



# Engagement with Professional Athletes' Social Media Pages and

## Body Image among Adolescents

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### INTRODUCTION

- Stigma around lean physiques and preference for muscular ones may raise body image concerns for male teenagers
- Social Media has been linked to increased concern for body dysmorphia
- Many professional athletes maintain social media profiles
- There is a gap in our understanding of how adolescents' engagement in these profiles is associated with body image
- The purpose of this study was to understand how male adolescents' engagement in professional athletes' social media posts was associated with body image.**

### METHODS

#### Setting

- Participants completed a cross-sectional online survey

#### Recruitment

- Male adolescents ages 12-24
- Participants of the survey were recruited from various social media platforms (Snapchat, Instagram, Reddit, Direct Texting )

#### Measures

|                  | Engagement with Social Media   | Professional athletes influence on perception of body                    | Validated body image scale   |
|------------------|--|--|--|
| Question Domain  | Frequency of adolescents viewing, liking, sharing, or commenting on professional athletes social media posts | Lifestyle changes due to the professional athletes posts on social media | Responses included: Does not apply at all =1, Does not apply well =2, Applies somewhat =3, Applies fairly well =4, Applies well =5, Applies exactly =6 |
| Question Example | How many times did you like any professional athletes' social media posts in the past week?                  | Have you changed any exercise routine because of a professional athlete? | Prompts included: I would like to change a good deal about my looks.   |

#### Analysis Plan

- ANOVA tests were used to assess differences in body image scores between individuals with different levels of engagement with professional athletes' social media pages
- A t-test was used to assess differences in body image scores between users reporting that they do or do not view professional athletes' social media pages

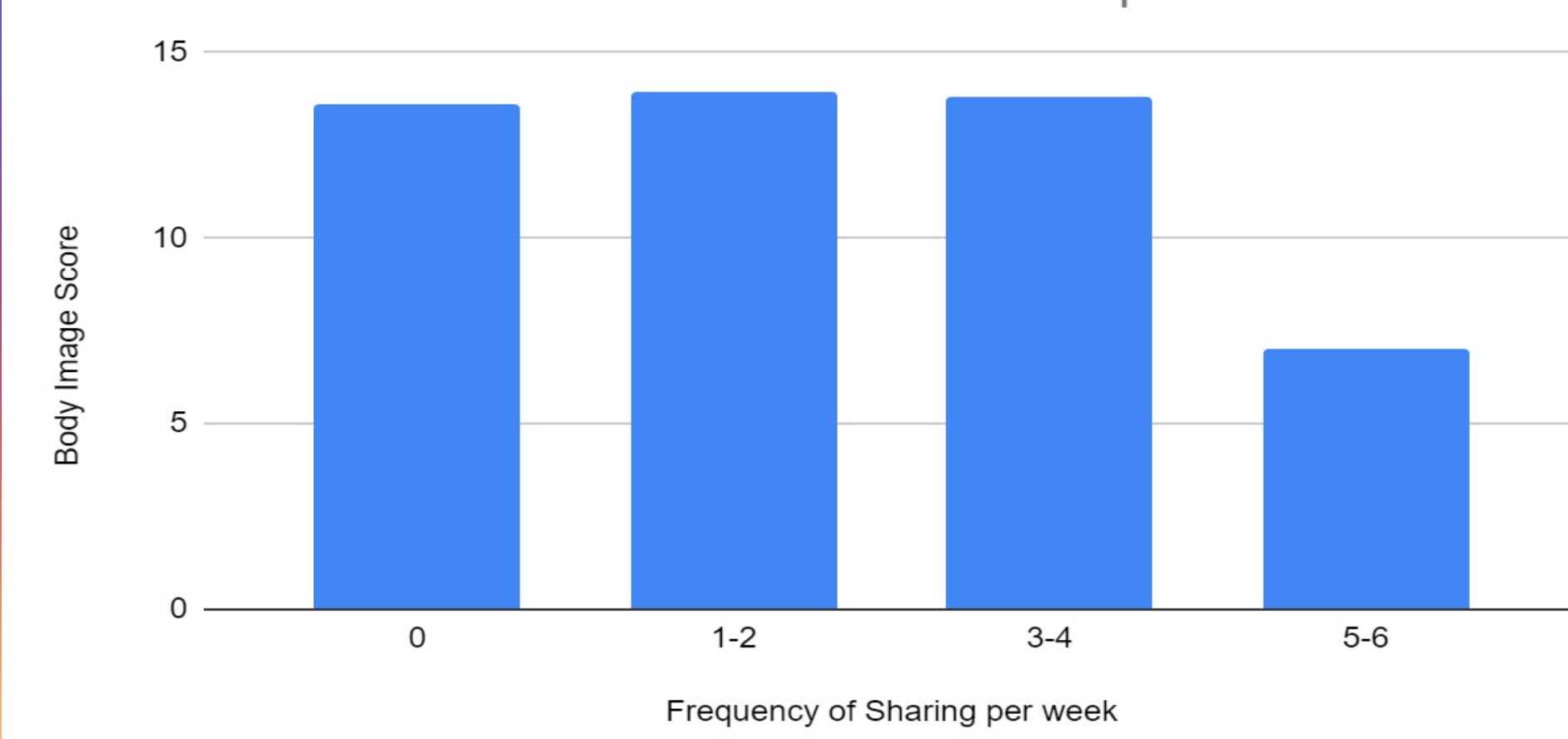
### RESULTS

#### Demographics

| Category                             | Number         |
|--------------------------------------|----------------|
| Total Participants                   | 36             |
| Age (mean +/- standard deviation)    | 17.2 +/- 1.431 |
| Race/Ethnicity [number (percentage)] |                |
| White                                | 25 (69.4%)     |
| Asian                                | 8 (22.2%)      |
| Multi-racial                         | 2 (5.6%)       |
| Native Hawaiian or Pacific Islander  | 1 (2.8%)       |

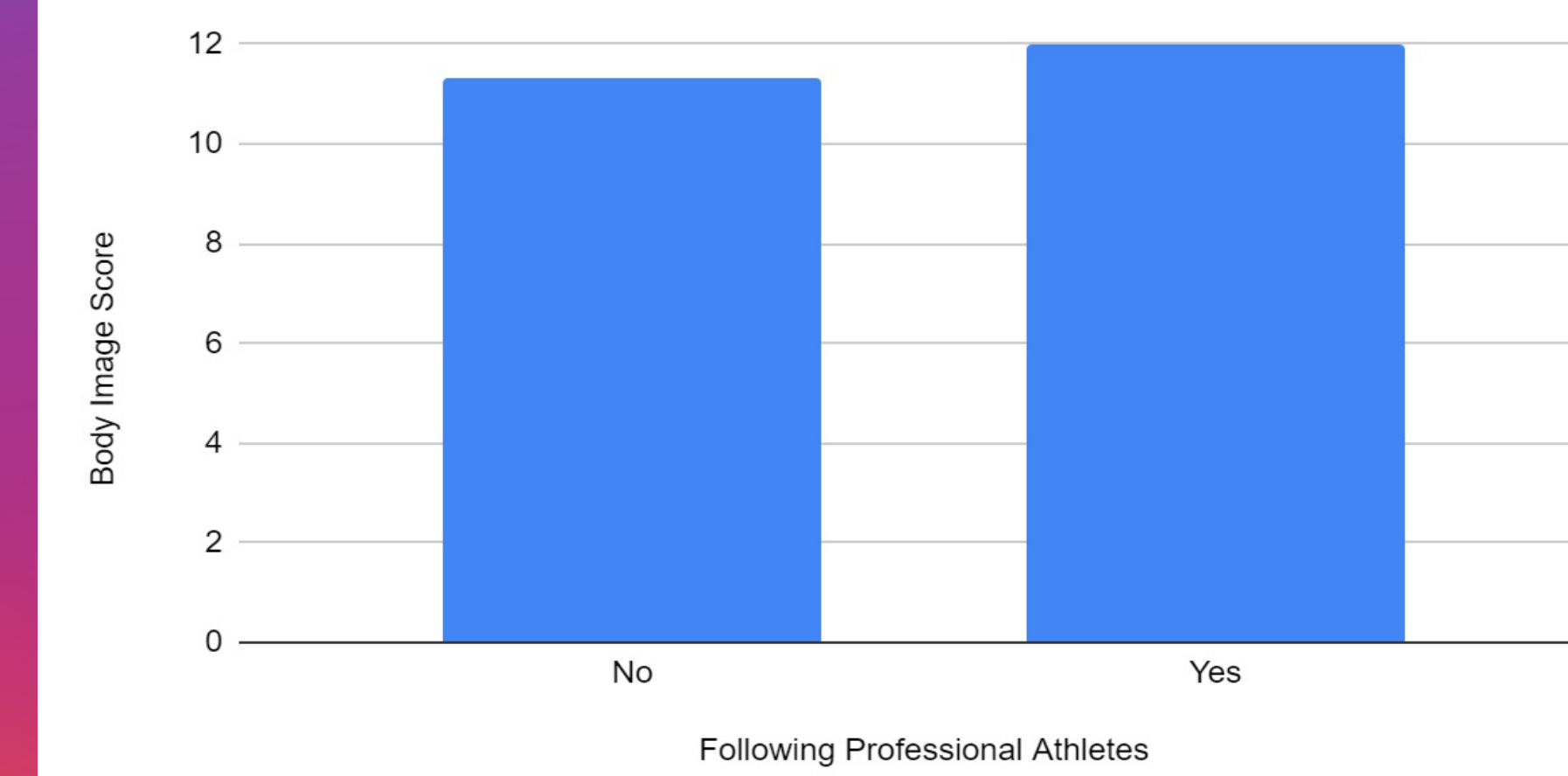
| Average Body Image Score | Frequency of Adolescents Visiting Professional Athletes' Social Media Posts | Frequency of Adolescents Liking Professional Athletes' Social Media Posts | Frequency of Adolescents sharing Professional Athletes' Social Media Posts |
|--------------------------|---|---|--|
| 13.5                     | 2.08  | 2.05  | 0.47   |

Body Image Score among Participants Sharing Professional Athletes Social Media Posts at Different Frequencies



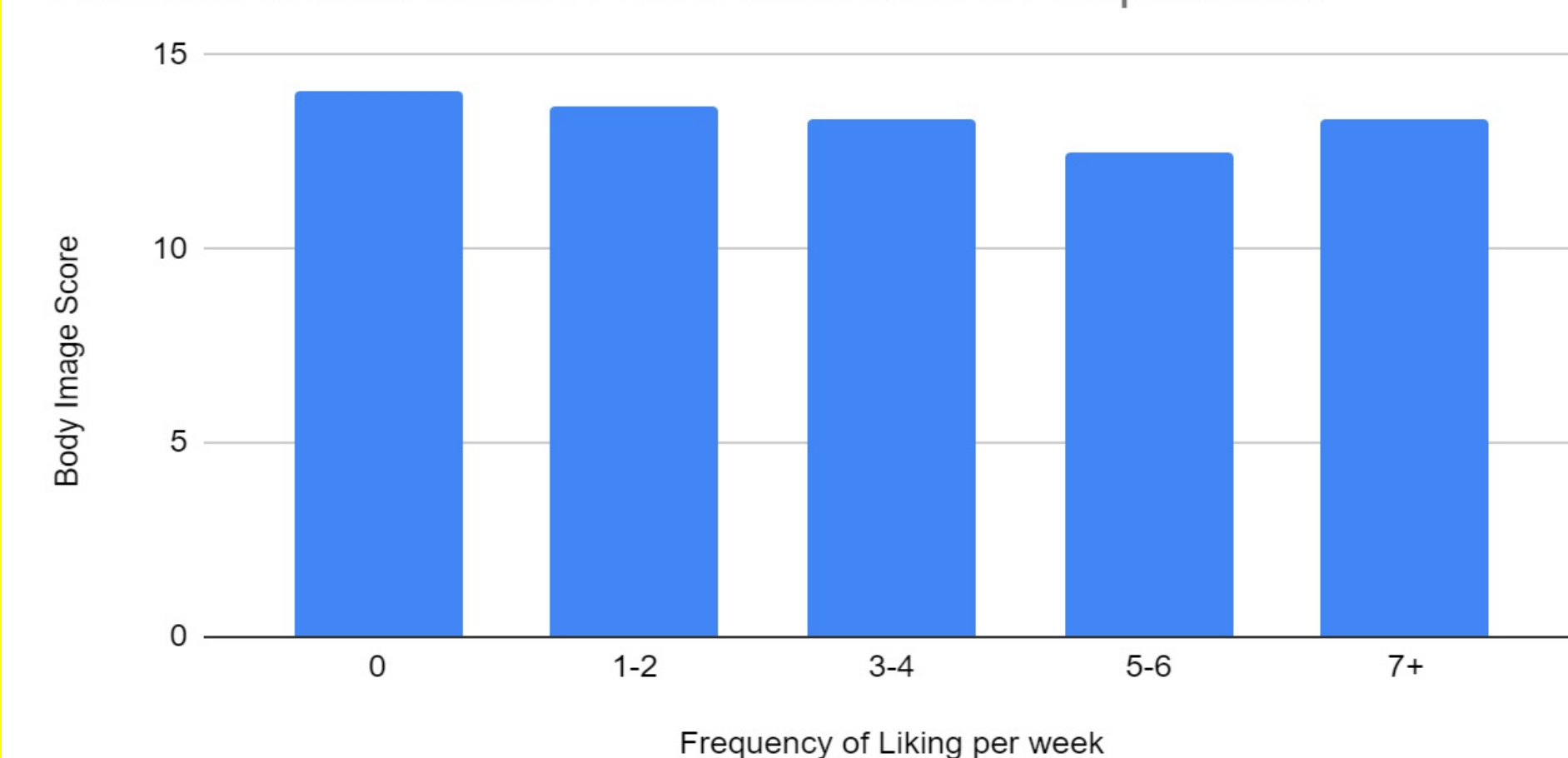
There were no significant differences in body image scores between participants who shared professional athletes posts at different levels P=0.392

Body Image Score among Adolescents who Reported Following or not Following Professional Athletes Social Media Pages



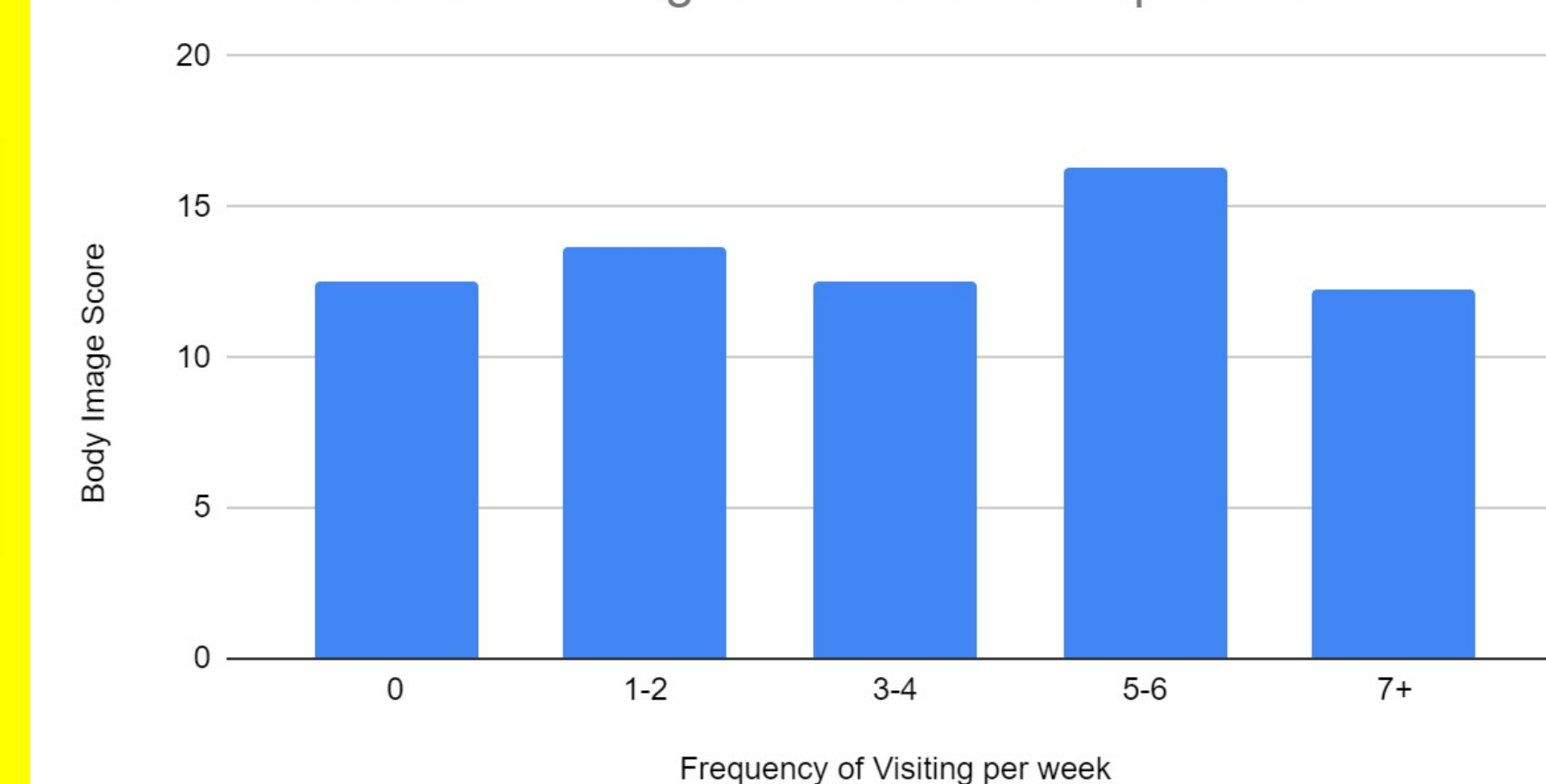
There were no significant differences in body image scores between participants who reported following or not following professional athletes pages P=0.709

Body Image Score among Participants Liking Professional Athletes Social Media Posts at Different Frequencies



There were no significant differences in body image scores between participants who liked professional athletes posts at different levels P= 0.173

Body Image Score among Participants Visiting Professional Athletes Social Media Pages at Different Frequencies



There were no significant differences in body image scores between participants who visited professional athletes pages at different levels P=0.390

### CONCLUSIONS

#### Main Findings

- No evidence was found that the frequency of engagement with professional athletes' social media was directly associated with body image
- No evidence was found that the following professional athletes on social media was directly associated with body image

#### Implications

- In future studies, researchers should broaden the scope of influencers used to associate with male adolescent body image
- Recruit participants from varying locations, as the participants were from the same urban area and don't represent the larger population of male adolescents.

### ACKNOWLEDGEMENTS

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