

# The Association between Media Depictions of ‘Ideal’ Bodies and Eating Disorders among Females in India: A Pilot Study

Monisha Anand<sup>1</sup> and Smridhi Marwah<sup>2</sup>

<sup>1</sup>Sudha Rustagi College of Dental Sciences, Faridabad  
<sup>2</sup>Amity Institute of Public Health, Amity University, Noida

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**ABSTRACT**—Media depictions of ‘ideal’ bodies through television, newspaper, magazines, internet has psychologically moulded the minds of young women in India. They begin to compare themselves to the models/actresses. They try to change their bodies by working out excessively or eating less. The fear of gaining even a single kilo keeps them from taking a balanced diet. They prefer to crash diet or induce throwing up instead.

This leads to many eating disorders where the patient is so emotionally and psychologically disturbed that there is an excessive desire to lose weight and attain the most socially acceptable figure. According to a study conducted by healthgrove, Women are harmed at the highest rate from anorexia nervosa in India at age 15-19.

## **AIM**

To assess the association between media depictions of ‘ideal’ bodies and eating disorders among females (17 to 30 years) in India.

## **MATERIALS AND METHODS**

A pilot study was conducted on 83 females in India. A pre-formed, pre-tested questionnaire was used. Data was collected using google forms and analysed using standard statistical software and google analytics.

## **RESULT**

The mean age of the respondents was 23 with the lowest being 17 and the highest being 29.

Among the females, 50.6% have made repeated attempts to diet and 32.5% of them have skipped meals to lose weight. 96.4% females feel that media influences how they view themselves.

## **CONCLUSION**

A significant amount of females feel that media influences how they see themselves and triggers an urge to lose weight. The number of respondents will be increased in the next stage for better understanding.