

Greece report

Our bodies.

seen

counted

respected

What methodology was used?

The Elephant Talk participatory data collection.

The Elephant Talk survey consists of 27 questions and has been administered up until April 30th, 2025, across 8 different language versions: Catalan, Croatian, Greek, Italian, Portuguese, Romanian, Slovenian, and Spanish.

The patterns observed offer interesting insights, but should be understood as exploratory rather than confirmatory. In particular, we recommend not comparing country results with each other and always checking the sample size behind the percentages.

Because of how the survey was sent out and of due to its length, it is likely that the results are prone to selection bias, with individuals who care most about the issue being the most represented. This could explain, for example, the over-representation of female participants in our study.

It's important to avoid comparing results from different countries between each other, especially because of the very different demographics that comprise each sample.

For example, the Romanian survey stands out because of the marked presence of a young and male demographic, while most of the other countries skew towards an older and female majority response composition.

For all these reasons, the analysis should be valued mostly not for its statistical significance but because it has revealed potential areas and angles that should be further assessed through larger studies or actions.

More importantly, the surveys served as a means to actively engage young people with the issue, representing a valuable exercise in building awareness and self-reflection.

What are the 27 questions?

QID Question

QType

1	How old are you?	Single select
2	What's your gender identity?	Single select*
3	Where do you live?	Free text
4	What are you currently involved with?	Multi select**
5	Which of the following platforms do you use the most?	Multi select**
6	Have you ever done any of the following online?	Multi select**
7	Select the sentences you agree with	Multi select
8	Have you ever heard the term "online body shaming"?	Single select
9	How would you describe it in your words?	Free text
10	What do you think are the main reasons for online body shaming?	Free text
11	In your opinion, how common is body shaming on your social media?	Single select
12	Which groups do you think are most frequently targeted by online body shaming?	Ranking
13	Have you ever witnessed body shaming incidents online?	Single select
14	Have you ever experienced body shaming online?	Single select
15	What platform have you encountered body shaming on?	Multi select**
16	What form of body shaming have you encountered?	Multi select**
17	If you have ever witnessed or experienced online body shaming, how did you react?	Multi select**
18	What kind of words have you encountered that you would consider to be body shaming?	Free text

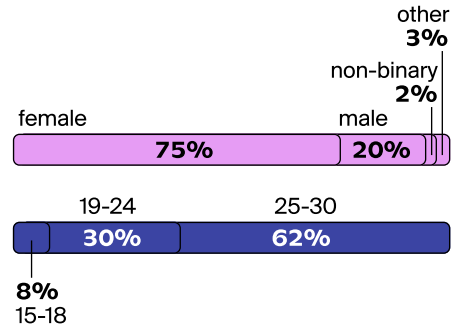
19	Have you ever experienced body shaming online (Examples: I feel anxious about how others may perceive my body, I have negative thoughts about my body, I have self-esteem issues)	Rating
20	To what extent do you think that online body shaming can affect physical health (Examples: I changed my eating habits, I started working out excessively, I make effort to change my appearance by using make-up)	Rating
21	To what extent do you think that online body shaming can affect social behaviour (Examples: I avoid eating in public, I dress differently, I use filters/ photoshop my photos, I avoid being photographed, I do body-checking more often)	Rating
22	Do you think the phenomenon of online body shaming should be addressed?	Single select
23	Do you think social media platforms do enough to combat body shaming?	Single select
24	Do you think social media platforms do enough to combat body shaming?	Single select
25	Who do you think someone who experienced online body shaming should talk to for support?	Multi select**
26	What actions do you think should be taken to support someone who experienced online body shaming?	Multi select**
27	Would you like to share any thoughts or experiences related to this issue?	Free text

*1 of the 9 single select questions also included a "Other, specify" option, which could be populated with free text.

**8 of the 9 multi select questions also included a "Other, specify" option, which could be populated with free text.

Greece

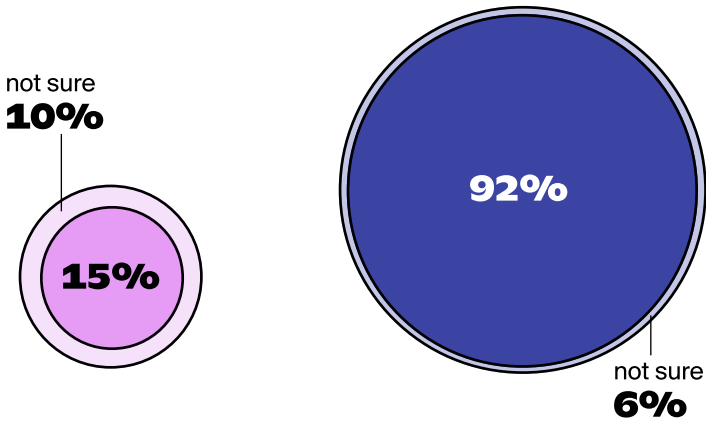
There are 109 completed surveys in Greek. The respondents skew towards an older demographic, as 92% of them are between 19 and 30 years old. The majority of survey participants identify as female.



How common is body shaming?

1 I have **experienced** or **witnessed** online body shaming!

Among the youths surveyed, 15% have experienced body shaming, plus another 10% are not sure. Furthermore, 92% have witnessed it, and 6% are not sure about whether they witnessed it or not.



Frequency of "Yes" responses to the question "Have you ever experienced body shaming online?" and "Have you ever witnessed body shaming incidents online?".

by gender identity

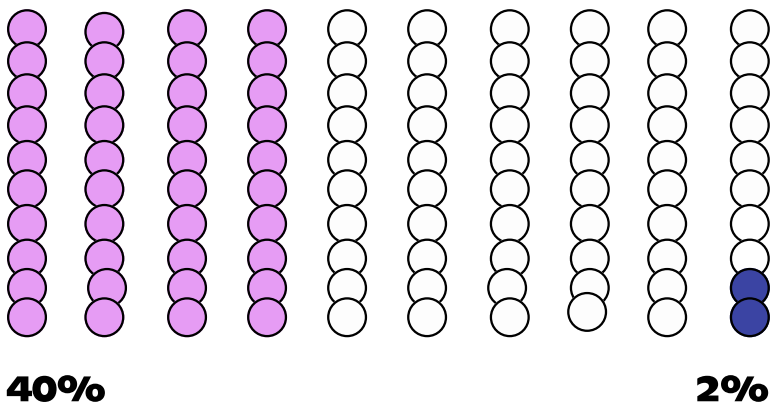
female	male	non-bin
16%	9%	0%
91%	95%	100%
N=82	N=22	N=2

by age group

15-18	19-24	25-30
22%	18%	12%
89%	94%	91%
N=9	N=33	N=67

2 I think body shaming is **very common** ...I think it is **not common at all**

About 40% of respondents consider online body shaming very common, while only 2%, on the other hand, claim to never have seen it.



Frequency of "Very common" and "Not common at all" responses to the question "In your opinion, how common is body shaming on your social media?".

by gender identity

female	male	non-bin
43%	32%	100%
1%	5%	0%
N=82	N=22	N=2

by age group

15-18	19-24	25-30
11%	42%	43%
11%	0%	1%
N=9	N=33	N=67

What are widespread body shaming actions and beliefs?

1

I have **encountered** or **perpetrated** online body shaming!

Comments on appearance are the most common form of body shaming encountered by respondents, reported by 92% of them.

Considering actions perpetrated, nearly half (48%) of the survey participants have done at least one of the mentioned behaviours, with "Direct messages or private comments on appearance in group chats about other people" being the most commonly perpetrated.

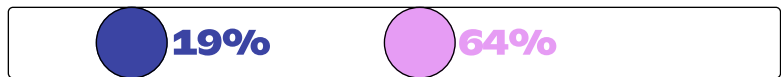
Comments on appearance



Memes or images mocking body types



Comparing someone's physical appearance to how they used to look



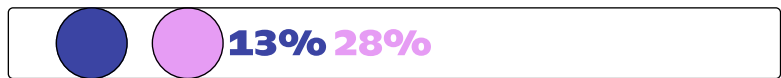
Comparisons to others



Direct messages or private comments on appearance in group chats about other people



Direct messages or private comments on appearance to the person directly



None of the above



Frequency of responses to the questions "What form of body shaming have you encountered?" and "Have you ever done any of the following online?".

by gender identity

female male non-bin

90%	95%	100%
10%	18%	0%

by age group

15-18 19-24 25-30

78%	97%	91%
22%	6%	12%

68%	77%	100%
17%	27%	0%

89%	67%	70%
22%	12%	21%

67%	55%	50%
15%	32%	50%

56%	67%	64%
33%	33%	10%

54%	59%	50%
13%	23%	50%

56%	55%	55%
11%	27%	10%

28%	32%	0%
16%	36%	0%

22%	33%	28%
33%	21%	19%

29%	27%	0%
10%	27%	0%

22%	27%	30%
22%	12%	12%

61%	27%	0%
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67%	48%	52%
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2

There are harmful social beliefs about online body shaming!

Around 17% of respondents agree that “If you expose your body on social media, you should accept all kinds of comments”, while about 12% believe “It is acceptable to express my opinion about someone’s body on social media.”

If you expose your body on social media, you need to accept all kinds of comments



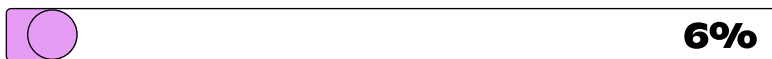
It is acceptable to express my opinion on a body I see on social media



Influencers with plus-sized bodies represent a bad example for young people



I am more likely to express my opinion on someone's body on the internet rather than in real life



It's ok and acceptable to laugh about comments and jokes about photos of other people's bodies



None of the above



Frequency of responses to the question “Select the sentences you agree with...”

by gender identity

female	male	non-bin
9%	45%	0%

by age group

15-18	19-24	25-30
44%	21%	12%

female	male	non-bin
9%	23%	0%

15-18	19-24	25-30
11%	21%	7%

female	male	non-bin
4%	14%	0%

15-18	19-24	25-30
22%	3%	6%

female	male	non-bin
5%	9%	0%

15-18	19-24	25-30
11%	6%	4%

female	male	non-bin
4%	14%	0%

15-18	19-24	25-30
11%	9%	6%

female	male	non-bin
79%	41%	100%

15-18	19-24	25-30
33%	64%	78%

What is the perceived impact of body shaming on health and sociality?

1

I believe body shaming as a heavy impact on lives!

Body shaming has an impact on people's lives. 53% of those surveyed assigned body shaming an impact of 5/5 on social behaviours, 51% an impact of 5/5 on mental health, and 36% attributed it an impact of 5/5 on physical health.



Frequency of “5/5” responses to the questions “To what extent do you think that online body shaming can affect mental health/physical health/social behaviours?”

by gender identity

female	male	non-bin
60%	41%	0%

by age group

15-18	19-24	25-30
33%	48%	58%

female	male	non-bin
51%	50%	100%

15-18	19-24	25-30
22%	42%	60%

female	male	non-bin
39%	27%	50%

15-18	19-24	25-30
11%	30%	42%

Who is most targeted by body shaming?

1 Some groups are more targeted than others!

Women, girls, and non-conforming bodies have been ranked most often as frequent targets of online body shaming.

Women	75%
Girls	58%
Non-conforming bodies	56%
LGBTIQ+ community	40%
People of color	29%
Disabled people	17%
Men	11%
Boys	7%
People with economic difficulties	4%
Elderly people	3%

by gender identity

female	male	non-bin
80%	64%	0%
61%	50%	0%
63%	36%	50%
40%	36%	100%
22%	50%	50%
16%	9%	100%
5%	36%	0%
7%	5%	0%
2%	9%	0%
2%	5%	0%

by age group

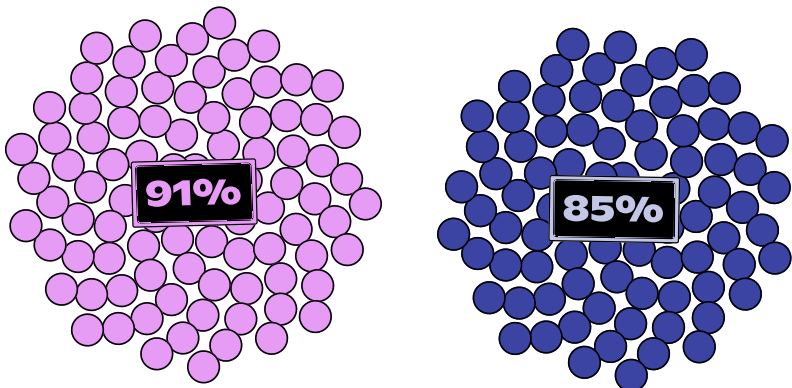
15-18	19-24	25-30
56%	82%	75%
56%	67%	54%
44%	67%	52%
44%	21%	49%
22%	33%	28%
22%	9%	19%
33%	9%	9%
22%	6%	6%
0%	3%	4%
0%	3%	3%

Frequency of responses to the question "Which groups do you think are most frequently targeted by online body shaming?" that ranked each group among the top 3.

How could we address body shaming?

1 Body shaming should be addressed and social media platforms need to do more

91% of respondents think something should be done to address online body shaming. In particular, most of them (85%) believe that social media platforms should do more to combat body shaming.



Frequency of "Yes" responses to the question "Do you think the phenomenon of online body shaming should be addressed?" and "No, they need to do more" to the question "Do you think social media platforms do enough to combat body shaming?".

by gender identity

female	male	non-binary
96%	77%	100%
90%	73%	100%
N=82	N=22	N=2

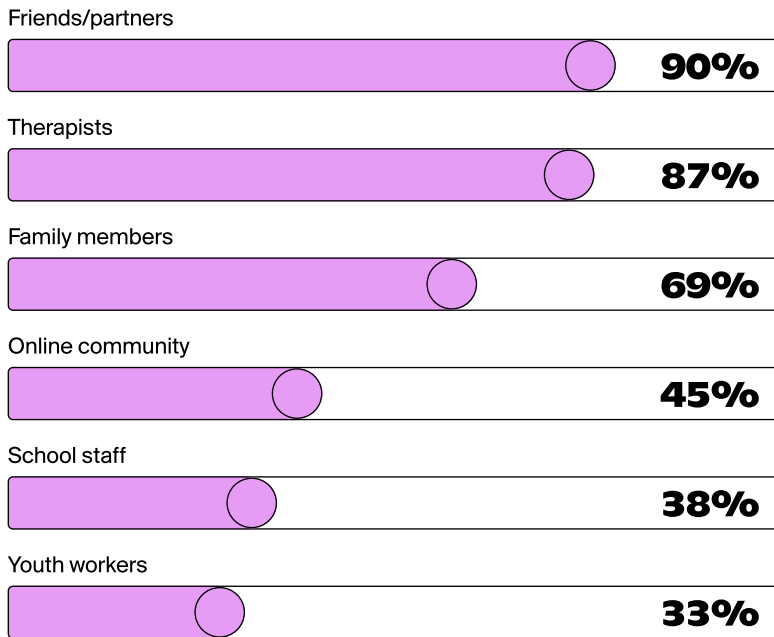
by age group

15-18	19-24	25-30
56%	94%	94%
56%	88%	88%
N=9	N=33	N=67

2

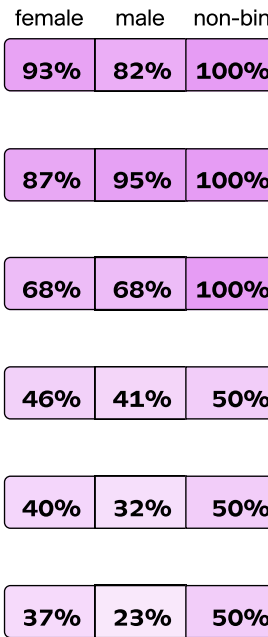
Those who are subjected to body shaming should have support!

The majority of the survey participants think that those who experience body shaming should look for support among friends/partners (90%), therapists (87%), and family members (69%).

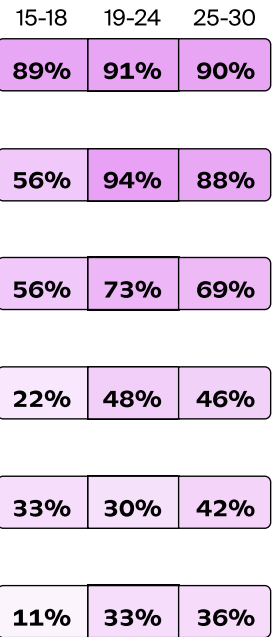


Frequency of responses to the question "Who do you think someone who experienced online body shaming should talk to for support?".

by gender identity



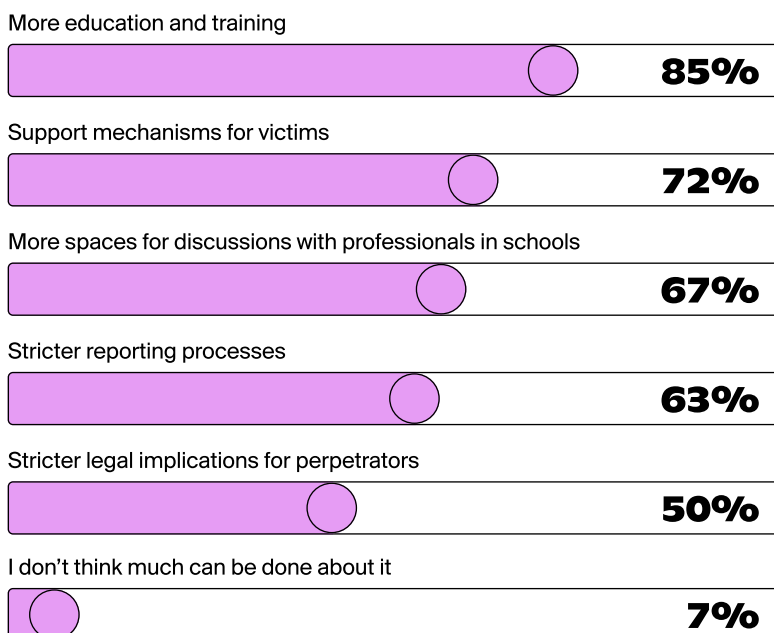
by age group



3

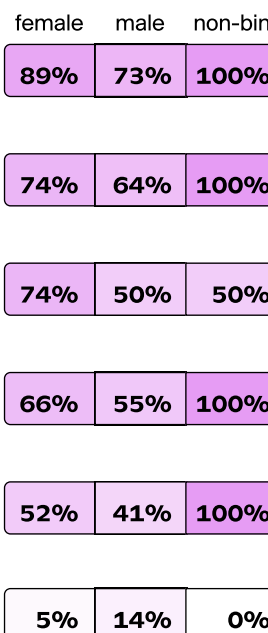
These are actions we should be taking to support those who are subjected to body shaming!

The most voted actions suggested to counter the phenomenon have to do with education. And, while less common, the majority of those surveyed consider stricter reporting processes and legal implications also valid options. Only 7% of youths considered don't think that much can be done about it.

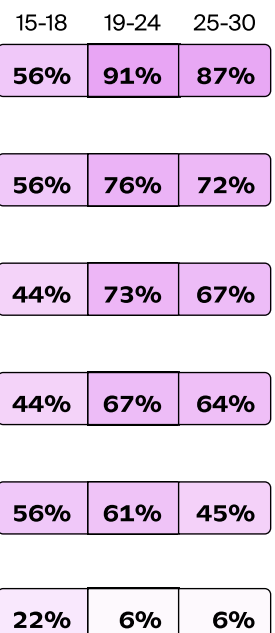


Frequency of responses to the question "What actions do you think should be taken to support someone who experienced online body shaming?".

by gender identity



by age group



What other solutions do the respondents propose?

1

I think that someone who experienced online body shaming should talk to....

1

“Ενδεχομένως σε μέλη οικογένειας τα οποία ξέρει πως θα είναι υποστηρικτικά.”

2

“Πνευματικό”

3

“Με Οποιοδήποτε Ατομο νιώθει ασφαλεία.”

2

To support someone who has experienced online body shaming, I think it's important to...

4

“Λιγότερη προώθηση των μη ρεαλιστικών προτύπων ομορφιάς, καθώς και προϊόντων για την επίτευξη μιας τέτοιας εμφάνισης.”

5

“Ενημέρωση των σύγχρονων γονέων”

Translations

1. Possibly to family members whom they know will be supportive.
2. Spiritual figures.
3. With any person they feel safe with.
4. Less promotion of unrealistic beauty standards, as well as products to achieve such a look.
5. Information for modern parents.

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Athens



POLYLOGOS



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