



BODY SHAMING THROUGH MEMES IN SOCIAL MEDIA: A STUDY ON FIVE FACEBOOK PAGES

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Abstract

The phenomenon of body shaming through memes on social media platforms, particularly on Facebook, has garnered attention due to its potential impact on individuals' self-esteem and body image. This study aims to investigate the prevalence and varieties of body shaming practiced via memes in Bangladesh, to explain the motivations behind body shaming via memes, and to identify the communities that are most affected by body shaming. It also seeks to determine the medium used for body shaming and the effect that trolling has on people's minds. This study used a mixed-method approach. Five Facebook pages were selected using the purposive sampling method and data was collected from 1st October 2021 to 30th September 2022 from those pages. In the quantitative part content analysis technique was applied to collect data, basically text, images, and videos. In the qualitative part, Focus Group Discussion (FGD) and Key Informant Interview (KII) have been used to gather in-depth insights, perspectives, and opinions from participants. Twelve students from two groups representing various universities took part in the FGD and 5 experts attended KII from various fields (Law, Social Media expert, Psychologist, and Human Rights worker). The results indicate that, if anything does not fit their viewpoint, people on Facebook can be observed talking critically about it. On Facebook, users not only criticize others but even themselves. In the Bangladeshi environment, more comments about size, height, masculinity, and skin tone were seen. Not just girls, but also boys and transgender people have been shown to be the targets of body-shaming memes. Whereas girls were thought to be the primary victims, most of the viral content featured boys or men as opposed to girls. To get money, many individuals make memes. The most significant cause of body shaming on social media is ignorance about online etiquette. People who experience body shaming often begin to detest themselves. People circulate body-shaming-related memes to appear cool in the eyes of others, and to elicit more likes, comments, or shares on social media.

Keywords: Body Shaming, Memes, Social Media, Facebook, Victim

Introduction

People are now connecting to more social media sites on a daily basis. In 2022, 4.9 billion people were active in social media. In 2022, Facebook continued to be the most popular social networking site (Ruby, 2023). Facebook is used by individuals for communication, people communicate their ideas and beliefs to one another, and some people use it for entertainment. People share things on social media because they want the content to reflect their online persona (68%), they want to improve the lives of others (94%), they want to develop and nurture relationships (80%), they enjoy the interaction and feedback from other users (81%), and they want to spread the word about an issue they care about (84%) (Rogers, 2023).

For entertainment purposes, Facebook, like many social media platforms, has been a space where memes encompass a wide range of topics, including those that unfortunately touch on sensitive issues like body shaming. Unknowingly, many people engage in body shaming. Jokes are frequently used to break up awkward situations or just to get people to chuckle. And in doing so, there are many jokes made about the limitations of other people's bodies. Some people conduct themselves in accordance with what they think to be beauty standards. On social media, some users upload content only in the hopes of receiving likes and comments on their postings. Sometimes people go with the flow without knowing the real facts. Memes can be intimidating or harassing, even though they are a form of fun. Sometimes, these kinds of memes present society with a standard of body image. Balpreet Kaur is

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a young woman who experiences this issue because of her facial hair (Guillard, 2015). Memes can be in text, image, GIF or video format Body shaming memes means making fun of a certain person or group through memes.

Body shaming can be harmful to any person for a long time. For example, we can talk about an incident that happened in Bangladesh on 26th June 2021. Samin, a 10th-class student of the Banasree branch of Ideal School and College, died prematurely due to anorexia nervosa in Dhaka (Nipa, 2021). This is the tragic consequence of being bullied by schoolmates and teachers. Being overweight, he was constantly bullied by his classmates at school and even bullied and shamed by teachers. Such incidents are very common in Bangladesh. A survey by the Achol Foundation found that 43.89 percent of women face harassment through social media (Abedin, 2022). Laughter and jokes about skin color, weight, and height are seen as very common in the context of Bangladesh. The number of social media users is increasing in Bangladesh. According to Bangladesh Telecommunication Regulatory Commission (BTRC) the number of internet users in Bangladesh is 12.5 core (Milon, 2022).

Online harassment is also increasing. Trolling is started only if it is a little different from normal if it is not according to the set standards of society. The memes feature images of overweight men and women, or people with disabilities, and a name. 'I'm looking for (name), can you tag him?'. Some memes show fat or plus-size people naked, in absurd poses, wearing bikinis, or wearing bizarre clothing. Other memes show ladies with body hair in places that are typically shaved in popular culture, or people with facial or dental deformities (Gibbs, 2018). In other words, horrible examples of gender stereotypes are being seen through social media. And a lot of these kinds of memes are being shared within moments. Such a statement affects the mindset of a teenager and creates an eating disorder. Not just teenagers but people of any age tend to lose their self-confidence (Abate, 2020). The study has clarified the trend of body shaming in Bangladesh through memes on Facebook. As Facebook is the most used social media platform and available to all, it is a matter of concern how people are using it (Lua, 2023).

To carry out this research, three objectives are chosen to explore trends and types of body shaming through memes in Bangladesh. Besides, it explains the reasons behind body shaming through memes and which communities are mainly victims of body shaming. As well as to determine the media type that is used for body shaming and the psychological and mental effects of trolling. This paper will focus on body shaming that is done through memes on social media, especially Facebook.

Theoretical framework

To conduct this research three theories have been used: Uses and Gratification Theory, Spiral of Silence Theory, and Representation Theory. The major application of these theories in the study is to provide a well-rounded analysis of the phenomenon of body shaming through memes on social media. By employing these three theories, the study offered a holistic perspective on the issue, addressing both the individual motivations and societal influences related to body-shaming memes on social media.

Uses and Gratification Theory

This theory focuses on understanding why individuals engage with media content and how they derive gratification from it. By employing this theory, researchers can uncover the motivations behind people's interactions with memes related to body shaming on platforms like Facebook. The Uses and Gratification Hypotheses talk about how the media affects people. It discusses how people utilize the media to meet their wants and feel content when those needs are met (Vinney, 2019). This theory is related to the study topic because it will help to find out the reasons behind body shaming through memes.

Spiral of Silence

This theory provides a conceptual framework to shed light on how an individual's perception of majority opinion influences their willingness to express themselves on social media platforms. The phrase spiral of silence, first used by German political scientist Elisabeth Noelle-Neumann in 1974, refers to the dynamic process by which individuals' willingness to express their opinions publicly may change in response to the perceived majority or minority viewpoints (Drew, 2023). The spiral is started or reinforced when someone in the perceived opinion confidently expresses their support for the majority opinion. As a result, the minority starts to feel increasingly removed from a space where they feel safe expressing their opinions and starts to feel their fears (Drew, 2023).

This theory goes with the topic. People confined themselves within four walls due to bullying or shaming. People find it difficult to express themselves when they feel unwelcome or that many others are making fun of them because of their appearance.

Representation Theory

Representation theory offers a framework for analyzing how certain groups or individuals are represented and portrayed in visual content like memes. This theory aids in comprehending how these representations may support negative body image stereotypes, prejudices, or attitudes. Stuart Hall believed representation was the 'process by which members of a culture use language to produce meaning'. It is the organization of signs, which we use to understand and describe the world, into a wider set of values or ideologies. These meanings are not fixed or real; they are produced and defined by society (Hall, 1985). The theory helps analyze how these memes contribute to shaping societal attitudes and beliefs about body image, potentially influencing self-esteem, and mental health.

Literature Review

People are vulnerable to 'body shaming' on social media, which is a common occurrence of receiving hurtful feedback when our bodies don't meet the unattainable beauty standards imposed by society in the modern era (Datar, 2019). There is a lot of stuff written about online body shaming. A few related papers are presented following to complete this work.

Mehedi (2022) published an article named, 'Laws or awareness are needed to prevent body shaming'. It has been found that 69.92 percent of young women have been subjected to negative comments about their physical appearance. Kariko & Anasih (2019) showed that 70% of college students in Jakarta have faced anxiety attacks because of internet memes. This paper also shows that 47% of the respondents get relief from their anxiety attacks. The students state that they were able to cope with their mental issues through these memes. Strickland & Walden (2023) describe how body shaming may occur through (1) criticizing your appearance, (2) criticizing another's appearance in front of them (3) criticizing another's appearance without their knowledge. Bell (2016) published an article named 'The people who make body-shaming Memes'. The paper states that these types of memes are set in a situation where the victims are thought to be unattractive.

Datar (2019) shows that people who are using social network sites like Facebook, Instagram, and Pinterest are facing 'body dysmorphic disorders (BDD) and 'eating disorders. Especially young girls, women, and teenagers now believe that their body represents who they are. Social media is now setting a standard of how people should live. When people don't match with the so-called standard then they face body shaming. Puluhalawa & Husain (2021) describe that in Indonesia, 49% of social media users have been bullied/mockled/harassed in various ways. The paper shows that people from different aspects of life are the victims of body shaming. (Boerma et al., 2016) in their survey show that women self-report their health poor than men. The results also indicate that men also face body shame. The study indicates that women objectify their bodies more than men. Konica (2019) published an article about body shaming. The article highlights that women are the prime victims of body shaming in Bangladesh. The newspaper highlights the fact that men also face body shaming in the context of Bangladesh. Paglia (2022) mentions why people troll and they showed the reasons. People troll others for taking revenge, for attention seeking or due to boredom, and for personal amusement. Abedin (2022) showed that sometimes body shaming is promoted in the media just to increase the Television Rating Point (TRP). The article also mentions that fat people are taken in the role of fools, and black people in the role of villains this is how the characters are published in the media.

In the past, there have been various works on body shaming in the context of Bangladesh, but the body shaming that people of any gender can face through memes on Facebook has not been focused on. This study has found out what types of Facebook memes are used to do body shaming. Thus, this will certainly help to understand who the victim of body shaming through memes in the context of Bangladesh.

Materials and Method

This research was conducted through a mixed-method approach. The issue of body shaming in Bangladesh through Facebook memes has been highlighted in this study. Qualitative and quantitative methods have been used as the method of study. Convergent mixed methods approach had been taken to conduct this study because Convergent parallel design involves gathering and analyzing qualitative and quantitative data, comparing, or correlating the two,

and then interpreting the results (George, 2023). In qualitative research, words, images, and sounds are collected instead of numerical data. The primary goal is to investigate subjective experiences, beliefs, and attitudes, typically through observation and interviews. Comparatively, quantitative research collects numerical data and analyses it using statistical methods. Producing true, empirical data that can be measured and quantified is the aim. Making forecasts, seeing trends, and testing hypotheses are common uses for quantitative research (McLeod, 2023). Data were gathered utilizing coding sheets, key informant interviews, and focus group discussions; these techniques make it simple to get additional data quickly. Explanatory techniques have also been employed to gather data. For coding inductive and deductive approaches have been taken because deductive reasoning tries to test an existing theory, whereas inductive reasoning aims to construct a theory (Streefkerk, 2023). Memes about body images or body shaming on Facebook have been used as primary data. This research has been conducted using content analysis. By focusing on specific phrases, and concepts found in text, photos, or videos, Facebook memes have been examined. In this study, the coding sheet was used to categorize the data. In addition, to gain the appropriate result in this case content analysis has been used.

In the qualitative part, KII and FGD have been used. In part, KII participants were specialists in this related sector Law, Jatiya Kabi Kazi Nazrul Islam University, Mass Communication and Journalism Discipline, Khulna University (two specialists from this sector), Mental Health Counselor, Human Rights which has been chosen randomly. In the FGD part, twelve participants were selected from different educational institutions. Three of them were from school, from college two participants were taken, and from university seven participants were taken.

In this study, five Bangladeshi memes related Facebook pages have been taken purposively. Pages with many followers are taken as samples. From these memes related to facebook pages text, images, videos, and animated pictures were taken for analysis. Selected five Facebook pages are:

- *Weird Naaa?*
- *Attitude*
- *Bang*
- *Chumu Dibo*
- *Aj porjonto ja ja pap korechi*

The memes were collected from Facebook from 1 October 2021 to 30 September, 2022.

Basic Information of Facebook pages

Page No	Facebook Page Name	Established	Follower K ¹ ,M ²	Rules/Regulation	Total Posts	Body Shaming memes	Top Post	Types of memes
1	<i>Weird Naaa?</i>	3.12.2019	308K	No	1439	36	React-14K	Skin colour
2	<i>Attitude</i>	20.11.2019	583K	No	763	29	React-265K	Body Size
3	<i>Bang</i>	5.11.2019	1M	NO	2229	57	7.6K	Skin Colour, Body Size, Height
4	<i>Chumu Dibo</i>	11.2.2021	421K	No	2664	25	20K	Skin Colour, Body Size, Height
5.	<i>Aj porjonto ja ja pap korechi</i>	2019	283K	No	1930	129	14K	Body Size, Height

Figure 1. Facebook page's basic information

¹ K= Thousand
² M= Million

Results

The given table provides five individual Facebook pages that contain some of the posts that are specific to body shaming which are mentioned in terms of nine sections over the past year.

Page No.	Facebook page name	Number of Memes	Types of Memes	Total Word	React	Comment	Share	Victim (*B-Boy, G-Girl, T-Transgender, Bo-Both, M-Men, W-Women)	Language
01.	<i>Weird Naaa?</i>	36	Text Poster	363	106.3K	9.9K	2.5K	Bo(04), G(02), M(02), T(01)	Bengali English
02.	<i>Attitude</i>	28	Text Poster Video	59	739.1K	40.2K	56.8K	B(06), G(05), M(04), T(03)	Bengali English
03.	<i>Bang</i>	57	Text Poster	626	174.7K	35.3K	6.9K	Bo(07), B(05), G(09), M(04), W(01)	Bengali English
04.	<i>Chumu Dibo</i>	106	Text Poster Video Photo	1143	350.5K	49.2K	39.5K	B(12), G(12), M(03), W(03), T(03)	Bengali English
05.	<i>Aj porjonto ja ja pap korechi</i>	128	Text Poster Photo	918	142.9K	13.14K	3.53K	B(11), G(08), M(10), W(08), T(03)	Bengali English

Figure 2. Data from five Facebook pages

Data from five Facebook pages

The provided table illustrates the information about five different pages on Facebook that are specific to body shaming over one year. All around, the two pages named ‘*Aj porjonto ja ja pap korechi*’ and ‘*Chumu Dibo*’ had the highest number of posts which is over 100 on this plot, while the other three have a minimum of just under 60. First, the page titled ‘*Weird Naaa?*’ has 36 posts which include texts and posters that took 106.3K reactions, 9.9K comments, and 2.5K shares where men, women boys, and girls are specific sufferers.

Secondly, the following page is called ‘*Attitude*’ which had only 28 memes over the whole time and ranked 4th across the board and took 739.1K responses which is the highest of the whole period, and placed 1st in terms of reactions, had also 40.2K comments, and 56.8K stakes. Men and both boys and girls and transgender are the main victims of these memes. Thirdly, the ‘*Bang*’ which placed 3rd had 57 memes related to body shaming most of them containing texts that had 174.7K reactions, 35.3K comments, and 6.9K shares where both men and women, boys and girls are the targets. Finally, the page called ‘*Chumu Dibo*’ ranked 2nd with 106 memes that relate to body shaming that contain 1143 words with posters, texts, and photos that took 350.05K responses, 49.2K comments, and 39.5K stakes however most of the victims are both boys and girls on these memes. On the other hand, ‘*Aj porjonto ja ja pap korechi*’ placed 1st in terms of the number of 128 posts which includes texts, photos, and videos, and the posts took around 142.9K responses of these memes, 13.14K comments, and 3.53K shares where most of the sufferers are transgender, men, women and younger peoples.

Picture 2: Facebook Posts of Attitude Page



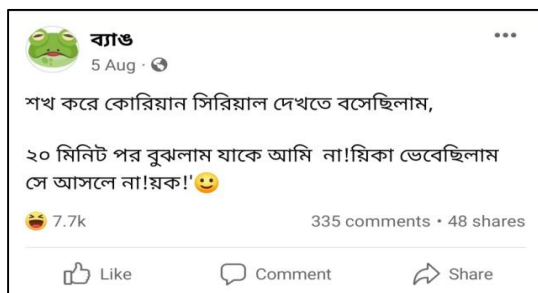
Snapshot 3; Here victim is the man (postdate 13.07.2022)



Snapshot 4; Fat Shaming is seen here (postdate 26.05.2022)

The victim's snapshots 3 and 4 are male. And it was seen that such posts got more reach than other posts. In the first one, skin color and in the second one, body size, are compared.

Picture 3: Facebook Posts of Bang



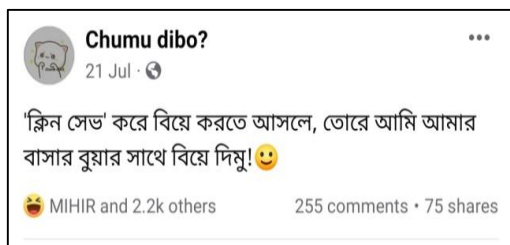
Snapshot 5; Girls are the victims for their height (postdate5.08.2022)



Snapshot 6;Men are criticized for their look (postdate 15.05.2022)

In snapshot 5 the victim is male. Memes about male masculinity have been created through this post. Korean men are compared to women for physical appearance. Snapshot 6 shows memes about height of girls. Here short girls are compared to gas cylinders.

Picture 4: Facebook Posts of Chumu Dibo



Snapshot7; Boys are the victim here (postdate 21.07.2022)



Snapshot 8;Victims are the boys(postdate 29.07.2022)

In both snapshot 7 and 8 victims were boys and men. Both memes set up the standard of masculinity. A man without a beard is said to be unmarriageable in the 1st Mims and in the 2nd Mims boys with hair bands are compared to girls.

Picture 5: Facebook Posts of Aj porjonto ja ja pap korechi



Snapshot 9; Height has been criticized here (postdate 19.05.2022)



Snapshot 10; Victims are from both gender (postdate 9.08.2022)

Snapshots 9 and 10 are about physical appearance. In the first post the victims are from all genders and the post is about height. And the second post is about the appearance of people where a standard is required for marriage.

Focus Group Discussion (FGD) and Key Informant Interview (KII)

Trends of Body Shaming

Body shaming has entered our daily life. To feel better, many bury themselves behind technology and body shame others on social media. Most of us are vulnerable to "body shaming" on social media, which is a common phenomenon of receiving harsh criticism when our bodies don't meet the unattainable beauty standards imposed by the society of today's time. Teenagers, girls, and young women's lives continue to be profoundly shaped by social media in important ways. It has a negative impact on one's body image and perpetuates the false ideas about "how we should look" that we as individuals must primarily validate and uphold.

According to (KII P2):

"We often don't realize the body shaming we do with funny jokes. Currently, in various drama content, those who are comparatively fat are presented as if their job is to joke. Calling someone fat, calling someone black is normalized in real life, we see the reflection of such things on social media as well."

Another (FGD1 P1) mentioned that-

In the past, people would make fun of one's physical flaws in public. It has significantly decreased as of late. The online platform has, however, grown significantly. Now more than ever, people are writing and spreading posts that make fun of others.

The result revealed through (KII P4)-

On Facebook, the person gives different opinions from his ideology. If something is different from what the person wants, then he criticizes it.

Types of Body Shaming

Body shaming is seen more about skin color, body size, height, age in any medium. FGD (P,1,3,5) stated that-
Body shaming is more about issues like fat shaming, skin color.

Participants of FGD (P2, 9, 10) mentioned that-

Thin and overweight people are the subjects of body shaming.

One of the participants (FGD1 P3) commented that-

Memes about people's own bodies are frequently shared. Sometimes they tell themselves they're not attractive, they're short, and they're obese. They are body shaming themselves by disseminating such memes.

FGD (P4, 7, 8) stated that-
Many boys are compared to transgender for their physical condition.

According to FGD (P5, 6) -

Fat shaming, shaming of thinness, small breast (so many actresses like Sonam Kapoor, Deepika Padukone), body shape (Ananta Jalil for his chest), masculinity (Korean boys), facial features (same, Korean boys are often shamed for their smooth textured, beard free faces, also compared with girls. At the same time compared to South Indian bearded heroes it is shown that muscular, bearded heroes are manlier).

In our society, it is very normal to describe someone as bald if they have no hair, and fat if they are healthy. Not much importance is given to the fact that these things can reduce one's confidence level.

Reason behind body shaming through Memes

An obsession with appearance can lead to unreasonable expectations that are impossible to meet. One of the participants (KII P1) stated that-

Body shaming happens because of the lack of security on social media. Besides, things like body shaming happen due to the use of Facebook without knowing the correct use at a very young age. There is a way to earn from Facebook. Many people also create comedy memes for the purpose of income. Apart from this, body shaming happens due to the ignorance of family, government, and law agencies.

A respondent of (KII P4) commented that-

Body shaming on social media is an unhealthy process that exposes negative thoughts. Many people share such posts to become viral.

Many also associate themselves with troll culture as a way for people to withdraw from constructive discussion. Achievements are downplayed through memes rather than acknowledging the good.

Another respondent of (KII P3)-

People sit behind the device and try to remove their frustration. Such people get a perverse pleasure by body shaming others. Freud's theory works here - people get pleasure from hurting others. People share memes to reduce loneliness and relieve stress.

According to (KII P2) -

We have normalized making fun of someone's body. Body shaming related posts are often shared to make them look cool. Our education about media literacy is not clear, which makes such incidents more common.

The victims of body shaming

Another respondent of (KII P4) mentioned that-

Major victims of body shaming are girls. Girls experience body shaming from both girls and boys.

A participant of (KII P2) stated that-

Body-shaming via memes is more common among women, while men also face body-shaming, but men's content does not spread as much as women's content.

On 1st September 2022 (Islam,2022) there was a dress freedom rally in Dhaka University, where one girl was trolled for her health and another for her dress. A boy also faced trolls for his dress but was less viral than the girls.

Mental and Psychological Effects

People who face body shaming feel that they are unwanted in society; they think that society will not accept them. At one time many people take extreme-level decisions like suicide.

Another respondent of (KII P2) stated that-

When a person facing body shaming-related issues comes across such memes, he/she compares himself/herself with those issues and must go through mental trauma many times. They shut themselves off from society; this is where the spiral of silence comes into play.

Ways to stop body shaming

(KII P4) mentioned that-

One must converse with oneself. Individuals must identify their own deficiencies. A different route should be taken, and confidence should be boosted with other resources.

Another (KII P3) stated -

Body shaming can be reduced through memes by raising awareness. Campaigns can be made on how mere fun can ruin someone's life. The government can make laws to deal with such matters.

Discussion

In this study, trends and types of body shaming are given focus. It also tries to explain the reasons behind body shaming through memes and which communities are mainly victim of body shaming. And lastly, this paper tries to find out which type of medium is used for body shaming and has trolling mental and psychological effects. Kariko & Anasih (2019) in their study showed that 70% of college students in Jakarta have faced anxiety attacks for internet memes. In Bangladesh, there is no information about the percentage of people who use body shaming faces through memes on social media. However, according to Abedin (2022), 69.92 percent of young women were subjected to negative comments about their physical appearance. People can be seen talking negatively on Facebook if it is not according to their ideology. This can cause the effects of Spiral of Silence where victims can confine themselves within four walls due to the fear of rejection. Apart from criticizing others, people also criticize themselves on Facebook. Like I'm not beautiful, I'm black - such memes are shared. Strickland & Walden (2023) also described in the study how body shaming may occur through (1) criticizing your own appearance, (2) criticizing another's appearance in front of them (3) criticizing another's appearance without their knowledge.

More jokes about skin tone, size, height, and masculinity were seen in the setting of Bangladesh in this study. According to Mehedi (2022) of fat bodies, less hair, and skin color, people face body shaming in the context of Bangladesh. In the case of body shaming, sexual content has also been found in the study. Tempesta (2017) showed in the study a body-shaming meme where a man body-shamed a plus-sized model by including her photo in a meme and captioning it. Girls that I like versus Girls that like me. According to the findings from the qualitative study, body shaming occurs in Bangladesh through Facebook memes. Many people share memes on social media with the mindset of going viral. An analogy can be found in a Bell (2016) article where it is said that Meme creators get more encouragement when people share more of this type of content, even if it is to get some extra likes. Social media is currently being used as a means of earning money. This was highlighted in a Bell (2016) report which is related to Uses and Gratification Theory where people use media according to their needs.

Body shaming has many effects on people's mental health. Suffering from an inferiority complex to extreme levels, people commit suicide. Various unwritten standards are set by the media. This study found many memes that set standards indirectly. Some memes have been seen where the height standard for girls is set at 5.4'. A girl whose height is less than this has been compared to a gas cylinder. Those who are overweight are trying to get a slim figure by dieting. They suffer from an inferiority complex when they cannot meet the standard, and this affects their personal life as well as their family and social life. If they cannot stand up to society's standards, they feel that society does not accept them. Then they shut themselves down, and their normal performance diminishes which is related to Spiral of Silence Theory. Datar (2019) published a piece about body image and body shaming. It demonstrates that users of social networking sites like Facebook, Instagram, and Pinterest struggle with 'eating disorders' and 'body dysmorphic disorders' (BDD) Young girls, women, and teenagers today think that their bodies reflect who they are. Social media is currently defining the ideal way for individuals to live. People who don't fit the "standard" are subjected to body shaming. Women self-report their health as being worse than males do, according to a survey by Strickland & Walden (2016). According to research by Kariko & Anasih (2019), 70% of Jakarta's college students had experienced panic episodes due to internet memes.

This study shows that individual awareness is very important to stop body shaming on Facebook through memes. Body shaming can be prevented only if every person is aware of the mental problems caused by body shaming and is aware of their own place. It can be stopped by campaigning on the body shaming that can happen through memes. If the government and various law agencies help in making laws and implementing them, then this mental disorder can be eliminated very easily. Family plays an important role in the ideology of man, moral education from childhood helps to distance oneself from such activities. Media and journalists can play an important role in this regard by creating awareness reports. Body shaming can be prevented through memes if everyone puts themselves in the victim's place and thinks with empathy. Safer Internet use and restrictions on social media use up to age can also reduce this trend of body shaming.

Conclusion

This study aims to find out trends and types of body shaming that are done through Facebook memes in Bangladesh, the victims of it, their effects, and why people engage themselves in body shaming through memes. In the theoretical framework, three theories have been used for the relevancy of the study. Here Uses and Gratification Theory, Spiral of Silence Theory and Representation theories are the base of the study. Use and Gratification theory is taken because people are using social media according to their needs to satisfy themselves. And Spiral of Silence

theory helps to show how these memes affect people. Besides Representation theory helps to portray the victims. This study indicates that people share body shaming-related memes to make them cool in front of others, and to get more reactions, comments, or shares on social media in order to go viral. Many people troll others just for fun without understanding the aftereffects of body shaming. This study finds the lack of internet literacy and lack of personal awareness as the reasons behind such social problems. Even the topic of earning money through Facebook can act as a reason to share or create such memes. Body size, height, skin color, and masculinity memes are more noticeable. Not just girls, boys, and even transgender have been found to be victims of body shaming through memes. Girls were considered the main victims, but most of the viral content was about boys or men in comparison with girls. Not only body shaming by others but there was also content about body shaming that was shared by the victims themselves. Due to body shaming through memes, things like losing confidence, going into depression, and suffering from an inferiority complex have been seen due to body shaming through memes. The study findings revealed that it is possible to stop this body shaming trend on Facebook through individual awareness, and adequate education about internet usage and laws. By addressing the relationship between body shaming and memes, we can help create a more welcoming and secure online space for everyone, encouraging respect, empathy, and responsible content creation.

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Conflict of Interest

The authors declare no conflict of interest.

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