

Scoping study

Social media's impact on postpartum women's body image

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EXECUTIVE SUMMARY

The purpose of this report was to thoroughly interrogate a chosen social cause using credible source documents to develop a conceptual framework based on theory so to generate three realistic remedies for how to influence required behaviours for the social cause. This was achieved by gathering, synthesising and evaluating credible source documents relevant to the social cause including studies, previous interventions, websites and relevant theories.

The chosen social cause is social media's negative impact on postpartum women's body image, which in turn contributes to body dissatisfaction and mental health problems. Therefore, this intervention aims to modify a current behaviour to reduce social media consumption and to establish a new behaviour to unfollow content on social media that have a negative impact on body image. The target audience for this intervention is women in Queensland, aged 20 to 24, who are between six weeks and six months postpartum, and suffer from body image issues due to social media's negative influence on body image.

The literature demonstrated that not all women are equally susceptible to the negative influence social media has on body image due to personal, behavioural and environmental factors. There are many personal factors that determine social media's impact including knowledge, self-esteem, self-objectification, personality traits and ability to accept changes to the body. Environmental factors that influence social media's impact on body image include societal beauty standards and ideals, norms, ideals depicted on social media, respect for diversity and influences from friends and family. Additionally, there are a range of behaviours or habits that determine how strong impact social media has on body image such as social media consumption, social comparison and self-talk. The Social Cognitive Theory was used to explain how these various factors contribute to a negative influence on body image by dividing them into three categories including environmental factors, cognitive factors and behavioural factors. The theory proposes that human behaviour is influenced by these three elements and that all three elements are interrelated thus, changes in one element will have an impact on the other two elements.

The literature reveals several factors that can help prevent the negative influence social media has on body image including increasing knowledge, avoiding social comparison, limiting social media consumption and focusing on body functionality. In today's society there are many reasons for using social media such as networking and identity-creation, which compete with the aim for this intervention to reduce social media consumption. Therefore, it may be more beneficial to help the target audience manage the impact of social media through various tactics instead of trying to eliminate the social media consumption completely. Thus, three intervention ideas were framed around the following:

- Focus on body functionality
- Avoid social comparison
- Increase knowledge

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1.0 INTRODUCTION

1.1 AUTHORISATION AND PURPOSE

This report was authorised by Michelle Smytheman. The purpose of this report is to conduct a scoping study for a chosen social cause by gathering, evaluating and synthesising relevant source documents to develop a conceptual framework based on relevant theories, and to come up with three remedies.

1.3 SCOPE

This report will provide a summary of the chosen social cause and the suggested behaviour change, followed by a critique of source documents relevant to this particular social cause. Moreover, the report will provide a conceptual framework based on the source documents and relevant theories to explain how different factors affect or contribute to the required behaviour change. Finally, the report will generate three realistic remedies based on the critique and the conceptual framework.

2.0 SOCIAL CAUSE AND SUGGESTED BEHAVIOUR CHANGE

2.1 SOCIAL MEDIA'S NEGATIVE INFLUENCE ON POSTPARTUM WOMEN'S BODY IMAGE

Social media has shown to have a negative impact on postpartum women's body image as it depicts an unattainable ideal and creates unsustainable expectations on mothers (Liechty et al. 2018). Having a negative body image puts women at a higher risk of eating disorders, depression and other mental health problems (Office of Womens Health, 2019). Additionally, having a negative body image may result in unhealthy weight loss behaviours which can harm the mother and the baby (Clark et al. 2009). In Australia, 96 to 99 percent of the women aged 18 to 39 use social media (Sensis 2017) which means that nearly all women who give birth in Australia are at risk of developing body image issues due to social media's negative influence.

2.2 PROBLEM BEHAVIOURS AND SUGGESTED BEHAVIOUR CHANGE

This intervention aims to influence the target audience's behaviour so to protect them from the negative influence social media has on body image. Increased use of social media during and after pregnancy is associated with increased body dissatisfaction among women (Hicks & Brown 2016). Therefore, this intervention aims to modify a current behaviour to reduce the consumption of social media. Additionally, there are a wide range of positive body image messages on social media including supportive and honest discussions of postpartum issues which can help to improve body image (Liechty et al. 2018). Therefore, this intervention aims to establish a new behaviour to unfollow the accounts that have a negative impact on their body image, thus, be more selective as to what content they engage in.

3.0 CRITIQUE OF SOURCE DOCUMENTS

This intervention is targeting women in Queensland, aged 20 to 24, who are between six weeks and six months postpartum, and suffer from body image issues due to social media’s negative influence on body image. In order to successfully influence the target audience’s behaviour, it is vital to identify what factors that determine the impact social media has on the target audience’s body image, as well as how to modify these factors. Therefore, a critique of relevant source documents has been performed as presented in table 1. Additionally, information about what previous interventions have focused on can be found in Appendix A.

Table 1: Critical table

Source	Sample size	Methodology	Summary of the key themes
Sumner et al. (2007)	10	<ul style="list-style-type: none"> • Pregnant women • Questionnaires at 16 and 32 weeks gestational age 	<ul style="list-style-type: none"> • Pregnant women are extra sensitive to their body image making them more vulnerable to portrayals in media. • Advised to avoid media during this period if images cause excessive distress or concerns.
Rallis et al. (2008)	79	<ul style="list-style-type: none"> • Questionnaires • Australian women • Tracked from 16 weeks gestation to 12 months postpartum 	<ul style="list-style-type: none"> • Women reported feeling the fattest at 6 months postpartum since they are no longer in a phase related to pregnancy thus, consider a larger figure less acceptable during the postpartum stage. • Body size is a predictor of body dissatisfaction. • Alerting women to the 'trap' of comparing their body to others, particularly inappropriate targets, may prevent body dissatisfaction. • Educating women about what physical changes to expect during and after pregnancy may benefit women and prevent them from becoming dissatisfied.
Clark et al. (2009)	116	<ul style="list-style-type: none"> • Pregnant and postpartum women in Australia • Aged 21 to 41 • Tracked from 12–17 weeks gestation to 12 months postpartum • Five questionnaires at different time points 	<ul style="list-style-type: none"> • Strong association between depression and body dissatisfaction during the postpartum period. • Women are evaluated on their appearance thus, appearance is a central dimension. • Women experience more body dissatisfaction during the postpartum period compared to during pregnancy because they feel they no longer have an “excuse to be fat”. • Suggests that educating women about the natural changes to the body related to pregnancy may reduce body dissatisfaction. • Proposes a model of body dissatisfaction leading to depression: current societal beauty ideals set unattainable beauty standards and place emphasis on thinness – an ideal women move away from during pregnancy
Pruis & Janowski (2010)	41	<ul style="list-style-type: none"> • Women • Aged 23-25 and 65-80 years • Questionnaires and screening 	<ul style="list-style-type: none"> • Refers to the self-objectification theory. • Age determines how strongly women are affected by societal influences on body image. • Lower self-objectification among older women thus, places less emphasis on appearance. • Younger women feel more pressure to conform to ideals depicted in media. • BMI is a strong predictor of body image among young women. • Societal influence is a predictor of body image.

Runfola et al. (2010)	5868	<ul style="list-style-type: none"> • Data derived from two online studies • Women in USA • Aged 25 to 89 years 	<ul style="list-style-type: none"> • Body dissatisfaction decreases with age. • Two groups particularly vulnerable to body dissatisfaction: women aged 35-44 and obese women. • Media exposure contributes to body dissatisfaction across all ages.
Roth et al. (2012)	N/A	<ul style="list-style-type: none"> • Media content analysis of postpartum bodies presented in Australia's top three women's magazines 	<ul style="list-style-type: none"> • Media plays an important role in shaping body image ideals. • Ideals of non-pregnant bodies are transferred to postpartum body expectations. • The frequency and intensity of messages in media to 'bounce back' after pregnancy normalize such extreme expectations. • Media often presents a message that re-gaining one's pre-pregnant body is central to being successful, attractive and a good mother.
Knoph et al. (2012)	77,807	<ul style="list-style-type: none"> • Pregnant women in Norway • Recruited at 17-18 weeks gestation • Questionnaires 	<ul style="list-style-type: none"> • Weight retention and postpartum depression influence the risk of eating disorders in the postpartum stage.
Fardouly et al. (2014)	112	<ul style="list-style-type: none"> • Female students and staff members • 17-25 years • Pilot study 	<ul style="list-style-type: none"> • Social media provides women with a means of comparing themselves. • Not all women equally affected by exposure to social media. • Social media provides a wider range of body types than other media.
Rodgers & Melioli (2015)	N/A	<ul style="list-style-type: none"> • Analysed 67 studies on body image concerns and use of social media 	<ul style="list-style-type: none"> • Self-objectification theory is referred to. • Social media contains a high level of thin-ideal images. • The heavy reliance on the physical appearance on social media contributes to body image concerns. • Reasons for using social media include social networking, identity creation, self-worth and peer-relations. • Strong relationship between social media use and body image concerns. • Content that highlights the thin-ideal such as 'fitspiration' is most strongly related to body image concerns. • Engaging in social comparison on social media through activities such as commenting, liking and sharing is strongly related to body image concerns. • Strong call for development of appropriate prevention strategies.
Silviera et al. (2015)	N/A	<ul style="list-style-type: none"> • Reviews 19 studies on the association between body image and postpartum depression 	<ul style="list-style-type: none"> • Relationship between body image dissatisfaction and the onset of postpartum depression was found. • Association between body image and depression depend on women's ability to accept the changes to their bodies during and after pregnancy.
Hopper & Aubrey (2015)	127	<ul style="list-style-type: none"> • Randomly assigned college women • 18-24 years • Online surveys 	<ul style="list-style-type: none"> • Objectification-theory is referred to. • Priming theory is referred to. • Exposure to images on celebrities in media leads to higher self-objectification. • Exposure to thin-ideal images has a negative effect on body image.

Meireles et al. (2015)	N/A	<ul style="list-style-type: none"> Integrative review of literature involving pregnancy and body image 	<ul style="list-style-type: none"> Depression is associated with body dissatisfaction. Body dissatisfaction during late pregnancy equals a risk factor for postpartum depression. Poor eating habits, body image dissatisfaction and depressive symptoms during pregnancy are linked to postpartum depression.
Alleva et al. (2016)	70	<ul style="list-style-type: none"> Women Aged 18-28 years Questionnaires and written assignment 	<ul style="list-style-type: none"> Focusing on body functionality can help women promote a positive body image and protect them from the negative influences of thin-ideal media images High levels of self-objectification are related to lower levels of body satisfaction Implementing strategies such as disclaimer labels for thin-ideal images can increase body satisfaction
Hicks & Brown (2016)	296	<ul style="list-style-type: none"> Cross sectional self-reported questionnaires Pregnant women 	<ul style="list-style-type: none"> The use of social media during pregnancy increase the risk of body dissatisfaction The time spent on social media had a significant effect on body image
Liechty et al. (2017)	50	<ul style="list-style-type: none"> Interviews Women in a suburban area in the US Aged between 20 and 40 years old 	<ul style="list-style-type: none"> Objectification theory is used to explain the role of body image in women's lives Unrealistic postpartum social media images made women feel negatively about their body. Women who compare their body to media images felt depressed and self-conscious. Unattainable images in media made women feel discouraged and question their ability to lose weight after giving birth.
Williams et al. (2017)	38	<ul style="list-style-type: none"> Interviews Women with at least one child 	<ul style="list-style-type: none"> Objectification theory is referred to All participants thought that men believe that women's postpartum body will mimic those of celebrities Women feel pressure to get their pre-pregnant body back Women view their bodies negatively when comparing themselves to celebrities despite the awareness of that the images have been edited and airbrushed Mass media's depiction of motherhood created guilt and anxiety Education make women more critical of celebrities' postpartum bodies depicted in media
Office on Women's Health (2019)	N/A	N/A	<ul style="list-style-type: none"> Both overweight and underweight women can have a negative body image. Practice positive thinking and avoid negative thinking about the body can help improve body image Focus on the good things that you like instead of the negative things about your body help improve body image. Aim to accept the way you look rather than constantly trying to change how you look will improve body satisfaction. Exposure to images on social media can contribute to a negative body image Education can help improve body image.

Better Health (2019)	N/A	N/A	<ul style="list-style-type: none"> • Peer pressure to be slim or diet contributes to a negative body image • Public health campaigns that promote weight loss can cause a negative body image • Culture is a contributing factor to negative body image • Traditional and social media promoting thin-ideals are causes of negative body image • Avoiding exposure to images that causes a negative body image can be beneficial
The Women's (2019)	N/A	N/A	<ul style="list-style-type: none"> • Avoid comparing one's body to others will help improve body image. • Be critical towards images in magazines and on social media is important to improve body image. • Body image can be improved by focusing on the positive things about one's body rather than the negative. • Social media can be harmful to women who are sensitive to negative body image messages. • Self-acceptance and self-esteem are important factors for a positive body image
The Butterfly foundation (2019)	N/A	N/A	<ul style="list-style-type: none"> • Body dissatisfaction is influenced by friends, family and media. • Media is the most common contributor in the external environment to body dissatisfaction. • Predictors of body dissatisfaction include age, gender, self-esteem, personality traits and body size. • Body image can be improved by focusing on positive skills and qualities, avoiding negative self-talk and setting health-related goals rather than appearance related goals. • Risk factors for body dissatisfaction include peer pressure, thin ideal internalisation, bullying and perfectionism. • Protective factors for body dissatisfaction include social support, self-esteem, healthy eating, respect for diversity, healthy eating behaviours and non-competitive physical activity. • Interventions to improve body image include workshops to schools and workplaces.
Jean Hailes (2019)	N/A	N/A	<ul style="list-style-type: none"> • Factors that influence body image include personality, health, self-esteem, anxiety, depression and childhood experiences. • Society, culture and media play an important role in body image. • Self-talk can influence body image.

3.1 FACTORS THAT DETERMINE THE IMPACT OF SOCIAL MEDIA ON BODY IMAGE

The critique revealed a range of factors that determine what impact social media has on postpartum women's body image as shown in table 2. These factors include personal and behavioural factors which can be controlled by the individual, and environmental factors that cannot be controlled. These factors will be discussed as follows.

Table 2: Personal, behavioural and environmental factors

UNCONTROLLABLE	CONTROLLABLE	
Environmental factors	Personal factors	Behavioural factors
<ul style="list-style-type: none"> • Social support • Influences from friends and family • Social media / media • Respect for diversity • Diversity in body types represented on social media • Culture • Norms • Societal beauty standards and ideals • Pressure to conform to ideals 	<ul style="list-style-type: none"> • Self-esteem • Personality traits • Ability to accept changes to the body • Self-objectification • Level of knowledge about physical changes to the body related to pregnancy • Focus on body functionality versus appearance • Ability to view images on social media critically 	<ul style="list-style-type: none"> • Amount and frequency of exposure to thin-ideal images on social media • Social media consumption • Positive versus negative self-talk • Social comparison to other women

3.3.1 ENVIRONMENTAL FACTORS

The major factors in the external environment that contribute to a negative body image among women in the postpartum period include current societal standards and ideals, social media, lack of diversity and influence from friends and family. The current societal beauty standards place large emphasis on thinness which creates unsustainable expectations on women (Clark et al. 2009). Due to the physical changes to the body related to pregnancy, most women naturally move away from these ideals, which in turn contributes to body dissatisfaction and depression (Clark et al. 2009). The societal beauty standards and expectations are transmitted to the target audience via friends and family, peers, TV, magazines and social media (The Butterfly Foundation 2019).

Social media acts as a channel for promoting the societal beauty standards and ideals and does therefore contribute to a negative body image (Rodgers & Melioli 2015). In fact, high use of social media increases the risk of developing body dissatisfaction due to the great emphasis placed on thinness (Hicks & Brown 2016). Additionally, the lack of diversity on social media in terms of showing postpartum bodies of all sizes and shapes promotes a thin-ideal and normalises extreme expectations on women to lose weight quickly after giving birth (Roth et al. 2012). As a result, women who fail to conform to these ideals are likely to develop body dissatisfaction. Additionally, social media provides postpartum women with a means of social comparison which contributes to increased self-consciousness, depression and body dissatisfaction (Fardouly et al. 2014, Liechty et al. 2017). However, these factors cannot be controlled by the individual thus, it may be more important to focus on the controllable factors that help to manage environmental factors and prevent the negative influences these have on body image.

3.3.2 PERSONAL FACTORS

Not all women are equally susceptible to the negative influence social media has on body image due to various personal factors. Some predictors of body dissatisfaction include age, body size, BMI, self-

esteem and personality traits (The Butterfly Foundation 2019). Moreover, the ability to accept the physical changes to the body during and after pregnancy also plays an important role in preventing body dissatisfaction (Silviera et al. 2015). Having good knowledge about the physical changes related to pregnancy can help reduce expectations and increase acceptance thus, reduce body dissatisfaction (Clark et al. 2009). Additionally, educating women about the physical changes related to pregnancy can help women become more critical towards postpartum images depicted on social media thus, become less vulnerable to the negative influences (Clark et al. 2009, Williams et al. 2017).

Many of the source documents in table 1 referred to self-objectification as an important predictor of body dissatisfaction. Self-objectification means valuing oneself based on one's physical appearance and viewing one's body from a third-person perspective (Alleva et al. 2016). A high level of self-objectification is associated with a low level of body satisfaction, while women with a low level of self-objectification are less concerned with body image as they place less emphasis on appearance (Alleva et al. 2016, Pruis & Janowski 2010). Shifting focus from appearance to body functionality can help women promote a positive body image and protect them from the negative influences on social media (Alleva et al. 2017). Focusing on positive skills and qualities does not only improve body image but also helps to reduce self-objectification which in turn leads to higher body satisfaction (The Butterfly Foundation 2019).

3.3.3 BEHAVIOURAL FACTORS

Another factor that has a strong impact on body image is the consumption of social media (Hicks & Brown 2016). Reducing the use of social media essentially reduces the exposure to thin-ideal images that create pressure and body dissatisfaction. Additionally, the level of self-objectification is likely to increase when exposed to thin-ideal images and can therefore be regulated by reducing the time spent on social media (Hopper & Aubrey 2015). However, in today's society there are strong reasons for the target audience to continue to use social media despite its negative impact on body image, which conflicts with the goal of this intervention. Some of these reasons for using social media include networking, identity creation, self-worth and peer-relations (Rodgers & Melioli 2015). Another behaviour that contributes to women viewing their body negatively is social comparison which can cause depression and high levels of self-consciousness (Williams et al. 2017, Liechty et al. 2017). This is particularly true when comparing to inappropriate targets such as unrealistic images that promotes an unhealthy ideal on social media (Rallis et al. 2008).

4.0 CONCEPTUAL FRAMEWORK

Figure 1 illustrates a conceptual framework that shows how different factors identified in section 3.0 influence women's body image in the postpartum period. The framework is based on Bandura's Social Cognitive Theory which proposes that human behaviour is influenced by cognitive, environmental and behavioural elements (Eagle et al. 2013). These three factors are interacting determinants of each other which means that a change in one element will affect the other two elements (Eagle et al. 2013). The factors identified in section 3.0 have been divided into these three elements and will be discussed as follows. Appendix B illustrates an alternative conceptual framework to explain further how different factors contribute to a positive or negative influence on body image.

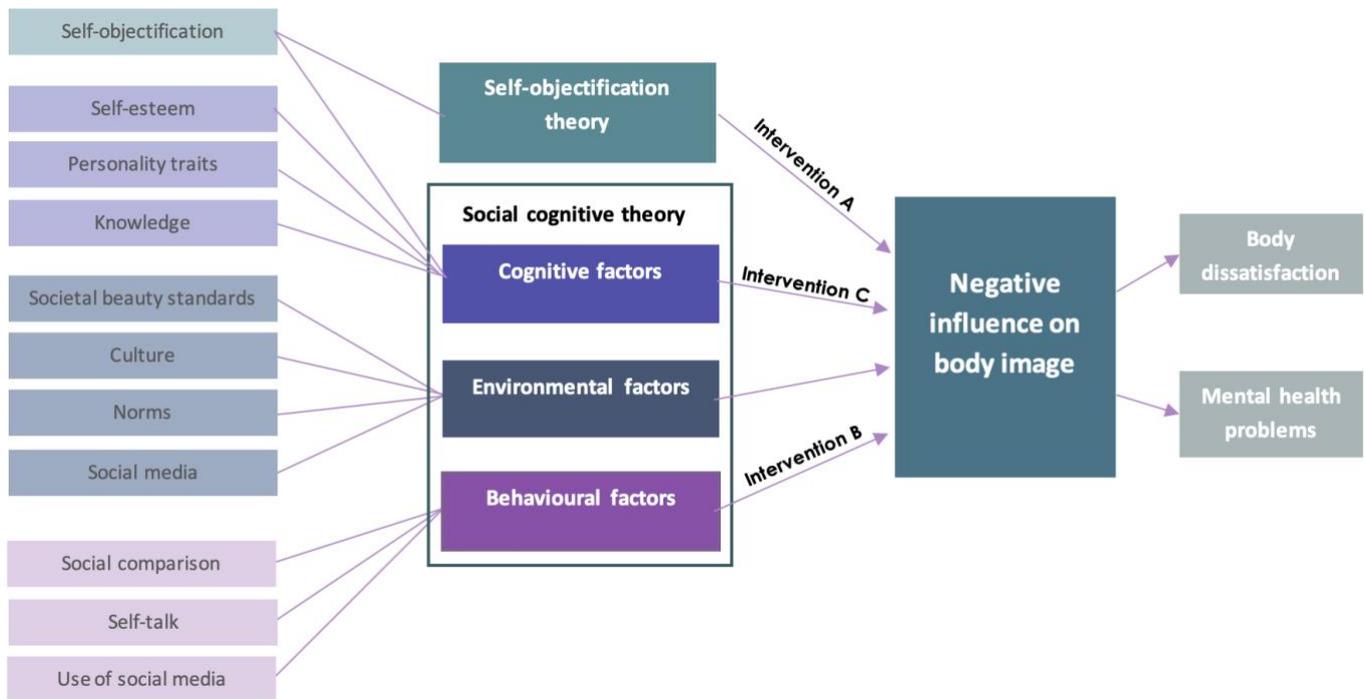


Figure 1: Conceptual framework

The cognitive factors, also known as personal factors, refer to an individual’s characteristics and ability to perform a behaviour or interact with the environment (Eagle et al. 2013). Self-esteem, personality traits and knowledge are examples of personal factors that determine the impact social media has on body image. A person with low self-esteem, little knowledge and certain personality traits such as emotionally unstable, insecure and self-conscious are more likely to be negatively influenced by body image messages as opposed to a person who is self-confident, has high self-esteem and good knowledge (The Butterfly Foundation 2019).

Self-objectification is another important cognitive factor that influences body image and can be explained by the Self-objectification theory. The theory states that self-objectification make women focus more on how their bodies appear to others rather than personality and skills, which in turn contributes to increased self-consciousness and body dissatisfaction (Hopper & Aubrey 2015). The Self-objectification theory states that women are taught to believe that they are evaluated based on their appearance which shifts their own attention away from body functionality towards appearance, which in turn make women more vulnerable to negative body image messages on social media (Williams et al. 2017).

The environmental element includes social factors such as peers, family, culture and norms, and structural factors such as safety and resources (Eagle et al. 2013). Particularly relevant to this social cause is the culture, norms and societal beauty standards which create pressure on women to conform to unsustainable ideals. Such body image messages have a negative influence on women’s body image since they feel pressured to conform to these specific ideals and feel guilt and anxiety and if they fail to do so (Williams et al. 2017). Finally, behaviour is the third element which is affected by observing others in the social environment, known as observational learning (Eagle et al. 2013). This means that a person’s behaviour is a result of what he or she see others do in the social environment.

5.0 PROPOSED INTERVENTIONS TO ADDRESS THE SOCIAL CAUSE

5.1 INTERVENTION A: FOCUS ON BODY FUNCTIONALITY

The academic literature and the conceptual framework show that high levels of self-objectification and focus on appearance increase body dissatisfaction. High levels of self-objectification are related to lower levels of body dissatisfaction because women with high levels of self-objectification view themselves as objects who are valued based on appearance rather than qualities and skills (Alleva et al. 2016). Focusing on body functionality can help women in the postpartum stage to promote a positive body image and become less vulnerable to the negative influences on social media (Alleva et al. 2016). Therefore, a potential remedy to achieve the goal of this intervention may be framed around encouraging women to focus on body functionality, qualities and skills to reduce self-objectification and focus on appearance. These message ideas could potentially be transmitted to the target audience through social media campaigns.

5.2 INTERVENTION B: AVOID SOCIAL COMPARISON

The academic literature and conceptual framework show that women who compare themselves to others on social media are more likely to feel negatively about themselves thus, more vulnerable to social media's negative impact. In fact, many women who compare themselves to others on social media feel depressed and self-conscious (Liechty et al. 2017). Women view their bodies negatively when comparing to others on social media despite the awareness of that these images may be edited and not very realistic (Williams et al. 2017). Therefore, encouraging women to avoid comparing their bodies to others, particularly inappropriate targets, will improve body satisfaction (Rallis et al. 2008). Thus, a potential intervention may be framed around alerting women to the "trap" of social comparison. This would help to achieve the goal of this intervention since women are more likely to choose to unfollow accounts that are considered to be inappropriate targets, thus, reduce social comparison and body dissatisfaction. This could be achieved through social media campaigns.

5.3 INTERVENTION C: INCREASE KNOWLEDGE

The academic literature demonstrates that women who have good knowledge about the physical changes that happen to the body during pregnancy cope better with body image concerns in the postpartum period. The conceptual framework shows that knowledge is an important cognitive factor that influences the impact of social media on body image. Educating women about what physical changes to expect during and after pregnancy may benefit women and prevent them from becoming dissatisfied with their bodies (Rallis et al. 2008, Clark et al. 2009). Additionally, education make women more critical towards images on social media thus, less vulnerable to the potential negative influences (Williams et al. 2017). Therefore, a potential intervention may be based on educating women about the changes to the body as well as helping them to become more critical towards images on social media. This may be achieved through workshops or social media campaigns.

6.0 CONCLUSION

The aim for this intervention is to establish a new behaviour among the target audience to unfollow content on social media that have a negative influence on body image, and modify a current behaviour to reduce the consumption of social media. According to the literature, there are personal, environmental and behavioural factors that determine the impact social media has on body image. This was explained by the Social Cognitive Theory which proposes that human behaviour is influenced by cognitive, environmental and behavioural factors. The environmental factors include societal beauty standards, norms and ideals. Personal factors include personal traits, knowledge, self-esteem and self-objectification. Behavioural factors refer to the consumption of social media, social comparison and self-talk.

Moreover, the literature revealed that social media's impact on body image can be reduced by increasing knowledge, avoiding social comparison, limiting social media consumption and focusing on body functionality. However, in today's society there are many reasons for using social media which competes with this intervention's aim to reduce the target audience's social media consumption. Therefore, it may be more beneficial to help the target audience manage the impact of social media through various tactics instead of trying to eliminate the social media consumption completely. Thus, three intervention ideas were proposed including focus on body functionality, avoid social comparison and increase knowledge.

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APPENDIX A

TABLE: PREVIOUS INTERVENTIONS

Source	Intervention	Target audience	Summary of the key themes
Brinkley (2019)	Social media campaign started by Meg Boggs	<ul style="list-style-type: none"> Women dealing with body image issues postpartum 	<ul style="list-style-type: none"> #This_is_postpartum 25 mothers recruited to share their postpartum body image issues and experiences using the hashtag. An attempt to normalise postpartum experiences by being transparent. Aim to empower postpartum women.
Tapia (2019)	'Body proud mom's campaign' by the retailer Mothercare	<ul style="list-style-type: none"> New moms in London 	<ul style="list-style-type: none"> A series of ads for the Body proud moms campaign attempting to end unrealistic expectations for new moms during postpartum. The ads appeared in more than 30 tube stations across the city. Photographs showing women of all sizes showing their postpartum bodies while holding their babies.
Modibodi AU (2017)	'This body wears' campaign by the brand Modibodi	<ul style="list-style-type: none"> Women in Australia 	<ul style="list-style-type: none"> Challenged the perception of what is 'normal' and the western societal expectations on postpartum bodies. Women from all over Australia came together for photoshoots to celebrate postpartum bodies in all shapes and forms.
4 th Trimester Bodies Project (2019)	The documentary and movement '4th Trimester Bodies Project'	<ul style="list-style-type: none"> People in the postpartum stage worldwide 	<ul style="list-style-type: none"> Aims to educate, embrace and empower people in the postpartum stage through photographs and story-telling. Hosts gatherings and conversations worldwide to talk about people relationships with their bodies postpartum.
Wisner (2019)	'Celebrating my postpartum' campaign by Hayley Garnett	<ul style="list-style-type: none"> Women in the postpartum stage 	<ul style="list-style-type: none"> #Celebrating_my_postpartum A social media movement encouraging women to post real photos of their postpartum bodies to celebrate the incredible mother they are.

APPENDIX B

FIGURE: ALTERNATIVE CONCEPTUAL FRAMEWORK

