Adolescents’ Exposure to and Experiences of Weight Stigma During the COVID-19 Pandemic

The COVID-19 pandemic has resulted in significant changes to everyday life, including health-implicating changes such as alterations to physical activity levels, sedentary behaviour, and eating habits. All of this has resulted in an increased spotlight on overweight and obesity concerns, which have gained a large amount of attention from media and public health messaging.

This cross-sectional study aims to investigate the views of adolescents about their body weight and perceived changes in weight stigma from peers, parents, and social media during the COVID-19 pandemic.

The study gathered data via an online survey investigating perceived changes in exposure to weight stigmatising language and content in social media and experience of weight stigma in real life from parents and peers during the COVID-19 pandemic. The survey also measured body dissatisfaction changes resulting from the pandemic.

The study found a significant increase in weight-related stigma exposure in adolescents as a result of the COVID-19 pandemic. More than half of participants (53%) reported increased exposure to weight stigmatisation in social media during the pandemic. 41% of individuals experienced increases in body dissatisfaction during the pandemic. However, overall, weight-based mistreatment from parents and peers did not significantly differ before and during the pandemic.