



Body Shaming in Terms of Gender Differences

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Abstract: The phenomenon of body shaming has become a social problem that is increasingly prevalent in various circles, especially in the era of social media where physical appearance is the standard for self-assessment. Differences in perception and behavior between male and female often influence how people judge and convey other people's bodies. This study aims to describe differences in levels of body shaming behavior in terms of gender. This study is a comparative study with a sample of 160 people (male = 66; female = 94) obtained through a random sampling technique. Data analysis used an independent t-test to determine differences in body shaming behavior between male and female. The analysis results showed a t-value of 2.457 with a significance level of $p < 0.015$, which means there are significant differences in body shaming behavior based on gender. The results show that female have a higher tendency to be perpetrators of body shaming than male. This finding emphasizes the importance of implementing education and social interventions that consider gender aspects in efforts to reduce body shaming behavior in society.

Keywords: Body Shaming; Early Adult; Gender; Psychological Intervention; Social Behavior.

Body Shaming dalam Hal Perbedaan Gender

Abstrak: Fenomena body shaming telah menjadi masalah sosial yang semakin marak di berbagai kalangan, terutama di era media sosial di mana penampilan fisik menjadi standar penilaian diri. Perbedaan persepsi dan perilaku antara laki-laki dan perempuan sering memengaruhi cara orang menilai dan menyampaikan tubuh orang lain. Penelitian ini bertujuan untuk mendeskripsikan perbedaan tingkat perilaku body shaming ditinjau dari gender. Penelitian ini merupakan penelitian komparatif dengan sampel sebanyak 160 orang (laki-laki = 66; perempuan = 94) yang diperoleh melalui teknik random sampling. Analisis data menggunakan uji-t independen untuk mengetahui perbedaan perilaku body shaming antara laki-laki dan perempuan. Hasil analisis menunjukkan nilai t sebesar 2,45 dengan tingkat signifikansi $p < 0,015$ yang berarti terdapat perbedaan yang signifikan perilaku body shaming berdasarkan gender. Hasil tersebut menunjukkan bahwa perempuan memiliki kecenderungan lebih tinggi menjadi pelaku body shaming dibandingkan laki-laki. Temuan ini menekankan pentingnya penerapan edukasi dan intervensi sosial yang mempertimbangkan aspek gender dalam upaya mengurangi perilaku body shaming di masyarakat.

Kata Kunci: Body Shaming; Early Adult; Dewasa Awal; Gender; Intervensi Psikologis; Perilaku Sosial.

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INTRODUCTION

In modern times, physical appearance often becomes a major focus, especially on social media (Nusantara & Syahputra, 2025; Sabilah et al., 2025; Syahputra et al., 2022). This concern arises because mass media and social media play a significant role in establishing standards of beauty

and ideal body shape (Sari & Sunesti, 2021). This leads individuals to judge themselves and others based on their appearance (Setiyingingrum & Larasati, 2025). This leads to the growth of negative behaviors, such as criticizing or making derogatory comments about others, also known as body shaming (Selviana & Yulinar, 2022).

Body shaming is a form of verbal bullying that involves criticizing, criticizing, or humiliating someone's physical appearance, often with negative connotations regarding their weight, height, body shape, facial features, or skin color (Rahmawati & Zuhdi, 2022). In Italy, research shows that nearly 98% of adults who are obese report having experienced negative stigma related to their weight during their lifetime (Muscogiuri et al., 2023). In the United States, 30.0% of female and 24% of male report having been teased by peers about their body (Hooper et al., 2021). In India, 44.9% of students report having been victims of body shaming (Gam et al., 2020). In Korea, 51.3% of adolescents aged 13-16 years report having been victims of body shaming (Joung & Jeon, 2025). These figures show that the phenomenon of body shaming is a global problem.

This has an impact on victims of body shaming, namely a decrease in self-confidence (Fadhila et al., 2023) or mental health problems such as insomnia, eating disorders, and ect (Cahyani et al., 2024). Meanwhile, several factors influence body shaming behavior among perpetrators, such as culture and society (Atsila et al., 2021), mass media and social media (Nurliani et al., 2023), interpersonal relationships (Alfian et al., 2021), and anxiety (Supraba et al., 2022). This is very harmful to others, which has an impact on social interactions (Samsidar et al., 2025). Therefore, body shaming behavior is an important psychological and social issue that needs to be studied further.

Although body shaming can be done by anyone, regardless of age or gender (Lisdawati et al., 2025). Female are more sensitive to appearance due to beauty standards. Research shows that female comment more on their own and others' physical appearance than female (Selviana & Zalfanaty, 2025). Meanwhile, male are more concerned with temperament or exterior aspects such as clothing or makeup rather than physical appearance (Kusrini & Satiningsih, 2023). This shows that gender plays a role in a person's tendency to engage in body shaming. Research shows that the level of body shaming behavior in Bandung, Indonesia, is in the moderate category (Radho & Tambunan, 2025).

Previous studies conducted by Suherman et al (2024) and Sahrina et al (2021) only focused on victims, while studies focusing on behavior are still very limited, for example, previous studies conducted by Muti'ah, Azzahrawaani (2023). Therefore, this study was conducted to determine the level and gender differences in bodyshaming behavior. The purpose of this study is to analyze body shaming in terms of gender differences. It is also hoped that the results of this study can provide an in-depth understanding of how gender roles influence the tendency to engage in body shaming and serve as a basis for future prevention efforts.

METHOD

This study is comparative (between-groups) in nature, with the aim of comparing the levels of body shaming between two gender groups (male vs. female). Data was collected cross-sectionally through a standardized questionnaire.

Participant

The research sample consisted of 160 students (94 females with an average age of 100.24 and 66 males with an average age of 94.96) aged 15–18 years who were selected using simple random sampling from the school population in South Jakarta. Data collection was conducted through a Google Form distributed with the assistance of Guidance and Counseling (BK) teachers at the school. Participation was voluntary with informed consent stated in the form.

Measure

This study used a Body Shaming instrument developed from the theory (Amrizon et al., 2022; Pecini et al., 2023). Body shaming is the result of negative social evaluation of oneself, especially regarding physical appearance, which is then internalized by the individual. This is the

root of self-criticism, which is a maladaptive response to experiences of social evaluation or rejection. The developed body shaming scale consists of four aspects with eight indicators and 32 items. After instrument trials, two invalid items were found, namely items 5 and 11. A reliability value of 0.875 was obtained, indicating that the instrument is suitable for research.

Procedure

This research procedure began with obtaining permission from the school and guidance and counseling (BK) teachers, who helped distribute the Google Form link to the students targeted for the study. At the beginning of the form, there was an informed consent statement that respondents had to check to indicate their willingness to voluntarily provide data after reading the explanation of the research objectives and data confidentiality. After giving their consent, participants filled out the questionnaire online according to the instructions provided. The collected data was then checked for completeness and validity before being analyzed to compare the levels of body shaming based on gender.

Data Analysis

The analysis technique used is the independent sample t-test (Hariyani & Syahputra, 2019; Syahputra et al., 2019) with the help of JASP Version 16.3 (Goss-Sampson, 2018).

RESULT AND DISCUSSION

Result

The discussion of the results of this study is about the differences in male and female early adult body shaming. Furthermore, the results of the analysis of the difference test for male and female early adult body shaming are presented in Table 1 below.

Table 1. The results of the Independent Samples Test in terms of Gender

Variable	Gender	Mean	t	df	p
Body shaming	Male	94,96	2.457	158	0.015
	Female	100,24			

The results of the analysis show that there is a significant difference in the level of body shaming between male and female, with the average score for female ($M = 100.24$) higher than that for female ($M = 94.96$). The t-test result was 2.457 and the p-value was 0.015 (< 0.05), indicating that the difference was statistically significant. This study shows that female have a higher tendency to engage in body shaming than male. This phenomenon can be explained based on social comparison theory Festinger (1954), which states that individuals tend to compare themselves with others in order to make judgments.

These findings indicate that gender differences influence an individual's tendency to engage in body shaming. Female often comment, criticize, and even talk negatively about physical appearance, both about themselves and others. This is done because of high standards of beauty and a tendency to engage in social comparison (Sari & Sunesti, 2021). According to the objectification theory presented by Fredrickson & Roberts (1997) female are more vulnerable to body objectification, which can encourage body shaming behavior.

Conversely, male exhibit lower levels of behavior because social expectations regarding male physical appearance tend not to have social standards (Diniyah et al., 2023). However, male can also engage in body shaming behavior, although less frequently than female (Hastari et al., 2023). This is in line with research conducted by Geni & Daharris (2024) which states that female are more concerned with appearance than male. Therefore, it can be concluded that gender plays an important role in body shaming behavior in individuals. Based on the explanation above, the researcher clarifies by looking at how the body shaming conditions of early adult individuals are presented in Figure 1 below.

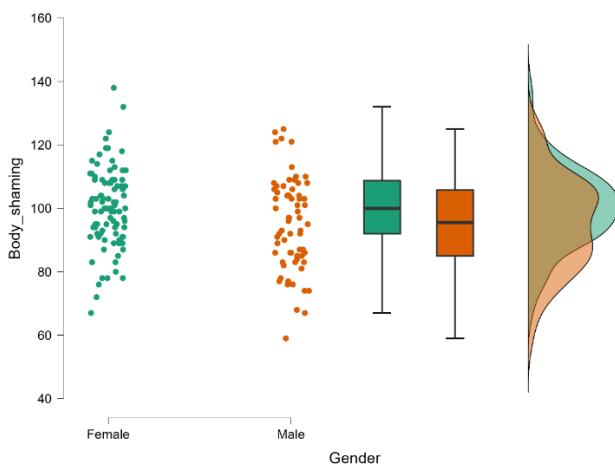


Figure 1. Differences Body Shaming in terms of Gender for raincloud plot

Figure 1 shows the difference in body shaming levels between male and female in early adulthood. Based on the data distribution, it shows that female have higher body shaming scores than male. The distribution of female data also appears to be more concentrated between 95-120, while male range from 85-105. This indicates that female are more often involved in body shaming behavior than male. Furthermore, the distribution of values for the female group appears to be wider, indicating greater variation in body shaming behavior. However, it also shows that not all female have the same tendency to engage in body shaming. In contrast, the male data has a narrower distribution, which means that the tendency for body shaming among female is relatively more homogeneous and lower. These findings are consistent with the t-test results, which show that $p = 0.015 < 0.05$, indicating a significant difference between man and female. Thus, gender influences body shaming behavior, showing that female have a higher tendency to engage in or experience body shaming than male.

Discussion

The results of this study indicate that there is a significant difference between body shaming behavior among male and female. In this case, it shows that females scores are higher than males, indicating that female engage in body shaming more than male. The results of this study are supported by the statement from Sari & Sunesti (2021) that female have standards of beauty and ideal body standards. This makes female more likely to experience social pressure related to physical appearance, so that they are not only victims but can also become perpetrators of body shaming towards others.

This study is in line with the results of research conducted by Choi et al (2021) which states that female talk about their own bodies and those of others more often than male. The results of this study are also in line with Fauziah (2022) who found that female have been exposed to patriarchal culture and standard beauty standards, which makes female more likely to body shame others than male. However, research conducted by Muti'ah, Azzahrawaani (2023) states the opposite, that female engage in body shaming more than female among junior high school students in Jakarta. The results of this study may be due to cultural factors such as beauty standards that emphasize the importance of appearance for female in Indonesia (Faisyah et al., 2025; Garcia & Winduwati, 2023).

The results of this study also show that female who engage in body shaming humiliate others by criticizing them and making negative comments (Cetin, 2023). Research conducted by Damayanti et al (2025) shows that female criticize or make negative comments about other people's bodies because they believe that they must conform to the ideal standards that others are accustomed to. Female also engage in body shaming, even towards their own daughters, for example, regarding being overweight or even beauty, which emphasizes how female become both perpetrators and victims of body shaming (Keyser-Verreault, 2023). In Indonesia, beauty standards are influenced by

cultural and social factors, namely fair skin, a pointed nose, and thin lips. This certainly causes female to constantly pursue these beauty standards and insult others who do not meet the criteria or beauty standards that have been instilled in them (Wijaya & Iman, 2023).

Furthermore, the results of this study indicate that male also engage in body shaming. This is in line with research conducted by Rahmawati & Zuhdi (2022) which states that male engage in body shaming in the form of insults about the body, comments about skin color, and even negative discussions about physical appearance, especially when directed at their partners. Research conducted by male also often compares body types and makes derogatory comments to others (Macuha et al., 2024). Furthermore, other studies show that the actions carried out by male in body shaming behavior often lead to insults about body shape and skin color, both verbally and non-verbally (Syafira et al., 2022). However, research conducted by Alini & Meisyalla (2021) shows that when male experience body shaming, they tend to react by retaliating with body shaming themselves, compared to female.

The results of the study show that body shaming is not only about who is the victim but also who acts or engages in body shaming towards others. This study shows that female have a higher tendency to engage in body shaming behavior. This study also has several implications, including the importance of body literacy education and social awareness and body acceptance, psychological intervention and peer support, namely through counseling services or psychological workshops to learn skills such as empathy, equal communication, and so on. Female engage in body shaming more than male, possibly due to cultural factors such as high internalization of beauty standards, a tendency to make social comparisons, and social pressure regarding physical appearance. Thus, this study contributes to a deeper understanding of body shaming from a gender perspective, while emphasizing the importance of educational efforts to raise awareness and prevent body shaming behavior among the public.

CONCLUSION

The results of the study indicate that there are significant differences between male and female in body shaming behavior. Female have a higher tendency to be perpetrators of body shaming than male. This indicates that female are more likely to make negative comments or judgments about the physical appearance of others, both in person and through social media. These findings highlight the importance of understanding the social and psychological factors that drive female to engage in body shaming, including the influence of beauty norms, social pressure, and the need for social acceptance. Therefore, educational programs and awareness campaigns regarding the negative impacts of body shaming need to be directed not only at victims but also at potential perpetrators, especially considering gender differences.

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