

SOCIAL COMPARISONS – POLISH STUDIES

Research on social comparisons focused on appearance within the Polish population highlights the significant influence of these mechanisms on body image, particularly among young adults. An analysis conducted among Polish university students revealed that dissatisfaction with one's appearance is widespread, with many respondents expressing a desire to change their body, potentially linked to comparisons with others (Platta et al., 2023). Other studies suggest that the internalization of ideal body standards, promoted by the media and society, is a significant factor contributing to body dissatisfaction among women in Poland, the Czech Republic, and the United States (Czepczor-Bernat et al., 2017). Furthermore, psychosocial factors, such as social support and self-esteem, play a crucial role in adolescents' perception of body weight congruence with societal ideals in Poland (Dzielska & Woynarowska, 2022). These findings underscore the importance of social comparisons and cultural influences in shaping body image within the Polish context. While these studies provide valuable insights, they also highlight the need for further, more detailed research using advanced methodologies and tools to deepen our understanding of the complexities of social comparisons and their implications.

*The Polish version
of the BEECOM*

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