

EXAMINING THE POSITIVE IMPACT OF SOCIAL MEDIA ON ADULT PHYSICAL HEALTH REGARDING YOUTUBE AND INSTAGRAM

Project Report

Submitted by

Sandra Maria sibi (SM23JMC014)

Under the guidance of

Ms. GAYATHRI M

In partial fulfilment of requirements for award of the degree

Of Master of Arts

St. Teresa's College (Autonomous), Ernakulam



College With Potential for

Excellence Accredited by NAAC with 'A++'

Grade

Affiliated to

Mahatma Gandhi University

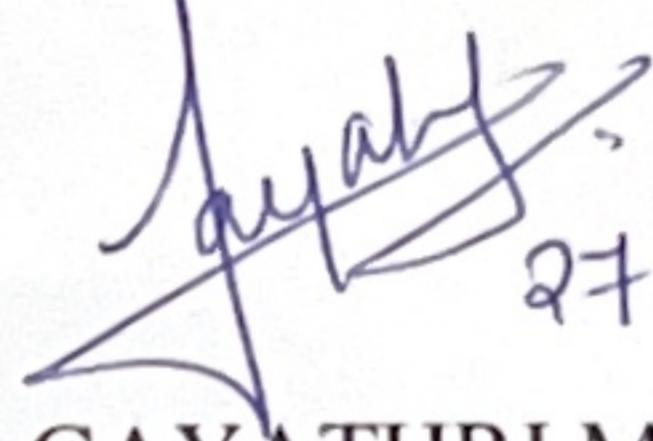
Kottayam-686560

March 2025

CERTIFICATE

I hereby certify that this project entitled "**EXAMINING THE POSITIVE IMPACT OF SOCIAL MEDIA ON ADULT PHYSICAL HEALTH REGARDING YOUTUBE AND INSTAGRAM**" by **SANDRA MARIA SIBI** is a record of Bonafide work carried out by her under my supervision and guidance.

Ernakulam


27/03/2025
Ms. GAYATHRI M

Date. : 26-03-25

Department of Communicative English

St. Teresa's College (Autonomous)



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DECLARATION

I, SANDRA MARIA SIBI do affirm that the project “**EXAMINING THE POSITIVE IMPACT OF SOCIAL MEDIA ON ADULT PHYSICAL HEALTH REGARDING YOUTUBE AND INSTAGRAM**” submitted in partial fulfilment of the requirement for the award of the Master of Arts degree in Journalism and Mass Communication Studies has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

Ernakulam

date:

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MA Journalism and Mass Communication

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CERTIFICATE

I hereby certify that this project entitled "**EXAMINING THE POSITIVE IMPACT OF SOCIAL MEDIA ON ADULT PHYSICAL HEALTH REGARDING YOUTUBE AND INSTAGRAM**" by **SANDRA MARIA SIBI** is a record of Bonafide work carried out by her under my supervision and guidance.

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ABSTRACT

Social media platforms have significantly influenced various aspects of life, including health and wellness. This study examines the positive impact of social media, specifically YouTube and Instagram, on adult physical health. By analyzing user engagement, health-related content, and behavioral changes influenced by these platforms, this research highlights how digital media fosters health awareness, motivation, and fitness adherence. YouTube serves as an educational hub for workout tutorials, dietary advice, and expert consultations, while Instagram promotes community engagement, visual motivation, and fitness challenges. The study employs a comparative approach, assessing the effectiveness of both platforms in encouraging healthier lifestyles. Findings indicate that social media plays a crucial role in shaping health behaviours by providing accessible knowledge, peer support, and interactive engagement. This research contributes to understanding how digital platforms enhance public health efforts and encourage proactive wellness practices among adults.

Keywords: Social Media, Physical Health, YouTube, Instagram, Fitness Motivation, Health Awareness, Online Wellness

CHAPTER-1

INTRODUCTION

In the recent years, social media have become a major part of our lives by providing all basic services to people. Social media have become a great source of excellence in various fields such as in providing useful information and entertainment. While determining the scope and focus of the media there have been many negative sides such as the immense phone addiction among the growing generation, but on the other hand, there is a very crucial potential side of media that helps the human mankind to a very great extent. Social media plays a very crucial role in disseminating fitness-related information, which helps people to improve and transform to the next level. It also provides millions of video and audio content like fitness tutorials, challenges, diet plans, and other various programs. The impact of social media on adult fitness is a very complex interaction as it has been used by millions and billions of people day by day seeking a healthy lifestyle and behaviour. Both platforms play a vital role in providing information and content on fitness programs to the public but they differ in terms of some characteristics such as the formats they adopt, style, targeted audience engagement etc. The purpose of this research study is to conduct a comparative study between the major popular two important platforms YouTube and Instagram, to prove how they differ from each other or work better under some situations such as audience interaction and reaction, quality and quantity of the content, credibility, etc.

YOUTUBE

YouTube has become the world's most influential search engine that provides knowledge and information on many topics and areas. YouTube also plays a very crucial role in providing vast information on fitness and health. It provides free access to online fitness library where people can find things that they are looking for. YouTube offers a greater level of content including workout, online live sessions, influencers videos, vlogs on healthy diets.

One of the most important aspects of YouTube is search and get information which they highly motivate and make people choose their workout charts based on their interests and their recent search history. One of the most important impressive parts of YouTube that acts as a two-way communicative platform. By watching and following each video the audience can express their opinions and personal questions to the creators of the videos to make the platform more engaging and productive. This creates a feeling in the audience that they are in a community where they can get connected to people and seek for help whenever needed.

INSTAGRAM

Instagram is known as the greater source of information nowadays, especially human-interest stories. nowadays people are relying upon Instagram to get all the information in a very attractive form which can be called Instagram reels. Instagram is a very popular interactive platform where people can react and express their opinions through polls, comment sections, Q and A sessions and direct messages to create a community. One of the major popular and useful parts of using Instagram as a platform for promoting health and fitness is using trendy hashtags and keywords.

1.1 THEORY USED

The Theoretical framework the research will examine is Uses and Gratification, which mainly says how people use these media to satisfy their needs. It says that consumers are active members of the media and select the media platforms to meet their needs. It was stated by Katz and Blumler during the 1940s. The uses and gratification theory helps this research focus on finding the impact of social media on adult physical health. The uses and gratification theory supports the active participation of people to satisfy their needs and wants through social media platforms like YouTube and Instagram. The research highly focuses on how human mankind adopt certain contents from social media and what are the motives that made them do so. According to the study of the authors, humans have the traits of imitation, observation and implementation.

1.2 OBJECTIVES

1. To investigate the influence of social media platforms among adults
2. To examine the difference between physical gyms and online platforms like YouTube and Instagram in providing the best fitness advice.
3. To learn the concept of moving out of the gym.

1.3 STATEMENT OF THE RESEARCH PROBLEM

This study will have a positive impact on society and help people to choose what is good and applicable to them. The study provides a detailed view on the concept of moving out of the gym and starting a new fitness community through online networking. The present generation needs to understand how physical literacy is shown on social media platforms. The concept of moving out of gym is moving out of the box and thinking widely on the social media platforms like YouTube and Instagram.

This research aims to identify whether YouTube or Instagram provides the best physical content on the rising people who steps into the world of self-learning and online tutorial learning. YouTube plays a crucial role in disseminating long explanation videos and tutorials to people while the other hand, Instagram provides the most short and crisp reels to educate people without any lagging and waiting. Both platforms are different and unique in their way. The scope of this study is to gather information from the audience about the most reliable and people's favourite mode of platform in disseminating information to them which will help them to create a new fitness community through networking. Both platforms have their positives and drawbacks just like a coin with two sides.

1.4 NEED OF THE RESEARCH

The importance of the study lies in the capability to offer insight into the complicated interplay between YouTube and Instagram in delivering health-related content to people. In the contemporary digital world, social media has emerged as a primary source of information, significantly transforming the way information is disseminated, accessed, and interpreted. Unlike traditional fitness classes, which fit fitness ethics, social media platforms allow for the rapid spread of information, often without adequate fact-checking. The world has grown so fast and people now started to change their opinions

and views on many things including fitness and wellness routines. The study seeks to explore how social media positively impacts adult physical health and it also gives an overview of which among themselves is the most apt platform to spread health and wellness content to people all around the world. The study addresses the broader question of accountability in social media content and seeks to investigate whether these platforms are a true game changer or not. By examining these issues, this study will contribute to discussions on improving the credibility of fitness content that is delivered on social media, ensuring ethical training practices, and creating public awareness regarding the reliability of health and wellness sources.

1.5 SCOPE OF THE STUDY

The study encompasses a comprehensive exploration of YouTube and Instagram in delivering fitness content to people all around the world. This study will be beneficial for people to help themselves understand how important is social media in this current scenario. By applying the uses and gratification Theory, this research aims to understand how social media influences the public in satisfying their fitness need. It explores potential measures to enhance the credibility of fitness content shared on digital platforms.

1.6 LIMITATIONS OF THE RESEARCH

The research solely looked at YouTube and Instagram only and did not look at other platforms, which may limit the specific context of fitness content. The study has to face certain levels of challenges like the digital divide among individuals where many respondents are not able to access the survey because of a lack of media literacy. The data collection used in the quantitative study is an online survey which may result in response biases, as respondents may not be fully truthful or may not fully understand the question. The future study will aim to recruit more in this field.

CHAPTER-2

REVIEW OF LITERATURE

In today's world social media has become an integral part of our lives, especially among adults. People from different parts of the world are now relying upon social media platforms to connect with their loved ones and to get updated about what is happening around us. With the invention of the digital era, everything has become easier, but on the other hand, there are certain levels of negatives that we are experiencing such as the over addiction of internet, overflow of misleading comments and many more. During the last pandemic situation, the world had witnessed another phase of social media that encourages adults' who are facing many FOMOS. Those times social media platforms like YouTube and Instagram play a very significant role in encouraging people to lead a healthy life for their well-being; by promoting useful content and programs they capture the heart of the public and make them live healthy.

The research on the topic positive impact of social media on adults' physical health suggests how platforms like YouTube and Instagram contribute towards building a healthy life. This comparative study will give an overall outlook for knowing which is the most efficient platform to get fitness-related contentSimilarly YouTube also plays an important role in disseminating long narrative content on adolescent physical health. According to (jinmyoung cho et al., (2011). Subjective health is only related to the length of life we live but it is quality of life we lived. In addition to improving everyday functioning, mental health, and well-being, Regular physical activity and a nutritious diet might lessen the burden of non-communicable diseases and issues.

ADULT'S PHYSICAL HEALTH

Physical health in adults refers to the state of encompassing fitness levels, basic nutrition and the absence of chronic diseases that are very common in adults such as diabetes, liver cirrhosis, heart failure, being healthy has become a big deal in the current world because of many reasons such as the late night dinner culture, irregular sleeping pattern, bad and inappropriate diet habits, etc. for adult citizens maintaining a good healthy lifestyle is very crucial as it builds a great impact on their life such as productivity, quality of life, mental well-being and a strong metabolism. Platforms like YouTube and Instagram promote healthy content that helps them to dive into the pool of health and fitness, according to many scientific studies adult people are facing many health issues in and out because they lack proper physical activity and nutrition. Many adults refuse to go to the physical gym to do physical exercises because of their time issues and many other factors, in that scenario online fitness media such as YouTube and Instagram will help them to make it more reliable and manageable, people from any part of the world can now workout through the social media, build a community, create campaigns, families and friends. Adult attachment is strongly related to physical health, where health is subjective, It can vary according to the person and the attachment we hold. (Paula R Pietromonaco, Lindsey A Beck (2019). The role of social media platforms on dietary and physical activity behaviours is addressed in this in-depth look. It stresses how interventions adopting social media platforms like Facebook and Instagram might result in changes in health-related behaviours. Thompson et al., (2021). Explores the role of digital platforms in promoting physical activity among adults.

The major key components of adult physical health are a balanced diet, proper 6 to 8 hours of undisturbed sleep, physical activities including weightlifting, cardiovascular exercises like Zumba, aerobics, running, swimming, mobility workouts and mindful stretching exercises. Practising all of these will help us to lead a healthy and quality life. If an individual is not physically on the right track he or she will face health issues or illness such as sedentary problems, aging, hormonal imbalances and other severe health issues. Hence for an adult to keep himself on the right track he should be physically healthy.

2.1 GENDER DYNAMICS IN SOCIAL MEDIA PLATFORMS

The social media platforms play an important role in disseminating more information on fitness and health. The most commonly used platforms are YouTube and Instagram. When we take a deep dive into the realm of gender dynamics in social media there is certain evidence that conveys the gender dynamics. When we take men and women as two variables for the study to analyse who uses these platform more? Males may focus on more content related to weight training, strength training and lifting whereas on the other hand, women will focus more on the community, group sessions.

According to Flavio,(2022), Fitnessinspo is a new digital trend that is highly beneficial for our physical health. Fitness inspiration which is also known as Fitspiration is an amalgamation of the words fitness and inspiration and aims to promote a fit and healthy lifestyle for men and women, but shows ambiguous effects of presumed positive social media content Vandenbosch et al., (2022). Also, there is a scientific understanding that all genders equally respond better to specific types of workout patterns and exercises such as yoga, bodybuilding, Zumba, HIIT, cardio.

some people may rely upon YouTube to get a long brief content to solve their doubts and to follow a well precise workout pattern where on the other hand some people might engage more on Instagrams short videos to get simple tutorials for easy learning. the results they get from these platforms are also different from each other. Secondly, the whole game of fitness has changed drastically considering the trend. Many online fitness programmes are available online.

Although it is best to follow an Instagram or youtube content rather than taking a gym membership for dollars. Both men and women are now relying upon these platforms to satisfy their needs. Both Instagram and YouTube media are offering advanced training programmes and well-reputed institutions to maintain trustworthiness and truthfulness. Naturally the need to be available online has become a necessity. To increase loyalty, many platforms have adopted many methods like, free trial classes, refund and return policies, free diet plans, discounts for beginners etc. this creates and establishes trust in the members during the first step.

2.2 VIRTUAL COMMUNITY FOR FITNESS

Online fitness communities are the digital space where individuals from different parts of the world come together to share, learn and grow together. These communities are often created by passionate individuals to transform the people as well as the society to the very next level. These online fitness communities are operated on social media platforms like YouTube, Instagram, and other specialized apps. These platform's open up the way to stronger communities. The key features of the online fitness communities are accountability, accessibility, knowledge exchange and content sharing. Internet will highly support in the weight loss journey for the people along with the community as well. Hwang, k.o (2010). Social media interaction will help to mould the motivating behaviour of the people through community workout sessions and gatherings. Anderson C, & Sharp, L. (2021). Virtual fitness communities, Motivate behaviour change through social media interactions. Young people are highly relying on social media to start a new fitness journey. Goodyear(2024). The major functions of online fitness communities are maintaining accountability, providing proper diet plans for the clients, motivating people to go beyond their comfort zone, creating body positivity and making them better people every day. Online fitness communities are created with the motto of helping people jump from the isolated world and making them socially available through online group sessions. People from any part of the world can now join to be a part of a fitness community through platforms like Instagram, YouTube etc. In social media platforms comments, likes, shares and all play a very crucial role in building accountability for fitness goals. After the COVID-19 pandemic era, many social media influencers have come up with workout videos and online fitness classes.

In the context of the study examining the positive impacts of social media on adult physical health, community development plays an important role in gathering people under one umbrella and making them feel that they are in their second home. Many fitness influencers have started their trademark communities by fostering them with proper guidance, quality diet programmes, community programmes weekly outreach programmes etc. hence it highly enhances social, economic and environmental well-being.

DIET PATTERN

The virtual community plays an inevitable role in leveraging the fitness industry as a whole, platforms like YouTube and Instagram play a very crucial role in disseminating information regarding the diet patterns a person should follow to become healthy and nutritious. These virtual fitness communities provide access to structured meal plans according to the body type of every individual. It is very important to follow a disciplined diet plan but nowadays things have become simpler and more engaging people from any part of the world can now join the virtual community and follow the diet plans under the guidance of dynamic trainers. There are different types of diet plans such as calorie-based diet plans, intermittent fasting, detox diet plans, and many more. India is a country that follows a vast amount if dietary patterns. Green, R., et al., (2016). Social media platforms such as YouTube and Instagram have created a very large space for the audience to get to know more about diet plans, eating habits, etc. Short videos, interactive sessions, and tutorial videos about diet plans and nutrition make more sense and engage. If a person is facing obesity and he or she may not have enough money to go and consult a doctor they can easily rely upon these kinds of platforms to fix their problems. A good diet is an inevitable part of our daily life and following it through social media platforms which are available on a single tap is just like a dream.

A structured diet plan can help you maintain an overall wellbeing of mind as well a body. Social media platforms such as YouTube and Instagram have created a very large space for the audience to get to know more about diet plans, eating habits, etc. Short videos, interactive sessions, and tutorial videos about diet plans and nutrition make more sense and engage. If a person is facing obesity and he or she may not have enough money to go and consult a doctor they can easily rely upon these kinds of platforms to fix their problems. A good diet is an inevitable part of our daily life and following it through social media platforms which are available on a single tap is just like a dream. A well-structured diet plan can help you maintain an overall well-being.

Both YouTube and Instagram play a significant role in developing information and knowledge on diet patterns but they differ significantly in their-own way. YouTube provides largely explained videos on diet plans that help the audience grasp knowledge without misinformation and error. Some users and researchers claim YouTube is the best platform for delivering diet patterns and information for many reasons such as step-by-step guidance, well-brief videos of the expert presenter, and long tutorials to avoid and reduce confusion and doubts. Many studies have proved that learning through watching the video builds more impact than referring a random traditional magazines or printed formats, videos create a sense of credibility and interest in the minds of the viewers resulting in more subscriptions and results. Penn State University (2025). Certain statistical data builds more credibility to the contents. Certain YouTube influencers like Isabella also known as the steakandbuttergal, have garnered the attention of the audience by posting several nutritious content on YouTube that gained a lot of viewers to her channel and helped her to develop a community for the future.

Her most of the contents are the high-fat carnivore diet and other foods that claim for weight loss and health improvements. Instagram is known as the powerhouse of information nowadays especially human-interest stories. People nowadays rely upon Instagram to get all the information in a very attractive form which can be called an Instagram reel. Instagram helps to build a strong body image and physical health through education. Instagram reels play an important role in disseminating Information and facts in a very attractive manner by including eye catchy tones, fonts, and narration. Reels and stories are known as short-term content with a duration of 30 seconds to one minute, these quick stories and reels create content digestion and likeness.

Instagram is a very popular interactive platform where people can react and express their opinions through polls, comment sections, Q and A sessions and direct messages to create a sense of community. One of the major popular and useful parts of using Instagram as a platform for promoting health and fitness is the usage of hashtags which creates global participation and also the discovery of new different content. Certain fitness challenges and activities are provided through the Instagram pages that highly builds motivations and improves the human behaviours to a very great extent.

SOCIAL SUPPORT AND COMMUNITY ENGAGEMENT

The online fitness sessions foster a strong sense of belonging and reduce the feeling of being isolated. In the emerging era of fitness online group workout sessions are bringing a new wave of happiness, josh, and motivation to the members. Through the online fitness session, the participants can share their stories, progress, and tips, by creating a supportive environment. Many online fitness sessions are free and affordable than gym memberships which is more helpful for ladies, and mothers, and people who are having busy work shifts can also find time to do the workouts whenever they are free. The online communities and fitness group sessions bring a sense of strong motivation and a competitive atmosphere to the members so that they can unleash their true potential. The challenges, leaderboards, games, fun activities, and virtual competitions add excitement and motivation to the members to push themselves to the next level. The concept of moving beyond the gym has become more popular and reliable in the current world. Online platforms like YouTube and Instagram have been found to develop more fitness communities than the usual gyms do.

2.3 THE ANTHROPOMETRIC MEASURES OF THE HUMAN BODY.

The Anthropometric measures are the systematic measures of the human body to calculate the shape, size, body mass index and other measurements of our human body such circumstances like waist, hips, limps and girths. To maintain all these measurements properly a person should follow a disciplined lifestyle such healthy lifestyle, proper workouts, sleep for recovery, hydration, nutrition, proper protein intake etc.

Certain unhealthy lifestyles reverse the functioning of anthropometric data they are stress, work pressure, irregular sleep patterns, unhealthy food habits, lack of weight training and cardiovascular exercises, and mental conditions like depression, and anxiety. Social media platforms are effective interventions that promote health and fitness to the public, over 4.26 billion people are using social media for getting fitness-related information and knowledge. (Jafar, z., et al., (2023). This study found that social media can serve as a powerful medium to reach, influence, and change physical activity and diet-related behaviours. BMI or body mass index is a numerical value that is used to check the height and weight proportions of an individual body. For defining a healthy body the BMI index should be equal and accurate. Many social media platforms provide equations and tutorials to measure the anthropometric measures of the human body. Social media opens a door for the members to express their opinions on body image, share their struggles, get motivated and stay connected.

SHAPING HEALTH: THE ROLE OF SOCIAL MEDIA PLATFORM IN ENHANCING ADULT FITNESS

There are expert fitness trainers that are available in the online platforms to get connected with, these trainers often provide personalized diet plans, workout plans, live sessions or through direct messages. The regular exposure to these media contents and influencers' posts creates a sense of adherence and motivation for beginners as well. On the other, there is an urgent need to check whether these contents provide trustworthiness beyond physical attractiveness. Guangming Zhou (2024).

Many studies have proved that active exercise can help people to compete or manage chronic diseases such as heart attack, liver failure, and diabetes, and it is highly beneficial for the body for beginners as well. On the other, there is an urgent need to check whether these contents provide trustworthiness beyond physical attractiveness. Guangming Zhou(2024). Many studies have proved that active exercise can help people to compete or manage chronic diseases such as heart attack, liver failure, and diabetes. and it is highly beneficial for the body and mind. Social media has transformed the way people engage with fitness. Traditionally, individuals relied on personal trainers, and gym memberships. However, with the rise of YouTube and Instagram, fitness guidance is more accessible than ever. These platforms have allowed fitness influencers, trainers, and health experts to share workout tutorials and meal plans. social media has become a powerful tool for influencing lifestyle choices, including health and fitness. Platforms like YouTube and Instagram provide users with access to workout routines, diet tips, and motivational content that help shape their fitness journeys.

The rise of social media has transformed many our daily life, including how we approach health and fitness. In recent years, platforms like YouTube and Instagram have emerged as powerful tools for promoting physical well-being, providing users with instant access to workout routines, diet plans, and motivational content. For adults seeking to improve their fitness these platforms serve as convenient, cost-effective alternatives to traditional fitness resource.

CHAPTER-3

RESEARCH METHODOLOGY

The research study “Examining the positive impact of social media on Adult physical health regarding YouTube and Instagram” is carried out to Analyze the factors influencing adults' physical health through social media. This section details the research methodology, including the research design, variables used in the study, sampling method, sample size, and data collection method.

3.1 RESEARCH DESIGN

This study employs a mixed methodology, which is appropriate for analyzing numerical data and identifying trends in public opinions regarding the positive impacts of social media and its influence on adult's physical health. The research follows a descriptive method to assess how social media affects people's fitness, lifestyles, food habits, diet planning and body measurements. Descriptive research helps in understanding the general perceptions of the public about social media. By using a structured questionnaire, the study gathers data on how individuals perceive the use of social media in fitness and whether they consider social media a reliable platform for satisfying their physical needs.

3.2 VARIABLES USED IN THE STUDY

SI NO	Independent variable	levels
1	Age	18-20,20-25,25-30, 30& above
2	Gender	Female and Male

Dependent variable

SI NO	Dependents Variable
1	Community development
2	Anthropometric measures of the human body

3.3 SAMPLING METHOD

The study employs a random sampling method to ensure a fair representation of the general public, considering the widespread accessibility of social media across various demographics.

The research was mostly based on the primary data and information. The questionnaire is prepared to support all the objectives of the research. This approach allows for the inclusion of individuals from different backgrounds, ages, education levels, and professions, ensuring a diverse set of perspectives. The inclusion criteria consist of individuals aged 18 and above who actively use social media for following fitness training. By adopting a random sampling technique, the study minimizes bias and ensures that the collected responses accurately reflect the varied opinions and experiences of the public regarding social media as a source. To accomplish the study graphs, pie charts have been applied for the analysis.

SAMPLE SIZE

The sample size used for the study is 109 respondents.

3.4 DATA COLLECTION METHOD

This study utilizes both primary and secondary data collection methods to analyse the impact of social media on adult physical health. Primary data is gathered through structured surveys and questionnaires distributed to the public who actively participated in Social Media. Secondary data is collected from a focus group discussion, Combining these methods ensures a comprehensive understanding of the trends, challenges, and credibility of social media as a fitness platform.

3.5 INSTRUMENT USED FOR THE STUDY

For information collection, a structured questionnaire comprising 16 questions where applied. The survey was performed online, with respondents receiving a Google form allotted using the researcher throughout numerous locations. The questionnaire was divided into parts: the primary part focused on accumulating demographic data along with age and gender. The secondary part is statement questionnaire.

3.6 DISTRIBUTION OF SAMPLES

The researcher used 109 samples for this study. The samples were distributed based on demographic variables such as ‘Age’ and ‘Gender’.

AGE	FREQUENCY
18-20	9
20-25	60
25-30	20
30 & ABOVE	20
TOTAL	109

Frequency Distribution of the Respondents and their Gender.

GENDER	FREQUENCY
FEMALE	69
MALE	38
TOTAL	109

3.7 RESEARCH QUESTIONS

1. Which social media platform has influenced you more in pursuing your physical health?
2. How often do you use social media for fitness-related information?
3. What type of health-relate contents do you get from YouTube and Instagram?

CHAPTER-4

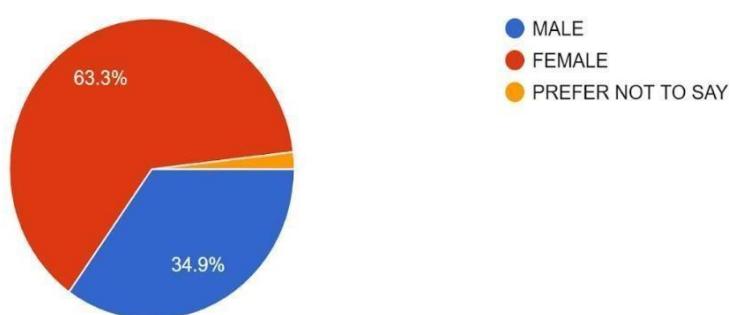
FINDINGS, DATA ANALYSIS AND DISCUSSION

4.1 FINDINGS

According to the survey, the majority of the individuals are relying upon YouTube multiple times a day which shows their strong involvement and focus in platforms like YouTube. The survey indicates that most individuals use YouTube to gain knowledge and information on fitness and to stay connected with the fitness community and fitness enthusiasts across the globe. They use social media platforms to stay updated, to learn new skills on fitness, to follow fitness influencers or to share personal content. This shows that this platform functions as a networking tool to stay connected with the fitness world and even update.

The results show that respondents spend more time on social media platforms like YouTube for more than 3-4 hours daily, which shows their active engagement in YouTube. According to the survey around 34.9% of people are using social media platforms daily and 27.5% of people are using it 3-5 times a week which signifies the greater influence of social media platforms in our daily lives and there is a strong involvement in these platforms. The age group helped me to understand more about the behaviours of the individuals and also helped me to realize how they are influenced.

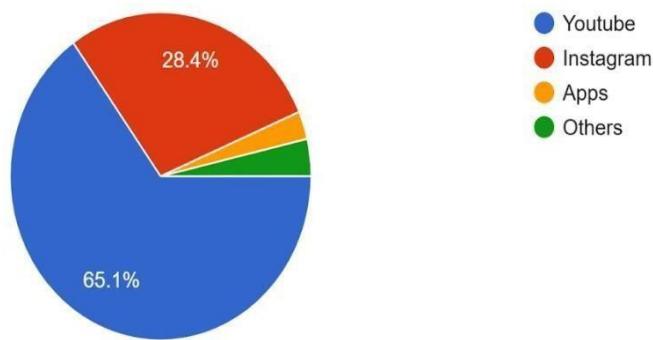
GENDER
109 responses



The survey went down to 110 individuals, out of which I got 109 responses. Of the 109 responses, 63.3% were female and 34.9% were male. This shows that females are more influenced by social media fitness programme and many of the women are working-class people who highly prefer social media platforms to do the workout and learn new fitness programmes via the internet. People involved in the discussion were mostly in the age group between 25 and above. They all unanimously and strongly opined that YouTube has played a significant role in imparting knowledge and creating motivation and enthusiasm in their pursuit of fitness and well-being.

Which platform has influenced you more in pursuing your physical health?

109 responses



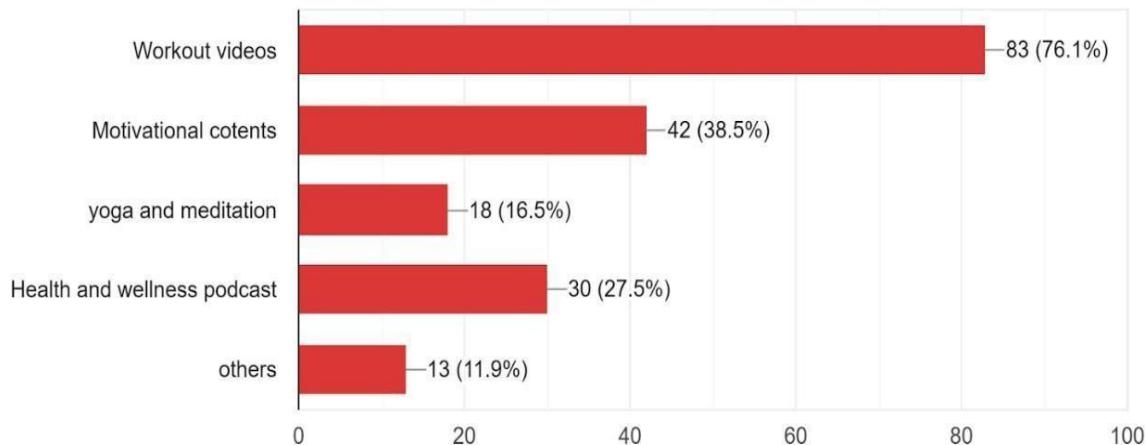
According to the survey, 65.1% of respondents use YouTube as a fitness platform to get informed about the fitness routine and to gain more knowledge about diet patterns, and exercise tutorials through long brief narrating videos. The other 28.4% of respondents rely on Instagram as they see Instagram providing short videos by the influencers. According to the survey YouTube serves as a common ground for individuals to engage in shared experiences, strengthening social bonds by facilitating brief discussions with loved ones.

Watching a variety of new workout patterns and videos on screen can provide adults with the

opportunity to discover and experiment with different personal identities and career goals. Hence it is clear from the survey that the majority of the users use YouTube as the major platform that delivers more credible and precise fitness content. To the question of why YouTube is a pioneering platform in this regard, the majority of them came up with many opinions such as YouTube making everything understandable and simple whereas on the other hand platforms like fitness apps, all need future subscriptions to continue the process but YouTube doesn't demand that. Where on the other hand Instagram provides video content that is short and may create a sense of missing out.

What type of health-related content do you get from youtube?

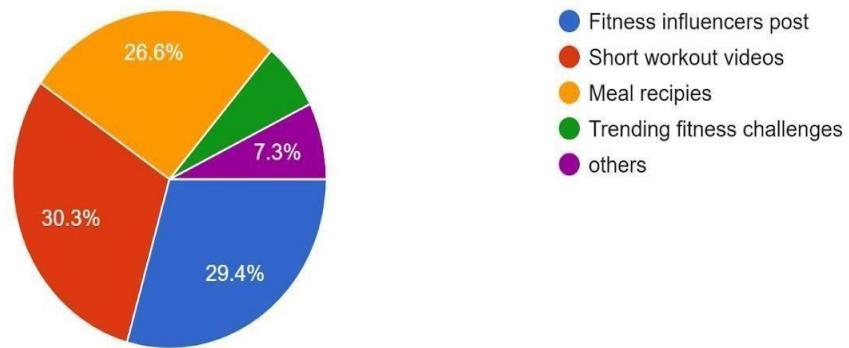
109 responses



This is a multiple-response survey question where the majority of people 76.1% voted for the workout videos. 38.5% of respondents for motivational content, 27.5% in health and wellness podcasts, and 16.5% on yoga and meditation. Individuals who use the social media platform for fitness are particularly drawn to workout video-based contents that evoke feelings of productivity through stimulating content. The video-based sessions can capture attention which can create a positive feeling. People always value the informational and educational content that they receive from social media. The Study revealed the major differences between YouTube and Instagram in terms of their productivity. From the in-dept analysis, YouTube was found to be the most influential platform which provides in-depth fitness routines with deep tutorials. At the same time Instagram was seen as more sophisticated in delivering motivational short videos for the people. The findings of the study remark on the true potential of social media platforms in delivering health and fitness content.

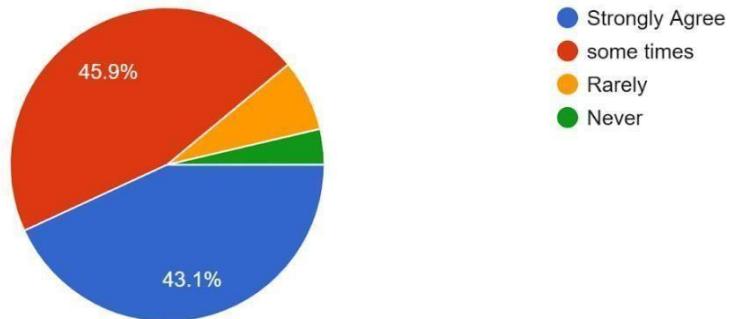
What type of health-related content do you get from instagram ?

109 responses



From this survey, 30.3% of respondents follow short workout videos from Instagram because they find it more easy and time-saving. 29.4% of respondents rely upon fitness influencers' posts as they find them more credible. The social media fitness platforms also provide diet patterns to stay nutritious and healthy by providing healthy meal recipes with proper calorie counts so that people can select the diet plan of their choice, around 26.6% of respondents are following meal patterns from Instagram.

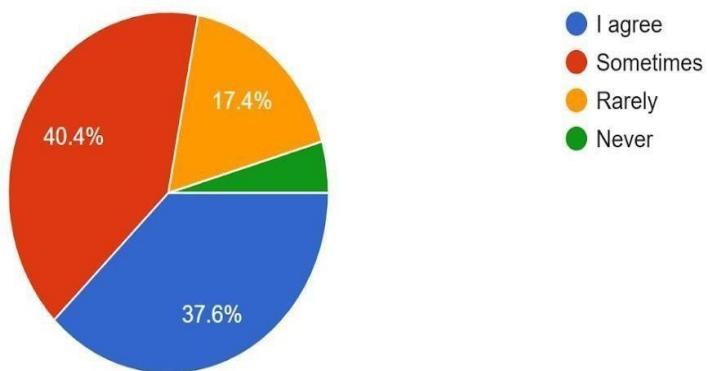
social media communities has encouraged me to build more fitness goals and a healthy lifestyles
109 responses



According to the survey response, the majority of the respondents strongly agree or agree that social media platforms help them to build more fitness goals and a healthy lifestyle. Around 45.9% voted for sometimes and 43.1% voted for strongly Agree this simplifies that social media platforms have reached their potential to influence the audience by providing them ample opportunities and a healthy lifestyle. Social media platforms have increased productivity, and here majority of them consider social media platforms to be a companion for people who want to invest in health and happiness. The participants also stress the importance of community support and accountability of social media. It always opens a door for the people who wish to join a community, and share their true stories, experiences, transformational thoughts, moves etc. with a wide range of people across the globe. Hence these are the major discussions held at the fitness studio that support the inclusion.

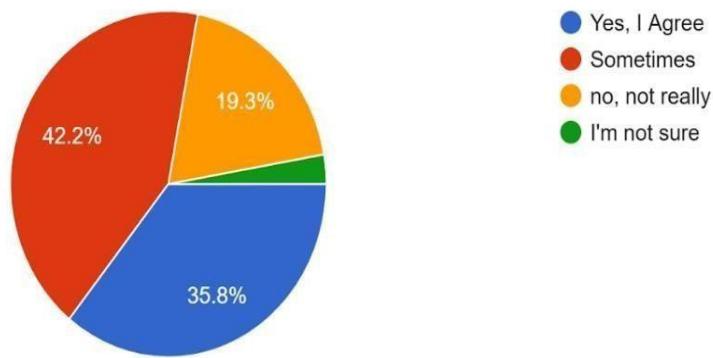
I found social media as the most reliable platform for my physical health than traditional classes.

109 responses



The statement “I found social media as the most reliable platform for my physical health than traditional classes.” A majority of respondents agree or sometimes agree with that. Almost 40.4% of respondents voted for sometimes agree and 37.6% of respondents voted for agree to it that they see social media as a more reliable platform for physical health than the traditional classes. The other 17.4% of respondents voted for rarely because of personal concerns and other reasons. Many of the members mentioned that the social media platforms help them find workouts that suit their requirements and needs such as low-impact workouts for beginners, weightlifting techniques, flexibility, and other customizable programs to satisfy their specific needs. From social media, we can connect with a wide range of expert coaches and seek guidance from them. Many members think that YouTube works better in delivering fitness content than Instagram, while Instagram focuses more on aesthetics over science and technique.

I believe that social media platforms have improved my eating pattern and diet planning
109 responses



According to the statement “I believe that social media platforms have improved my eating patterns and diet planning” majority of the respondents agree with the statement that they believe social media platforms have improved their eating patterns and diet planning. Almost 42.2% of respondents voted to agree and 35.8% of respondents voted to strongly agree. Hence it simplifies that the social media platform had played a crucial role in improving the eating pattern of the users. Social media platforms provide them with several productive ways to cope with changing lifestyles by building good food habits.

4.2 DISCUSSION

When it comes to fitness, the majority of adults are influenced by the wide range of accessibility, most of them expressed their strong appreciation for YouTube over other social media platforms in creating a positive influence on their fitness journey. They often promote influencers and their biased opinions. One of the major points they raised was the sharing of motivational stories of different people across the world. During the group discussion, almost 80% of people expressed their strongest appreciation for social media in promoting fitness content and 20% of them seemed to traditional platforms as the better one because of many reasons like lack of media literacy, and other personal concerns.

Another key aspect that is mentioned in the research project is the Accessibility and convenience of social media. Many of the participants think that social media plays a significant role in promoting physical health.

- People always value the informational and educational content that they receive from social media.
- When it comes to fitness, the majority of the adults of adults are influenced by YouTube as the best platform.
- Attractive visuals and tutorials have a greater impact on decision-making among adults whether to follow social media or not.
- Instagram is the most popular site for advertising but YouTube is the most useful platform in terms of credibility.
- A significant number of respondents believe that social media is a game changer in the fitness field.
- While some respondents are unsure if it contributes to future development

CHAPTER-5

CONCLUSION

The research aimed to find how social media influences adults to build fitness journeys. This study examined how social media, particularly YouTube and Instagram, can improve physical fitness in adults, particularly in the age group of 18 and above. Social media sites can significantly improve an adult's physical health, especially when combined with more conventional means of exercise and wellness. It also encourages users to use social media platforms such as YouTube and Instagram to supplement traditional fitness classes and health practices. It provides evidence-based workout formats that create a high level of credibility and wellness. The findings of the study also bring significant strategies for the development of innovative health development practices. The study highly focuses on impacting the power of social media to promote a healthy lifestyle, healthy eating and overall wellness.

The study will provide a clear insight into the fitness journey and help to improve the overall quality of life. The research has certain limitations in nature as the users are biased and have different impacts on different people. The intensity of influence differs from person to person and this could affect the usage of such platforms. The study holds a great level of possibilities for fitness through social media because they are evolving beyond limitations.

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QUESTIONNAIRE

1. Age

- 18-20
- 20-25
- 25-30
- 30 & Above

2. Gender

- Female
- Male
- Prefer not to say

3. How often do you use social media for fitness-related information?

- Daily
- 3-5 times in a week
- Once in a week
- Rarely
- Never

4. Which platform has influenced you more in pursuing your physical health?

- YouTube
- Instagram
- Apps
- Others

5. What type of health-related content do you get from YouTube?

- Workout videos
- Motivational contents
- Yoga and meditation
- Health and wellness podcast
- Others

6. What type of health-related content do you get from Instagram?

- Fitness influencers post
- Short workout videos
- Meal recipes
- Trending fitness challenges
- Others

7. Which social media platform has influenced you more in pursuing your physical health?

- YouTube
- Instagram
- Apps
- Others

8. Have you ever joined a fitness community through a social media platform?

- Yes
- No
- Yes, YouTube
- Yes, Instagram

9. What motivates you to follow YouTube fitness content?

- Long brief video content
- Well-explained videos
- Influencers contents
- Fun and challenge
- Others

10. What motivates you to use Instagram fitness content?

- * Influencers post
- * Short fitness reels
- * Easy tutorials
- * Interactive live sessions
- * Others

11. “I trust social media platforms to deliver accurate and upgraded health information than the traditional professionals.”

- * Strongly agree
- * agree
- * Sometimes
- * Never
- * Strongly disagree

12. “I believe that social media platforms have improved my eating pattern and diet planning”

- * Yes, I agree
- * Some times
- * Agree
- * Never

13. “Apart from traditional offline fitness programmes, the online sessions helped me to find new people with strong mindsets all over the world Yes, significantly

- * Yes, I agree
- * Sometimes
- * Rarely
- * Never

14. "I have noticed a visible change in my physical health and metabolism by following online fitness classes through social media"

- * Yes, I have
- * Sometimes
- * Rarely
- * Never

15. social media communities have encouraged me to build more fitness goals and a healthy-lifestyles

- Strongly Agree
- Sometimes
- Rarely
- Never

16. I found social media as the most reliable platform for my physical health than traditional classes.

- I Agree
- Sometimes
- Rarely
- Never