



## 3rd World Conference on Psychology and Behavioral Sciences

London, United Kingdom

18\_ 20 July 2025

# **Influence of Social Media on Adolescents' Perception of Social Norms: A Scoping Review**

**Krishnapriya Kanakkassery Satheesan**

*Independent researcher, UK*

### **Abstract**

Social media has become a major factor in shaping adolescents' views on societal norms. Platforms like Instagram and TikTok often showcase idealized portrayals of reality, which can distort young users' perceptions of body image, peer behavior, and social expectations. Understanding how social media shapes these perceptions is essential for addressing its effects on adolescent mental health and overall well-being. This scoping review, following PRISMA guidelines, investigates the influence of social media on adolescents' perceptions of societal norms, specifically focusing on body image, peer influence, and mental health.

An extensive literature search was conducted across databases such as PubMed, PsycINFO, and Google Scholar, covering studies published from 2000 to 2023. The review focused on adolescents aged 10–19 and included studies examining social media's role in shaping social norms. Thirteen studies which met the criteria were thematically analyzed and synthesized narratively. The findings reveal that social media exposure significantly impacts body image perceptions, especially among adolescent girls, leading to increased body dissatisfaction and potentially unhealthy behaviors. Social media also intensifies peer influence, creating perceived norms around behaviors like substance use and social activities, which adolescents often adopt as standard. Furthermore, exposure to idealized societal expectations on these platforms has been associated with increased levels of anxiety, depression, and Fear of Missing Out (FoMO). Nevertheless, social media also presents opportunities to promote positive social norms, such as body positivity and social activism. In conclusion, social media plays a complex role in shaping adolescents' perceptions of societal norms, both by distorting certain aspects of reality and by providing a space for positive social influence. Further research is recommended



to explore cultural variations and develop strategies to reduce negative impacts while enhancing positive effects.

**3rd World Conference on Psychology and Behavioral Sciences**  
**Keywords:** adolescents, body image, norms, mental health, peer influence, social media

London, United Kingdom

18\_ 20 July 2025