

THE IMPACT OF INSTAGRAM CONSUMPTION ON BODY SATISFACTION IN WOMEN 18–24 YEARS OLD

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Abstract: Instagram is a social media platform that continually displays idealized and heavily edited images, which may have a significant impact on how young women perceive their bodies. This paper examines the impact of Instagram consumption on body satisfaction among women aged 18–24. A quantitative research design was used, with data collected through an anonymous online questionnaire distributed mainly via Instagram and face-to-face contact over one and a half months, with a total of one hundred participants. Instagram consumption intensity (the Facebook Intensity Scale), self-esteem (the Rosenberg Self-Esteem Scale), appearance-related preoccupation on social media (the Social Media Appearance Preoccupation Scale), and body satisfaction (the Body Self-Image Satisfaction Questionnaire) were measured. The results show that Instagram consumption intensity is a significant positive predictor of body dissatisfaction and is associated with greater appearance preoccupation. Daily time spent on the platform was not significantly related to body image outcomes, suggesting that the quality of engagement matters more than quantity. The study concludes that the nature and emotional depth of Instagram engagement plays a meaningful role in shaping body satisfaction among young women, and that awareness of the psychological implications of social media use should be incorporated into future research and intervention design.

Keywords: Body Satisfaction, Idealized Body, Instagram, Consumption of Social Media, Young Women.

Öz: Instagram, genç kadınların bedenleri hakkındaki algılarını ve duygularını önemli ölçüde etkileyebilecek, idealize edilmiş ve yoğun biçimde düzenlenmiş görsellerin sürekli olarak yer aldığı bir sosyal medya platformudur. Bu makale, Instagram tüketiminin 18-24 yaş arası kadınlarda beden doyumu üzerindeki etkisini incelemektedir. Nicel bir araştırma deseni çerçevesinde, veriler bir buçuk aylık süre zarfında yoğunlukla Instagram ve yüz yüze görüşmeler aracılığıyla ulaşılan yüz katılımcıdan anonim bir çevrimiçi anket aracılığıyla toplanmıştır. Anket; Instagram tüketim yoğunluğunu (Facebook Yoğunluk Ölçeği), öz-saygı (Rosenberg Öz-Saygı Ölçeği), sosyal medyada görünüme ilişkin ön meşguliyeti (Sosyal Medya Görünüş Ön Meşguliyet Ölçeği) ve beden doyumunu (Beden Öz-İmajı Memnuniyet Anketi) ölçmüştür. Bulgular, Instagram tüketim yoğunluğunun

beden memnuniyetsizliğinin anlamlı bir yordayıcısı olduğunu ve daha yüksek görünüş ön meşguliyetiyle ilişkili olduğunu ortaya koymaktadır. Platformda geçirilen günlük sürenin beden imajı sonuçlarıyla anlamlı bir ilişki göstermediği saptanmış; bu bulgu, etkileşimin niteliğinin niceliğinden daha belirleyici olduğuna işaret etmektedir. Araştırma, Instagram ile duygusal etkileşimin niteliğinin ve derinliğinin genç kadınlarda beden doyumunu şekillendirmede önemli bir rol oynadığını ve sosyal medya kullanımının psikolojik etkilerine ilişkin farkındalığın gelecekteki araştırma ve müdahale tasarımlarına dahil edilmesi gerektiğini ortaya koymaktadır.

Anahtar Kelimeler: Beden Doyumu, İdealize Edilmiş Beden, Instagram, Sosyal Medya Tüketimi, Genç Kadınlar.

1. Introduction

Social media has grown rapidly in recent years, transforming the ways in which people communicate, form identities, evaluate themselves, and perceive others. Instagram is one of the most visually prominent and widely used platforms where people can be engaged based on likes, comments, and followers. As a result, young adults — and women in particular — who consume visual content on a near-daily basis are among Instagram's most active users (Kemp, 2025). Although these platforms promote communication, creativity, and self-expression, researchers have increasingly raised concerns about the effects on body image and mental health. Body satisfaction is the positive or negative emotion which people have towards their physical appearance. The comparisons between the real body and the beauty ideals propagated by society tend to form these feelings (Cash and Pruzinsky, 2002; Grogan, 2016). The studies indicate that young women experience body dissatisfaction more often than males, and the reason is that social standards value thinness and attractiveness as individual values (Perloff, 2014). The images portrayed by the media are inclined to promote limited and usually impossible beauty standards, and many women become unhappy with their bodies and develop lower self-esteem. Instagram also tends to showcase perfect images on a regular basis, and it is simple to compare appearances. Consumers of content will always be presented with the most edited pictures of influencers, peers, and celebrities (Holland and Tiggemann, 2016). In contrast to the traditional media, Instagram, too, enables users to

create and control their own content, which can heighten concerns about appearance, the need for external validation, and self-worth. Among the negative effects of the use of social media, previous research has indicated the impact of social media on body image by revealing a higher level of body dissatisfaction, greater appearance comparison, and lower self-esteem (Fardouly et al., 2015; Tiggemann and Slater, 2013). Instagram-specific studies indicate that the more one consumes Instagram and applies appearance-related behaviors, including posting selfies or following beauty influencers, the more they tend to feel dissatisfied with their body (Cohen et al., 2017; Pedalino and Camerini, 2022). Nevertheless, a significant proportion of the research studies look at several platforms collectively or social media more broadly, impairing our comprehension of the effects that can be specific to Instagram. Most current studies are also inclined to concentrate on only one outcome, such as body dissatisfaction or self-esteem. Appearance preoccupation — the continuous worry about how one's appearance is perceived by others — is a relevant variable in body image studies but is not always directly assessed (McLean et al., 2015). Examining appearance preoccupation alongside body dissatisfaction and self-esteem can provide a more complete picture of how Instagram use affects body image. The age group 18-24 is especially susceptible to the pressure regarding appearance because this is a period of active development of identity (Arnett, 2015). Social media also proves to be more likely to result in appearance comparisons and internalization of beauty norms by women than by men (Fardouly and Vartanian, 2016). Instagram is one of the key components of modern visual culture. This study intends to measure the correlation between Instagram use and body satisfaction among 18-24-year-old women in a quantitative design by using validated measurement tools. The paper is dedicated to one platform and one age range and touches upon the connections between appearance-oriented Instagram use and body satisfaction, as well as other psychological factors.

2. Literature review

2.1. Instagram and Self-Presentation in its Visual Culture

Instagram places strong emphasis on appearances, visibility, and controlled self-presentation. In contrast to the old media, users are the ones that choose, edit, and post their own photographs (Manovich, 2017). It has been found that Instagram users have a predilection towards creating perfect images of themselves that are polished with filters, altered bodies, and other cosmetic effects to reveal beauty (Bullingham and Vasconcelos, 2013). The constant use of these highly edited images supports the implementation of the limited ideals of beauty and leads to body dissatisfaction (Mills et al., 2017). Platform algorithms contribute to this effect by exhibiting more posts that meet beauty norms and attract a lot of views. Among young adults (18-24) in particular, Instagram is especially popular (Kemp, 2025) which are actively forming their identity and self-image and, therefore, especially vulnerable to the judgment of others. A significant part of the current literature is dedicated to the visual content instead of psychological aspects of user interaction with the platform.

2.2. Instagram and Social Comparison

Social comparison theory proposes that individuals evaluate themselves by comparing their qualities to those of others, particularly in terms of appearance (Festinger, 1954). Such comparisons are persistent on Instagram, with the pictures of peers, influencers, and celebrities appearing in the feeds of users regularly. The more often women compare their appearance, the higher the chances are that they will become dissatisfied with their bodies (Fardouly et al., 2015). The process of contrasting oneself with others who are more attractive is related to negative emotions and lowered self-esteem (Vogel et al., 2014). It has been proven that the browsing habit on Instagram may aggravate body image due to rising social comparison with influencers (Brown and Tiggemann, 2022; Tiggemann and Anderberg, 2020). An examination of adults revealed that the use of Instagram enhances appearance comparison, subsequently leading to the escalation of body dissatisfaction (Modica, 2020). These findings suggest that social

comparison is one of the key processes linking Instagram consumption to body image concerns.

2.3. Instagram Consumption and Preoccupation with Appearance

The way users interact with Instagram matters. Activities that revolve around appearance, including following accounts about beauty and fitness, taking selfies, filtering photos, and checking comments, are linked to greater body dissatisfaction in women (Cohen et al., 2017; Pedalino and Camerini, 2022). Appearance preoccupation describes the constant worry of how other people view oneself in terms of appearance. It is characterized by regular self-monitoring, concern with perceived imperfection, and comparison with others (Cash, 2002; McLean et al., 2015). Other studies have shown that even an act of consuming body-oriented materials that are packaged under the banner of body positivity can escalate body surveillance and dissatisfaction, which points to the idea that any focus on appearance can strengthen the processes of comparison (Tiggemann and Anderberg, 2020).

2.4. Self-Esteem and Body Satisfaction

Studies have continuously revealed that there is a strong relationship between body satisfaction and self-esteem and that this was very strong during young adulthood. Body dissatisfaction is the unfavorable image of the body in comparison with an ideal image (Cash and Smolak, 2011). Research shows that the use of Instagram negatively correlates with body satisfaction, eating disorders, and worsened psychological health (Holland and Tiggemann, 2016; Marengo et al., 2018). In one study, increased Instagram use was also significantly linked with dissatisfaction with the body and demonstrated the positive correlation between body satisfaction levels and self-esteem (Bocci Benucci et al., 2024). Instagram is also a source of pressure to get outside approval in likes and comments. The lack of such validation can cause a decrease in self-esteem (Stapleton et al., 2017). Moreover, the impact of idealized body images on Instagram is associated with the increased risks of disordered eating and body dysmorphia (Tiggemann and Zaccardo, 2015; Rounsefell et al., 2020).

2.5. Instagram Post Areas: Fitspiration and Body-Positive Posts

This is not the case with all Instagram content. The available content on thin-ideal images or fitspiration may stimulate the appearance of comparison and encourage unhealthy behaviors including compulsive dieting or over-exercise (Tiggemann and Zaccardo, 2015; Prichard et al., 2020). Though idealized material elevates the likelihood of dissatisfaction with body image, body-positive material can have an immediate positive impact on mood without necessarily producing sustained increases in body image or self-esteem. Images showing realistic, untouched bodies may have a temporary positive effect on self-esteem and body esteem in response to idealized ones (Cohen et al., 2019; Tiggemann et al., 2020). These advantages can however be minimized based on the labeling or framing of content, and this can imply that context and presentation significantly influence the impact of content on users.

2.6. New Discoveries and Wider Perspective

According to the recent internal studies performed by Instagram, teenagers who complain about their body dissatisfaction are presented with more content about their bodies and potentially harmful materials, such as disordered eating pictures and body shaming comments (Wells et al., 2021). This underscores the extent to which the algorithmic delivery of content can contribute to strengthening negative experiences of vulnerable users. It has also been discovered that Instagram direct messages are also utilized in discussing body image, with the teens both making body-shaming comments and comforting each other in terms of appearance issues, which suggests that the power of social media could be even stronger than public posts (Alluhidan et al., 2025).

2.7. Gaps in Research and the Added Value of the Present Study

All in all, the available literature supports the strong relationship between the use of Instagram and body dissatisfaction. Nevertheless, there are some significant gaps. To begin with, the majority of studies look at the use of social media in general and do not specifically consider Instagram, which restricts the insight into how this highly visual platform can have an impact on body image unlike other platforms. Second, it is

appearance preoccupation, which is much talked about but not easily measured. Third, there is little research on the intensity of Instagram use, appearance obsession, body satisfaction, and self-esteem in the same research model in a young adult female population. The current study will examine Instagram use and body satisfaction in women aged 18-24 within a particular and integrated methodology to address these gaps. This study treats Instagram as a standalone platform and measures emotional engagement with it alongside time spent.

3. Methodology

3.1. Research Design

The researchers employed quantitative, cross-sectional research design in this study to investigate the relationship between the consumption of Instagram and body satisfaction in women aged 18-24. The choice of the quantitative approach was encouraged by the fact that it enables the measurement of psychological variables in numerical values and statistical analysis (Creswell, 2014). Cross-sectional designs allow a researcher to collect data at a given moment, and they are common in the study of social media and body image (Perloff, 2014; Tiggemann and Slater, 2013). Although this design cannot be used to draw any causal conclusions, it is most appropriate when it comes to establishing any meaningful relationship between Instagram consumption and body image outcomes in the target population.

3.2. Research Question and Hypotheses

The research question that will be answered in this study is as follows:

RQ: Does Instagram use significantly correlate with body satisfaction in women between the age of 18-24?

According to the available literature, the hypotheses were as follows:

H₀: There is no significant association between Instagram use and body satisfaction in 18-24 women.

H₁: The more intense the Instagram use (both emotionally and behaviorally), the more the body dissatisfaction in the women aged 18-24.

H₂: Greater daily time spent on Instagram is positively associated with greater body dissatisfaction among women aged 18–24.

H₃: Self-esteem is significantly associated with body dissatisfaction among women aged 18–24, such that lower self-esteem is related to greater body dissatisfaction.

3.3. Data Collection Procedure

An online questionnaire created in Google Forms was used to collect data. Online surveys are convenient, economical, and perfectly fit for the digital populations (Evans and Mathur, 2018). The survey link was distributed primarily via Instagram (72 out of 100 participants) and face-to-face communication (28 out of 100 participants). A pilot study was done among 34 participants. The XXX University Ethics Committee gave its ethical approval on January 27, 2026, with approval number 2025-2026/002. Participants provided informed consent prior to completing the questionnaire and were informed that participation was voluntary and that they could withdraw at any time. None of the identifying data was gathered, which guaranteed confidentiality among the participants.

3.4. Measures

Each measure was chosen because it was used in previous studies and proved to be reliable and valid. In the absence of a note, the greater the scores on each scale, the greater the levels of the measured construct. The reliability statistics for all scales are presented in [Table 1].

Table 1: Reliability statistics of research scales

Scale	Number of Items	Cronbach's α
FIS (Instagram intensity)	6	.797
RSES (Self-esteem)	10	.818
BISQ (Body image)	27	.788
SMAPS (Appearance preoccupation)	18	.874

3.4.1. Instagram Intensity Scale (Modified)

An adapted version of Facebook Intensity Scale by Ellison et al. (2007) was used to measure Instagram consumption. The scale measures the emotional attachment to the platform and how much Instagram is a part of life. Facebook was substituted for Instagram. Responses were recorded on a Likert-type scale, with higher scores indicating greater emotional and behavioral engagement with the platform. Internal consistency of the adapted scale was good (Cronbach α = .797) (Nunnally and Bernstein, 1994).

3.4.2. Rosenberg Self-Esteem Scale (RSES)

The Rosenberg Self-Esteem Scale was used to measure self-esteem (Rosenberg, 1965). This is an extremely popular 10-item scale which evaluates general self-worth and self-acceptance. The responses were gathered on a Likert-type scale of which higher the score, the higher the self-esteem. The RSES is extensively studied and validated (Perloff, 2014). In the current study, the scale demonstrated good internal consistency (Cronbach's α = .818).

3.4.3. Body Self-Image Satisfaction Questionnaire (BISQ)

The Body Self-Image Satisfaction Questionnaire (BISQ) was used to measure body satisfaction. This scale is used to measure satisfaction with various aspects of physical appearance, such as body shape and general appearance. Higher BISQ scores

indicate greater body image dissatisfaction. The scale demonstrated acceptable internal consistency in the current study (Cronbach's $\alpha = .788$) (Rowe, 2005).

3.4.4. Social Media Appearance Preoccupation Scale (SMAPS)

The Social Media Appearance preoccupation scale was used to measure appearance preoccupation (Zimmer-Gembeck et al., 2021). The scale measures how frequently individuals think about their appearance when using social media, as well as the degree to which they worry about the way their appearance is judged and rated online. Previous studies have established that SMAPS scores have a strong relationship with body dissatisfaction and appearance-based comparison (McLean et al., 2015). The scale demonstrated good internal consistency in the current study (Cronbach's $\alpha = .874$).

3.5. Participants

A total of 100 women aged 18 to 24 were used as the sample. The period of collection of the data was January 27-March 11, 2026. The mean age was 21.36 years (SD = 1.93). Most of the participants were female (97%), and three individuals did not mention their gender. Regarding employment status, 51% were students, 32% were students and employed, 13% employed only, and 4% unemployed. Full demographic information is presented in [Table 2].

Table 2: Participants demographics

Variable	Category	Percent
Age	18	9%
	19	12%
	20	14%
	21	18%
	22	16%
	23	13%
	24	18%
Gender	Female	97%

	Prefer not to say	3%
Employment	Student	51%
	Both (Student + Working)	32%
	Working	13%
	Unemployed	4%

4. Results

4.1. Descriptive Statistics

All the key variables presented in [Table 3] summarize the descriptive statistics. The levels of Instagram consumption intensity were moderate (Mean FIS = 3.30, SD = 0.693). Moderate levels of body dissatisfaction and appearance preoccupation were also observed (Mean BISQ = 3.95, SD = 0.533). The level of self-esteem was also moderate, and this is in line with the identity development stage that characterizes this age group. Such findings help draw attention to the relevance of the need to differentiate time spent on the platform and emotional engagement in the interpretation of subsequent findings.

Table 3: Descriptive statistics for key variables

Variable	N	Min	Max	Mean	SD
FIS (Instagram intensity)	100	1	5	3.30	0.693
RSES (Self-esteem)	100	1	5	2.87	0.622
BISQ (Body image)	100	1	5	3.95	0.533
SMAPS (Appearance preoccupation)	100	1	8	4.75	1.198

4.2. Correlation Analyses

The correlation analysis was performed to investigate the associations between various features of Instagram use and key psychological variables. Correlation coefficients show the direction and strength of relationships between variables, but do not imply causation.

4.2.1. Daily Instagram Use

Pearson correlation was used to assess the relationship between daily hours spent on Instagram and levels of body dissatisfaction, appearance preoccupation, and self-esteem. As shown in [Table 4], correlations between daily Instagram use and all three psychological variables were weak and non-significant (self-esteem: $r = .032$, $p = .755$; body dissatisfaction: $r = .193$, $p = .054$; appearance preoccupation: $r = -.032$, $p = .755$; all $p > .05$). These results suggest that the amount of time spent on Instagram does not predict body image concerns or lower self-esteem in this sample. Two individuals may spend the same amount of time on Instagram yet have very different emotional responses to the platform, which supports the idea that the quality of interaction with Instagram may matter more than the quantity of time spent on it.

Table 4: Correlation between daily Instagram use and psychological variables

Variable	1	2	3	4
1. Daily Instagram use (TimeADay)	—			
2. Self-esteem (RSES)	.032	—		
3. Body image dissatisfaction (BISQ)	.193	.227*	—	
4. Appearance preoccupation (SMAPS)	-.032	.464***	.171	—

*Note. N = 100. Pearson correlation coefficients are reported. * $p < .05$, *** $p < .001$.*

4.2.2. Instagram Consumption Intensity and Psychological Variables

Table 5: Correlation between Instagram intensity and psychological variables

Variable	1	2	3	4
1. Instagram intensity (FIS)	—			
2. Self-esteem (RSES)	.413***	—		
3. Body image dissatisfaction (BISQ)	.324***	.227*	—	

4. Appearance preoccupation (SMAPS)	.306**	.464***	.171
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*Note. N = 99–100. Pearson correlation coefficients are reported. * $p < .05$, ** $p < .01$, *** $p < .001$.*

The intensity of Instagram use was statistically found to be positively related to all the psychological variables under study as is demonstrated in [Table 5]. The intensity of Instagram was strongly and positively associated with body dissatisfaction ($r = .324$, $p < .001$), which means that the more emotionally and behaviorally involved participants were in Instagram, the more dissatisfied they expressed themselves to be with their physical appearance. The appearance preoccupation had a positive relationship with Instagram intensity as well ($r = .306$, $p = .002$), which indicates that the more emotionally invested in the platform a person is, the more concerned they are with their appearance on social media. Besides, there was a strong positive relationship between Instagram intensity and self-esteem ($r = .413$, $p < .001$). It is an interesting observation. Given that higher BISQ scores reflect greater body dissatisfaction and higher RSES scores reflect higher self-esteem, this finding indicates that in the current sample, greater Instagram engagement was simultaneously associated with both higher body dissatisfaction and higher self-esteem.

This unexpected pattern may reflect that more socially active and confident individuals in this age group tend to engage more intensively with Instagram. It does not confirm the traditional belief that increased Instagram use is linked to less self-worth. Moreover, self-esteem was positively correlated with appearance preoccupation ($r = .464$, $p = .001$) and significantly correlated with body dissatisfaction ($r = .227$, $p = .023$). The positive direction of the self-esteem and BISQ correlation as observed above is contrary to the scale scoring and must be understood with some caution. Combined, the results indicate that emotional and behavioral interaction with Instagram (but not the amount of time spent on the platform daily) is more significantly linked to body image and psychological consequences among young women.

4.3. Regression Analysis

The simple linear regression was used to test the hypothesis of whether the intensity of Instagram consumption could explain body dissatisfaction. The regression model was found to be statistically significant, $F(1, 98) = 11.53$, $p = .001$, and it explains 9.6% of the variance in body dissatisfaction ($R^2 = .096$), which is said to be a small-to-moderate effect in social science research. [Table 6] indicates that Instagram consumption intensity was a strong positive predictor of body dissatisfaction ($\beta = .324$, $p < .001$). This is in perfect agreement with the strong positive relationship between Instagram intensity and body dissatisfaction which is seen in [Table 5] ($r = .324$, $p < .001$), which affirm that more emotional and behavior engagement with Instagram is related to higher body dissatisfaction in our sample.

Although the cross-sectional design does not allow drawing any causal conclusions, the power of the present relationship indicates that emotional engagement with Instagram is a significant variable that correlates with negative body image outcomes in this group.

Table 6: Regression analysis: FIS predicting body image dissatisfaction (BISQ)

Predictor	B	SE	β	<i>t</i>	<i>p</i>
Constant	3.129	0.248	—	12.63	<.001
FIS	0.249	0.073	0.324	3.395	<.001

Note. $R^2 = .096$, $F(1, 98) = 11.53$, $p < .001$.

5. Discussion and Conclusions

This paper has explored the impact of Instagram use on the body satisfaction of young women aged between 18 and 24 years. The descriptive statistics showed that the respondents had moderate scores on Instagram consumption intensity, body dissatisfaction, appearance preoccupation, and self-esteem. The daily time spent on Instagram was not significantly related to any of the measured psychological variables,

which means that the length of time spent on the platform does not necessarily correlate with the body image issues and low self-esteem. It aligns with the earlier studies that indicated that the amount of time passively spent on social media is not a significant predictor of psychological outcomes compared to the form of engagement (Fardouly and Vartanian, 2016).

Conversely, there were significant positive relationships between Instagram consumption intensity and body dissatisfaction ($r = .324$, $p < .001$), appearance preoccupation ($r = .306$, $p = .002$), and self-esteem ($r = .413$, $p < .001$). The positive correlations between Instagram intensity and both body dissatisfaction and appearance preoccupation are in line with the previous studies that reported emotional investment in appearance-focused platforms to be associated with more concerns about body image (Cohen et al., 2017; Pedalino and Camerini, 2022).

Instagram intensity and self-esteem however have a positive correlation, but this is unexpected. Since higher BISQ scores are related to more body dissatisfaction and higher RSES scores are related to higher self-esteem, the data show that in this sample greater Instagram use was correlated with more body dissatisfaction and greater self-esteem simultaneously. This can be an indication that more socially active and outgoing individuals are more likely to interact with the platform more actively, or it can also indicate the problem of the scale direction that needs to be further investigated. In any case, this conclusion does not confirm the traditional belief that the use of Instagram lowers self-esteem and should be viewed with reservations.

Regression analysis established that the intensity of Instagram use is a strong predictor of body dissatisfaction ($\beta = .324$, $p < .001$) which predicts about 10% of the variance. This small-to-moderate effect size indicates that other factors also play a significant role in body image outcomes.

The regression result is fully consistent with the correlation of $r = .324$, as expected in simple linear regression with a single predictor, and together they provide a coherent picture of the relationship between Instagram engagement and body dissatisfaction.

Regarding the hypotheses of the research, it was partially confirmed. H₁ was verified: Instagram use intensity was a strong positive predictor of body dissatisfaction ($\beta = .324$, $p < .001$), which proved that the more people are emotionally and behaviorally engaged with the platform, the more body dissatisfaction they experience. H₂ was not supported: the duration of time spent on Instagram daily did not significantly correlate with body dissatisfaction ($r = .193$, $p = .054$), which means that passive time on the platform is not a good predictor of body image results. H₃ was partly upheld: the self-esteem and body dissatisfaction had a significant relationship ($r = .227$, $p = .023$); nevertheless, the relationship was positive contrary to the scale scoring. This finding does not concur with the hypothesis as it was initially posed and with the overall literature and can indicate a methodological problem with scale direction or recoding, which needs further research in future studies.

This study highlights the importance of considering multiple interconnected factors — including Instagram consumption intensity, self-esteem, body satisfaction, and appearance preoccupation — rather than focusing solely on time spent on social media. Any intervention aimed at improving body image in young women should consider both psychological vulnerability and the nature of social media consumption habits. Future research examining these variables within a single integrated model across larger and more diverse samples, and with careful attention to scale scoring and directionality, would further strengthen our understanding of these relationships.

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