

A Review of Instagram Usage on Body Image Perception among Male and Female College Students

Swati Khandelwal¹ and Dr. Raj Kishor Mourya²

¹Research Scholar, Department of Psychology

²Professor, Department of Psychology

Sunrise University, Alwar, Rajasthan, India

Abstract: *Instagram, as one of the most popular social media platforms, has significantly influenced the perception of body image among college students. This review explores how Instagram usage affects body image perception in male and female students, highlighting the role of social comparison, exposure to idealized images, and engagement with fitness and lifestyle content. The review also examines gender differences in susceptibility to body image dissatisfaction and the psychological consequences associated with prolonged Instagram use.*

Keywords: Body Image Perception, Self-Esteem, Male Students