Body Shaming Measuring Tool on Instagram Users

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Abstract
This study aims to develop and test the validity of bodyshaming measuring tools based on the theory described in the book "The Fat Pedagogy Reader: Challenging Weight-Based Oppression Through Critical Education". The measure consists of 15 items designed to identify and analyze the bodyshaming experience among Instagram social media users. A total of 200 Instagram users participated in the study. The discriminatory power test showed that all 15 items were valid and reliable for measuring the phenomenon of bodyshaming. The results of this study show that the measurement tool is able to describe the uniqueness of the measurement in accordance with the characteristics of Instagram users, who tend to be actively involved in sharing and receiving visual feedback related to their physical appearance. The development of this measuring tool makes an important contribution in understanding the dynamics of bodyshaming on social media and offers critical insights for educational interventions in addressing weight-based bullying

Keywords: bodyshaming, Instagram social media, validity of measuring tools

Introduction

With the development of the times and the improvement of technology that we feel cannot be spared from many people who abuse technology in this era of digitalization, many of them use Instagram social media unhealthily from the platform there is an increase in bodyshaming. Even now, interaction through the internet is increasingly enlivened by social media that is able to connect every user. Sari & Irena (2019). Body shaming or commenting on other people's physical shortcomings can be categorized as verbal or verbal bullying. Tri & Ratri (2019). In simple terms, body shaming can be interpreted as a negative attitude or behavior towards a person's weight, body size, and appearance. The term body shaming also refers to the term body image which according to the dictionary of

psychology. (J.P. & Kartono, 2011). Bodyshaming is a behavioral action that should not be done by a person in making comments or giving negative judgments to someone, be it comments in the form of physical insults and the appearance of someone who is active from Instagram social media. (Rahayu, 2019). The increase in body shaming in this era of digitalization is an action that refers to the throwing of critical and sadistic comments so that it has the potential to embarrass a person's body, size, weight, body shape or appearance (Rachmah & Baharuddin, 2019). With the rise of Instagram users who are not accompanied by ethics in using social media, of course, it causes problems that occur, such as unconscious actions, namely bodyshaming behavior, so that it causes problems, namely actions, whether it is verbal harassment or direct harassment or through online posts carried out by several bodyshaming perpetrators.

The need for full awareness in social media because Instagram reels users often find excessive bodyshaming behavior problems in the comment column, this can cause excessive pressure on individuals who imitate this bodyshaming behavior (Chairani, 2018). The perpetrator who commits this act of bodyshaming, the perpetrator is a person who makes comments or statements that can cause embarrassment or lack of confidence in the victim (Fitria & Febrianti, 2020) . Body shaming or commenting on other people's physical shortcomings can be categorized as verbal or verbal bullying. Bullying through social media can cause disruption in a person's growth and development because it results in individual emotional disturbances to overcome the insults and reproaches they receive on social media. (Saimima & Rahayu, 2020).

Therefore, bodyshaming in the Instagram comment itself can be said to be a cyberbullying because it occurs when the perpetrator commits a bodyshaming which is an act of degrading and mocking a person based on physical appearance, because the beauty standards set by certain societies and cultures are not met. From the data of Instagram users in Indonesia in 2024, there are 88,861,000

Instagram users in Indonesia. Based on the latest data from Instagram users, namely the age of Instagram users in Indonesia is an average of 18-24 years old with a percentage of 25%, The gender ratio between female and male users is 55:45 where female users are the most Instagram users (Julius, 2024).

Through the creation of a scale bodyshaming has a high urgency, this is due to the increasing number of people who are bodyshaming on Instagram social media, so that Instagram social media has a great influence on the lives of its users, be it the delivery of opinions, information, uploading something, making comments and others. From the existence of this activity, it can have a bad or negative impact on other users. The creation of this bodyshaming scale aims to improve understanding of how the behavior of bodyshaming perpetrators has an impact on psychology. And it is hoped that it can help identify the factors that trigger bodyshaming behavior. The development of this bodyshaming scale will later be tested to find out how far the validity and reliability of the scale of the measuring tool is adequate and reliable in measuring bodyshaming behavior on Instagram social media.

Literature Review

Bodyshaming is an act or negative social interaction that often occurs on social media (Khairun et al., 2023). Body shaming is defined as an attitude or behavior of a person by looking at their weight, body size, and appearance of themselves and others (Haryati et al., 2021). Body shaming theory. According to Chaplin in 2015, Body Shaming is a form of commenting on a person's physicality, appearance or image. Bodyshaming is a form of verbal bullying (Lestari, 2017). Gilbert (2007) provides an explanation that body shaming can be interpreted as an attitude or a behavior that looks at one's own weight, body size and appearance as well as others. Body shaming has the main characteristics, namely criticizing and

comparing one's own appearance with others and criticizing the appearance of others with or without the person's knowledge (Rachmah & Baharuddin, 2019). Bodyshaming is an act of degrading and mocking a person based on physical appearance, because beauty standards set by certain societies and cultures are not met. This body shaming has a negative impact on a person because it interferes with a person's mental health, lowers self-esteem, causes eating disorders and can cause depression. Body shaming is an act of hurting others or oneself by giving comments or criticism related to body or physical shape. This body shaming is carried out without the perpetrator realizing it because it is considered a common thing, even though the impact of this body shaming is very bad for the victim and for himself. Therefore, this bodyshaming variable will be measured using body shaming scale measurements. This measurement scale uses two aspects with four main indicators taken based on information obtained from the book, The Fat Pedagogy Reader: Challenging Weight-Based Oppression Through Critical Education (Bombak, 2017) in (Atsila et al., 2021).

The aspects used are body shape and skin color. Body shape which refers to the structure of bones, fat, and muscles in the human body. The indicator used on the aspect of body shape is *Fat Shaming,* this indicator is the most popular type of body shaming. *Fat shaming* is a negative comment or criticism of people who have a fat body or are overweight. *Skinny/Thin Shaming* It is an insult or negative comment towards people who have a thin body. This form of body shaming can occur in a variety of genders, by shaming someone who has a thin or too thin body. Body Hair or Hairy Body is a form of body shaming by insulting someone who is considered to have excess hair on the body, such as in the armpits, arms and legs. Especially in women, it will be considered unattractive if they have a hairy body. In this aspect, skin color is a color or pigment genetically or from external exposure. The indicator used is Dark Skin Color. The form of body shaming by

commenting on skin tone also occurs a lot, such as skin tone that is too dark (Bombak, 2017)

Research Methods

Research methodology is a term for a research strategy defined as a type of research design of qualitative, quantitative, and mixed methods that establish a specific research procedure (W Creswell, 2010). A research plan is a comprehensive plan for research that contains things to be carried out, starting with obtaining results and carrying out research, ending with final analysis of data, then presenting, drawing conclusions, and providing recommendations (Arikunto, 2006). The type of approach in this study is quantitative research. According to (Azwar, 2009) quantitative emphasizes the analysis of numerical data (numbers) processed using statistical methods. This research uses a google form questionnaire and is disseminated through a platform in the form of social media. This study uses a Bodyshaming Scale with four indicators taken based on the book, *"The Fat Pedagogy Reader: Challenging Weight-Based Oppression Through Critical Education"* (Bombak, 2017). For the questionnaire statement on the Unfavorable Item, the score is 5 to show STS (Strongly Disagree), score 4 to show TS (Disagree), score 3 to show N (Neutral), score 2 to show S (Agree) and score 1 to show SS (Strongly Agree). The Favorable Scale of the item statement used is a score of 1 to indicate S (Always), a score of 2 to indicate S (Often), a score of 3 to indicate KK (Sometimes), a score of 4 to indicate J (Rare), a score of 5 to indicate TP (Never). The researcher determined several characteristics that must be met by respondents, namely active Instagram users. The researcher fixed the Likert scale on the testing of the bodyshaming measuring tool consisting of 15 items. In this study, the researcher took a sample of 200 respondents with an age range of 18-25 years. The data collected from 200 respondents was analyzed using a discrimination and confirmatory power approach. The discriminatory analysis

process aims to eliminate uncorrelated question items, while the confirmatory analysis test is intended to test and identify item items that have been adjusted to the subject with the researcher's test phenomenon.

Tabel 1. Blue Print Skala Bodyshaming

Aspects	Indicator
Body Shape	*Fat Shamming*
	Skinny/Thin Shaming
	Body Hair/Hairy Body
Skin Tone	Dark Skin Tone

Results and Discussion

The results obtained illustrate that the measured tool has sufficient validity and is reliable to identify bodyshaming among Instagram social media users. The validity test showed that all 15 items were consistently able to measure the bodyshaming phenomenon with high accuracy. In addition, the strong discriminating power of each item confirms the reliability of this measuring tool in capturing various forms and intensities of bodyshaming. The participation of 200 Instagram users provided enough data to ensure that the metric was relevant and representative to the real experience on the platform. Thus, this measuring tool is not only valid but also practical for use in research and interventions that focus on the issue of bodyshaming. This measuring tool has the potential to be an important instrument in efforts to understand and overcome the negative impact of bodyshaming on social media.

Table 2. Bodyshaming Scale Consistency Statistics

Estimate	Cronbach's α	Average correlation	interitem mean
Point estimate	0.963	0.632	4.059
95% CI lower bound	0.955	0.538	3.962
95% CI upper bound	0.969	0.708	4.156

Data was obtained from the results of the measurement involving 200 respondents.

The results of the Cronbach's Alpha analysis test conducted by the researchers using JASP (Jeffreys's Amazing Statistics Program) software to obtain a point estimate of 0.963. The point estimate shows the reliable limit in this study. (Purnama, 2022).

Table 3. Statistical Reliability If Aitem Is Discriminated Against

Item	If item dropped Cronbach's α
V1	0.960
V2	0.960
V3	0.960
V4	0.959
V5	0.961
V6	0.959

Table 3. Statistical Reliability If Aitem Is Discriminated Against

Item	If item dropped Cronbach's α
V7	0.961
V8	0.961
V9	0.960
V10	0.959
V11	0.961
V12	0.960
V13	0.959
V14	0.959
V15	0.960

Point estimasi **Cronbach's α** 0,963

Based on the data results in table 1.1 above, it can be seen that Cronbach's α estimation point in the item reliability test is 0.963. Cronbach's α all items are declared dropped if they exceed the estimated points. In items **V1, V2, V3, V9, V12, V15,** it can be seen that Cronbach's α 0.960 which means that items below the estimate point, can be declared reliable. In items **V4, V6, V10, V13, V14,** it can be seen that Cronbach's α 0.959 which means that items below the estimate point, can be declared reliable. In items **V5, V7, V8, V11**, it can be seen that Cronbach's α 0.961 which means that items below the estimate point, can be declared reliable. In other words, there is internal consistency in these statements so that they can form the construct of each of these variables (Purnama, 2022).

Tabel 4. Chi-square Test Statistic

Model	X^2	df	p
Baseline model	2775.699	105	
Factor model	208.288	90	< .001

Note. The estimator is ML.

Based on the chi-square table above, it can be stated if the chi-square test score value p value below (p > 0.05) is invalid. **X^2** which is relatively low at **df** with an insignificant p value However, in the overall p value of the data items obtained in the table above is <.001. Hypothesis 1 can be declared valid because the average correlation score ≥ 0.5. (Hooper et al., 2008)

Tabel 5. Component Loadings RC1 & Uniqueness

	RC1	Uniqueness
V6	0.801	0.276
V3	0.774	0.304
V13	0.755	0.210
V10	0.753	0.239
V14	0.745	0.214
V4	0.732	0.217
V7	0.723	0.334
V8	0.717	0.346
V2	0.717	0.307
V11	0.717	0.323
V12	0.713	0.240

Tabel 5. Component Loadings RC1 & Uniqueness

	RC1	Uniqueness
V15	0.706	0.264
V1	0.703	0.276
V9	0.689	0.283
V5	0.657	0.312

Note. Applied rotation method is promax.

In the table, which is a test of uniqueness on items, it can be seen that the uniqueness score is that items have their uniqueness. This means that if the score ≥ 0.6 is included in the uniqueness category. The data obtained from the table can be seen that the RC1 score has an overall uniqueness score above ≥ 0.6 where the overall RC1 can be said to be unique. (Fabrigar et al., 1999)

Figure 1.0 Path Diagram
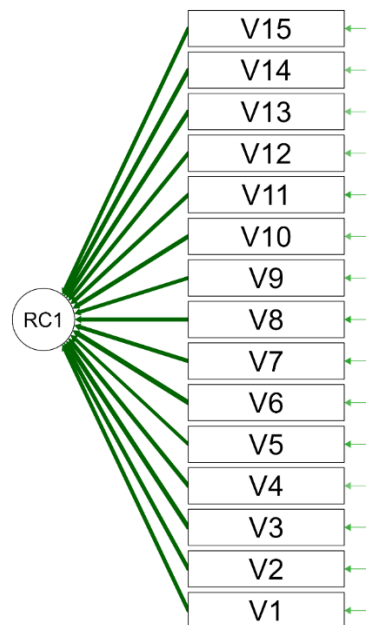
The diagram above shows that the uniqueness data on the RC1 thick green line towards the item is evenly distributed with an average RC1 score of ≥ 0.6, overall with small arrows that are not bolded or faint which means that the entire item has uniqueness. In this data, it can be seen that the item has uniqueness or uniqueness of the item's validity.

Table 6. Fit Measurement

Metric	Value
Root mean square error of approximation (RMSEA)	0.078
RMSEA 90% CI lower bound	0.064
RMSEA 90% CI upper bound	0.092
RMSEA p-value	6.864×10^{-4}
Standardized root mean square residual (SRMR)	0.032

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International Seminar
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Fakultas Psikologi Universitas Bhayangkara Jakarta Raya
PRM VOL 1 NO 2

Hoelter's critical N (α = .05)	118.335
Hoelter's critical N (α = .01)	129.712
Goodness of fit index (GFI)	0.975
McDonald fit index (MFI)	0.760
Expected cross validation index (ECVI)	1.381

In the fit measurement table 1.4, it can be seen that **the RMSEA** score is 0.078, this indicates that the score can be declared fit and acceptable, this can be seen in the others fit measures table 1.5. It can be seen that **the RMSEA** score should not be ≤ 0.05 & should not ≥ 0.08. If **the RMSEA** score is in between, it can be said that the research measurement model is acceptable or fit. (MacCallum et al., 1996). In the table, it can be seen that **the SRMR** score is 0.032, this indicates that the score can be declared dropped and unacceptable, this can be seen in the table of others fit measures 1.5. It can be seen that **the SRMR** score should not < 0.05. If **the SRMR** score is below that score, it can be said that the model Measurement Research can be accepted or dropped. In the table, it can be seen that **the GFI** score is 0.975, which indicates that the score can be declared fit and acceptable, this can be seen in the table of others fit measures 1.5. It can be seen that **the GFI** score should not ≤ 0.95 & should not ≥ 1.00. If **the GFI** score is in between, it can be said that the research measurement model is acceptable or fit. (Hooper et al., 2008)

Table 7. Measurement Fit Indicator

Metric	Value
Expected Cross Validation Index (ECVI)	1.381
0.05 ≤ RMSEA ≥ 0,08 (Fit)	
0,05 < SRMR (Fit)	

0,95 ≤ GFI ≥ 1.00 (Fit)

In the research that has been carried out, the results of the Others Fit Measure from this study get an overview that, the results of the measure analysis on the RMSEA value with a value of 0.078 are categorized as Fit because it shows that there is a compatibility between the model used and the data that is observed has a good level of suitability, the SRMR result in this result data is 0.032 categorized as non-fit data, This shows that there is a mismatch between the proposed model and the observed data, indicating that there is a lack of compatibility between the model and the data used. In the GFI result, which is 0.975, this result is declared Fit so that the index that measures how well the proposed model matches the data, and there is a good level of compatibility between the data and the model. (Hooper et al., 2008).

The results of the reliability test conducted by the researchers using Cronbach's Alpha showed an estimated point of 0.963. This shows that the 15 items used in this study have a level of confidence Very high reliability. Reliability is an internally consistent measure of the items being tested in this context. Based on Table 1.1, if the item-total statistics are removed, then each item will have a Cronbach's Alpha value that is below the estimated point value of 0.963. In detail, items V1, V2, V3, V9, V12, V15 have a Cronbach's Alpha value of 0.960, items V4, V6, V10, V13, V14 have a value of 0.959, and items V5, V7, V8, V11 have a value of 0.961. These values indicate that the deletion of each of these items will not significantly improve the overall reliability of the instrument, so all items can be considered reliable (Purnama, 2022).

With a Cronbach's Alpha value above 0.9, this indicates that there is a very strong internal consistency among these items. This indicates that the components have the same construction size. According to the chi-square table, the result is considered invalid if the p-value is more than 0.05, but the obtained p-value is less

than 0.001, which indicates the validity of hypothesis 1, which indicates that the average correlation score of the more items is valid. (Fabrigar et al., 1999).

In uniqueness analysis, items with a score of ≥ 0.6 are considered or categorized as unique. The data obtained showed that the overall RC1 score was higher than the uniqueness score above 0.6, indicating that these items have their own uniqueness. (Fabrigar et al., 1999) In addition, the plot model diagram also clearly illustrates the distribution of data, which shows that the items have a high validity of uniqueness. Fit measures showed that an RMSEA score of 0.078 was categorized as fit, as it was between 0.05 and 0.08. (Hooper et al., 2008) This shows that the model used has a good fit with the observed data. On the other hand, an SRMR score of 0.032 is considered inappropriate, as this score should be higher than 0.05, indicating that the model is poorly matched with the observed data. In contrast, a GFI score of 0.975 is categorized as fit because it is between 0.95 and 1.00, indicating that the proposed model matches the observed data (MacCallum et al., 1996)

Based on the results of the reliability and validity analysis using Cronbach's Alpha and the uniqueness and suitability test of the model, it can be concluded that the items used in this study have high internal consistency and are valid for measuring the desired construct. Although there are some discrepancies in the SRMR scores, the measurement model used as a whole is consistent with the observed data. The results of this study can be trusted and used as a basis for additional research on similar constructs.(MacCallum et al., 1996) Although there were some discrepancies in the SRMR scores, the measurement model used as a whole met the data seen.

Conclusion

The measuring instrument used by the researcher has passed several series of reliability tests comprehensively. This measuring tool is measured using the JASP

application which in a single rehabilitation analysis, has produced consistent results and can be used as a mainstay in this measuring tool. In the testing of the realistic measuring instrument using the alpha Cronbach method, the results were obtained that this measuring tool is reusable so that this measuring tool can be used and relied on in measuring the consistency of items on the measuring instrument. The results showed that the items used had a very high internal consistency, as evidenced by Cronbach's high Alpha value. This means that the items consistently measure the same construct. Each item in this study was rated as reliable, because the removal of items would not significantly improve overall reliability. In other words, each item contributes well to the overall reliability of the instrument. The validity of the item is also high, indicated by a significant p-value value and an adequate item correlation score. The analysis shows that each item has strong unique characteristics, adding to the validity of the instrument. Plot model diagrams also support this validity, showing a good distribution of data. In addition to reliability, construct validity is the main focus of researchers in this measurement scale. All items contained in this measuring tool have passed a series of tests and evaluations, so the results of this measuring tool show that no items are lost due to non-conformity with this measuring tool. This shows that each item can accurately describe the aspect referred to in this measuring tool. Therefore, based on the factorial confirmatory analysis (CFA) which is the benchmark in measuring this measuring tool, it states satisfactory results. This is reviewed from the good consistency of the Root Mean Square Error Approximation (RMSEA) and Goodness of Fit Index (GFI) values stating that this measuring tool is FIT and can be used effectively and accurately in the context of the research conducted by the researcher, but it should be reminded that the Standardized Root Mean Square Residual (SRMR) indicates a non-conformity or is declared not FIT and in this case further understanding is needed in the appropriate adjustment in the use of this measuring instrument. Although the

model conformance analysis showed some inconsistencies in the SRMR scores, the RMSEA and GFI values showed that the model as a whole was in line with the observed data. The RMSEA score in the fit category and a high GFI score indicate a good fit of the model, even though the SRMR score is inadequate. Overall, the measurement instruments in this study are considered valid and reliable to measure the desired construct. The results of this study provide a solid basis for further research with similar constructs, and can be relied upon to produce consistent and valid findings. Thus, this study succeeded in achieving the goal of assessing and confirming the reliability and validity of the instruments used. Suggestions for future researchers need to be reconsidered the findings obtained in this study. The researcher is then advised to conduct a wider and in-depth reliability and validity test related to the measuring tools used, this is intended so that the measuring tools have high consistency and accuracy in measuring the constructed being studied. Researchers can then consider developing or modifying measuring instruments that suit the more specific needs of the research population.

It is hoped that the next researcher will understand more about the mismatch that occurs, especially in the SRMR bag, and look for the factors that cause the non-FIT of the measuring device. By paying attention to these suggestions, it is hoped that future researchers can produce a more comprehensive and valid research, so that they can make a more in-depth contribution to the field being studied. Another suggestion for the next research is to try to find out whether if the increasing number of followers of someone on social media will also be susceptible to bodyshaming or not and this research can be done objectively.

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