodyim.2016.02.008>
- Lau, J. (2022, November 13). Gen Z speaks: 'I tried the viral waist size challenge and failed. It affected me for a long time.' *Channel News Asia*. <https://www.channelnewsasia.com/today/voices/gen-z-speaks-teen-i-tried-viral-waist-size-challenge-and-failed-it-affected-me-long-time-4869531>
- Mabe, A. G., Forney, K. J., & Keel, P. K. (2014). Do you 'like' my photo? Facebook use maintains eating disorder risk. *International Journal of Eating Disorders*, 47(5), 516–523. <https://doi.org/10.1002/eat.22254>
- McLaren, L., & Kuh, D. (2004). Women's body dissatisfaction, social class, and social mobility. *Social Science & Medicine*, 58(9), 1575–1584. [https://doi.org/10.1016/S0277-9536\(03\)00209-0](https://doi.org/10.1016/S0277-9536(03)00209-0)
- Narins, E. (2015, January 21). The 21 craziest diets ever debunked: A real doctor weighs in. *Cosmopolitan*. <https://www.cosmopolitan.com/health-fitness/advice/a35415/craziest-diets-ever-debunked/>
- National Eating Disorders Association. (n.d.). *Laxative misuse*. <https://www.nationaleatingdisorders.org/laxative-misuse/>

- Neumark-Sztainer, D. R., Wall, M. M., Haines, J. I., Story, M. T., Sherwood, N. E., & van den Berg, P. A. (2007). Shared risk and protective factors for overweight and disordered eating in adolescents. *American Journal of Preventive Medicine*, *33*(5), 359–369. <https://doi.org/10.1016/j.amepre.2007.07.031>
- Smith, A. R., Hames, J. L., & Joiner, T. E. (2013). Status update: Facebook, body dissatisfaction, and bulimic symptoms. *Psychology of Popular Media Culture*, *2*(3), 148–157. <https://doi.org/10.1037/a0032211>
- The Conversation. (2023, May 18). *Matcha latte for the likes: How performative eating is changing our relationship with food*. <https://theconversation.com/matcha-latte-for-the-likes-how-performative-eating-is-changing-our-relationship-with-food-262620>
- The Guardian. (2025, December 1). *Mental health warning issued for weight-loss drugs, including Ozempic, in Australia*. <https://www.theguardian.com/australia-news/2025/dec/01/mental-health-warning-issued-for-weight-loss-drugs-including-ozempic-in-australia>
- The Swaddle. (2025, December 1). *Romanticizing Y2K led to the resurgence of heroin chic*. <https://www.theswaddle.com/romanticizing-y2k-led-to-the-resurgence-of-heroin-chic>
- Thomas, V. L., & Andreas, M. (2012). Body weight dissatisfaction by socioeconomic status among obese, preobese and normal weight women and men: Results of the cross-sectional KORA Augsburg S4 population survey. *BMC Public Health*, *12*(1), 1–11. <https://doi.org/10.1186/1471-2458-12-342>
- Tiggemann, M., & Slater, I. (2011). NetGirls: The Internet, Facebook, and body image concern in adolescent girls. *International Journal of Eating Disorders*, *44*(6), 630–633. <https://doi.org/10.1002/eat.20881>
- Trekels, Jolien, et al. “Aspiring to Have the Looks of a Celebrity: Young Girls’ Engagement in Appearance Management Behaviors.” *Journal of Media Psychology*, vol. 30, no. 4, 2018.
- UCLA Health. (2024). *Ozempic face and other GLP-1 side effects*. <https://www.uclahealth.org/news/article/ozempic-face-and-other-glp-1-side-effects>
- Vogel, E. A., Rose, J. P., Roberts, L. R., & Eckles, K. (2014). Social comparison, social media, and self-esteem. *Psychology of Popular Media Culture*.

Wardle, J., & Marsland, L. (1990). Adolescent concerns about weight and eating: A social-developmental perspective. *Journal of Psychosomatic Research*, 34(4), 377–391. [https://doi.org/10.1016/0022-3999\(90\)90061-8](https://doi.org/10.1016/0022-3999(90)90061-8)

Webb, Heather J., et al. “A Diary Study of Appearance Social Comparisons and Need Frustration in Young Women.” *Journal of Social and Clinical Psychology*, vol. 36, no. 10, 2017, pp. 880-900.

Wikipedia contributors. (2025, October 20). Pro-ana. In *Wikipedia, The Free Encyclopedia*. <https://en.wikipedia.org/wiki/Pro-ana>

Yetman, D. (2025). *Ozempic side effects in females: What you need to know*. Healthline. <https://www.healthline.com/health/drugs/ozempic-side-effects-in-females>.

About the Authors

Ms. M.S. Sowganthiga is a distinguished scholar with an M.A. in English from Bharathiar University, where she secured first rank with 80%. She has authored a book chapter (ICSSR, Shanlax, 2025) and published several research papers in ISSN-accredited and UGC-CARE-listed journals. Her most recent work on strategic marketing was published by The BIG Publishing, UAE. She has done scholarly presentations at various international conferences and recently won the ‘Best Paper Award’ for her research on OL Programmes at CDOE, Bharathiar University. She is officially accredited by the American Negotiation Institute (ANI) in business negotiation. M.S.Sowganthiga holds professional credentials from Goldman Sachs, J.P. Morgan and Microsoft in business analysis, Excel, financial reporting and accounting valuation. She also holds certifications from Google (Analytics), PMI, IIBA, and NASBA.

Dr S. Kalaivani is an Assistant Professor of English, Centre for Distance and Online Education, Bharathiar University, Coimbatore, with over 14 years of experience in Academia. She is serving as an esteemed faculty member and programme coordinator of B.A. English. She holds an M.A., M.Phil., and Ph.D. in English Literature, marking her as a prominent authority. She has authored 3 books and edited 3 books, alongside publishing several research papers in ISSN-accredited and UGC- CARE listed journals. Her commitment to knowledge dissemination is further evidenced by her 32 invited talks as a distinguished resource person. She has published six poems in a volume entitled ‘Incentives.’ Throughout her career, she has received notable recognition, including a Third Rank from Bharathiar University and the Best Article Award at an International Conference on Comparative Literature. Her research and teaching interests encompass Indian Writing in English, English Language Teaching, Research Methodology, and Literary Theory and Criticism.