

## Exploring the Representations of the Moroccan Female Body on Social Media: YouTube as a Case Study

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**Abstract :** YouTube is one of the social media platforms that has gained popularity over the last decade. With the use of YouTube channels, young girls are able to post videos about their opinions of the ideal body and beauty and connect to their audience through likes, comments, and shares. In addition, it has become apparent that these young women associate their bodies with the ideal body image. They relate their body to the ideal body aspects that are produced by YouTubers, which causes differences between their body shape and the ideal body. Thus, this has led many researchers to explore whether these social media outlets are influencing the ways women look at their bodies and whether these social media associations cause a negative body image. The purpose of the study is to examine body image perceptions of Moroccan YouTubers. In other words, the study will explore the ways Moroccan YouTubers perceive their body and whether they follow a pattern of objectification or not.

**Keywords :** body image, gender, social media, representation, female body

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