

Butterfly Body Kind Youth Survey 2024

Start of Block: Info_Consent

Q1_Age How old are you?

- 12
- 13
- 14
- 15
- 16
- 17
- 18

Q4_State Where do you live?

- ACT (1)
 - NSW (2)
 - NT (3)
 - QLD (4)
 - SA (5)
 - TAS (6)
 - VIC (7)
 - WA (8)
 - Outside Australia (9)
-



Q5_Postcode What is your postcode?

Start of Block: Demographics

Q_School Are you currently in primary or high school?

- Primary school (1)
 - High/secondary school (2)
 - Other (please specify) (3)
-

Q39_Sex - How would you describe your sex at birth?

- Man or male
 - Woman or female
 - Another term (please specify) _____
 - Prefer not to answer
-

Q39_Gender How do you currently describe your gender?

- Man or male
 - Woman or female
 - Non-binary
 - Prefer not to answer
 - I use a different term - please specify

-

Q40_Sexuality How do you currently describe your sexuality?

- I don't know (1)
- Straight (heterosexual) (2)
- Gay or lesbian (3)
- Bisexual (5)
- Prefer not to answer (9)
- I use a different term - please specify (0)

Q41_Culture Which cultural background do you most strongly identify with?

- Australian (1)
 - Aboriginal (2)
 - Torres Strait Islander (3)
 - Both Aboriginal and Torres Strait Islander (4)
 - New Zealander (5)
 - Asian (6)
 - Indian (7)
 - Middle Eastern (8)
 - European (9)
 - North American (10)
 - South American (11)
 - African (12)
 - Prefer not to say (13)
 - Other (please specify) (0)
-

Q42 Have you ever been diagnosed by a professional as having any of the following? If you have not been diagnosed with any of these conditions, please select the last option.

- Autism Spectrum Disorder/Being Autistic (1)
- Attention Deficit Hyperactivity Disorder (ADHD or ADD) (2)
- Physical Disability (3)
- Depressive Disorder (4)
- Anxiety Disorder (5)
- Eating Disorder (6)
- No, I have not been diagnosed with any of these conditions (1)

End of Block: Demographics

Start of Block: Body_Questions

Body_Questions These are some questions about how you feel about your body Please answer as honestly as you can.

Q6_Body_Satisfaction How satisfied (e.g. happy, confident, comfortable) are you with how your body looks?

- Completely satisfied (1)
 - Mostly satisfied (2)
 - Somewhat satisfied (3)
 - Neither satisfied or dissatisfied (4)
 - Somewhat dissatisfied (5)
 - Mostly dissatisfied (6)
 - Completely dissatisfied (7)
-

Q7_Body_Concern How concerned are you about your body image? (Body image is how you think and feel about your body).

- Not at all concerned (1)
 - Slightly concerned (2)
 - Somewhat concerned (3)
 - Very concerned (4)
 - Extremely concerned (5)
-

Q8_Other_Body_Satisf In general, how satisfied do you think other young people are with how their bodies look?

- Completely satisfied (1)
 - Mostly satisfied (2)
 - Somewhat satisfied (3)
 - Neither satisfied or dissatisfied (4)
 - Somewhat dissatisfied (5)
 - Mostly dissatisfied (6)
 - Completely dissatisfied (7)
-

Q9_Other_Body_Concer In general, how concerned do you think other young people are about their body image? (Body image is how you think and feel about your body).

- Not at all concerned (1)
 - Slightly concerned (2)
 - Somewhat concerned (3)
 - Very concerned (4)
 - Extremely concerned (5)
-

Slider Please click on the dot and then move it along the line in response to this statement.

You will need to click on the dots below for your answer to be recorded.

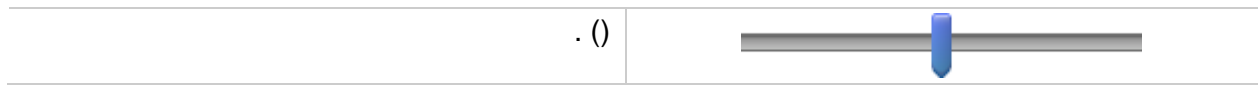
Q10_Wish_Weight Thinking about my body right now I wish I was....

Thinner/Leaner Just as I am Larger/Heavier



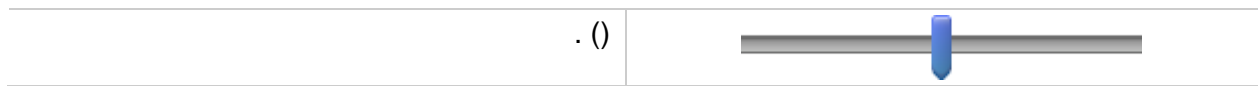
Q11_Wish_Muscle Thinking about my body right now I wish I was....

Less muscly Just as I am More muscly



Q12_Wish_Height Thinking about my body right now I wish I was....

Shorter Just as I am Taller



Q13_ Please indicate whether the statement is true about you by selecting never, rarely, sometimes, often or always. If you don't know, please select 'not sure'.

	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)	Not sure (6)
I respect my body	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good about my bod	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that my body has at least some good qualities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a positive attitude toward my body	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay attention to what my body needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel love for my body	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I appreciate the different and unique things about of my body	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You can tell I feel good about my body by the way I behave	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am comfortable with my body	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I am good looking even if I am different from media images of attractive people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14_Please put these in order of what is most important to you as a person (1 being 'most important', 5 being 'least important').

- _____ Being healthy
- _____ Being sporty
- _____ Being good looking
- _____ Being smart
- _____ Being kind

Display logic – if 'being healthy' was selected as most important in the previous question.

Q15. What does being healthy mean to you?

Q16_In general, how often do you compare your body or appearance to any of these people?

	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
Parents/guardians (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Siblings/cousins (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other teenagers (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrities (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencers on social media (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Models in advertisements (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional athletes and sports people (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Myself at a younger age (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17_ Do you think the people who make commercials and ads need to do more to help young people have a more positive body image?

Yes (1)

No (2)

Unsure (3)

Q18_MediaDoMorePosBo What things can the people who make commercials and ads do to help young people have a more positive body image?

End of Block: Body_Questions

Start of Block: Social_Media

Q19_ Do you currently use social media e.g., Instagram, YouTube, Snapchat, TikTok?

Yes (1)

No (2)

Q20_ Which of the following social media do you use most of the time? (Please tick your top 4).

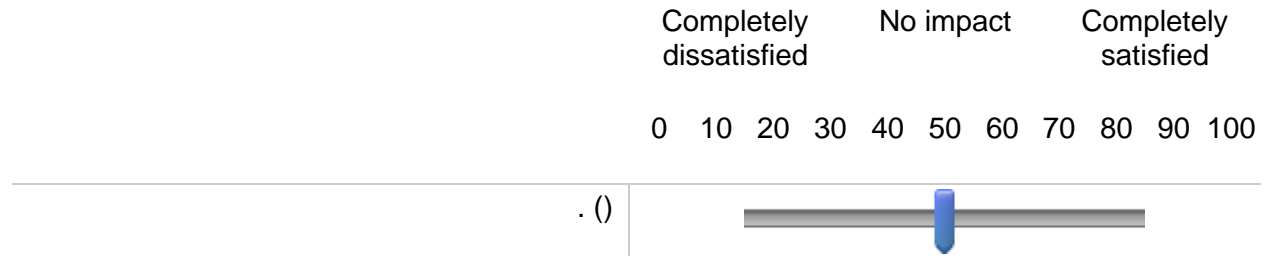
- Instagram (1)
 - Snapchat (2)
 - TikTok (3)
 - YouTube (4)
 - Twitter (5)
 - Tumblr (6)
 - Pinterest (7)
 - Discord (8)
 - Facebook (9)
 - Messaging services such as WhatsApp, Messenger, or WeChat (10)
 - Reddit (11)
 - Other (please specify) (12)
-

Q21_ How would you describe the amount of time you spend on social media?

- More than I would like (1)
 - About right (2)
 - Less than I would like (3)
-

Q22_ Please click on the button and then move it along the line in response to this question.

How satisfied does social media make you feel about how your body looks?



Q23_ How often do you see your body/shape/size on social media?

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)
- Not sure (6)

Q24_ Do you think social media platforms need to do more to help young people have a more positive body image?

- Yes (1)
 - No (2)
 - Unsure (3)
-

Q25_SocialMediaDoMor What things can social media platforms do to help young people have a more positive body image?

Q26_SocialMedia_Past Thinking about your online experiences, in the last 12 months how often have you done any of the following?

	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
Had a break from social media because it was affecting how I felt about my body (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unfollowed pages or people which made me feel bad about my body (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posted unfiltered or unedited photos of myself (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commented kindly and honestly on a friend's post (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Followed pages and people which inspire me and have nothing to do with appearance (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taken action against appearance teasing and bullying e.g. by reporting, blocking or commenting (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What age should people be allowed access to social media?

- 12 years old or younger
- 13 years old
- 14 years old
- 15 years old
- 16 years old
- 17 years old

- 18+ years old

Why do you think this age is appropriate?

End of Block: Social_Media

Start of Block: Teasing

Teasing Here are some questions about negative comments and teasing about appearance.

Please answer as honestly as you can.

Q27_ Have you ever received negative comments or been teased about your appearance?

- Yes (1)
 - No (2)
 - Unsure (3)
-

Display This Question:

If Have you ever received negative comments or been teased about your appearance? = Yes

Q28_ When did this happen?

- In the last month
 - In the last 6 months
 - In the last 12 months
 - Longer than a year ago
 - Not sure
-

Q29_ **Where** were you when you were teased or received negative comments about your appearance? (Select all that apply)

- At school
 - On the way to or from school
 - On social media
 - During an online game
 - Via text/group chat
 - At home
 - Friends' houses
 - At family events
 - Sporting event/s by a player/spectator
 - Sporting event/s by a coach
 - Prefer not to say
 - Other (please specify)
-

Q30 Have you ever teased or made negative comments to someone else about their appearance?

Yes

No

Unsure

Display This Question:

If Have you ever teased or made negative comments to someone else about their appearance? = Yes

And Have you ever teased or made negative comments to someone else about their appearance? = Unsure

Q31_ When you teased or made negative comments to someone about their appearance, where did this happen? (Please select all that apply)

- At school
 - On the way to or from school
 - On social media
 - During an online game
 - Via text/group chat
 - At home
 - Friends' houses
 - At family events
 - Sporting events
 - Prefer not to say
 - Other (please specify)
-

End of Block: Teasing

Start of Block: Body_Things_Do

Here are some questions about how feelings about your body may affect the things you do
Please answer as honestly as you can.

Q32_ Have feelings about the way you looked ever stopped you from doing any of the following things?

	Hasn't stopped me (1)	Stopped me a little bit (2)	Stopped me quite a bit (3)	Stopped me all the time (4)	Not sure (5)
Going to the beach or pool (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going to a social event, party or gathering (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going shopping for clothes (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doing a physical activity/sport (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giving an opinion or standing up for myself (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going to the doctor (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going to school (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raising my hand in class (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focussing on school work (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spending time with friends and family (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now for a question about some of the things you might do to feel good in your body Please try to answer as honestly as you can.

Q33_ How often do you do the following?

	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
Speak positively about my body (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage my friends to talk less about appearance (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to someone if I am not feeling good about my body / appearance (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be grateful that my body allows me to do activities that I enjoy or find important (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spend less time focusing on my appearance so I have more time for other things I enjoy (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remind myself that the bodies I see on social media do not reflect the different bodies in real life (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Try to value people for their personality and who they are rather than how they look (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoid saying unkind things about other people's body or appearance (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surround myself with people who like me for who I am, rather than how I look (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Move my body in ways which make me feel good (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Start of Block: Strategies

Strategies Now for your thoughts on strategies to help young people with body image

Q34_ Thinking about schools, to what extent do you agree with the following?

	Strongly Disagree (1)	Disagree (2)	Unsure (3)	Agree (4)	Strongly Agree (5)
Primary schools should do more to help children develop a positive body image (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High/secondary schools should do more to help young people develop a positive body image (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anyone working with young people should be trained in how to support positive body image (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There should be more resources at school for anyone who is struggling with their body image (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schools need to do more to stop bullying / teasing about appearance/body size (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q35_ What do you think are the best ways for young people to get information about body image? Please select all that apply.

- Apps
 - Social media e.g. TikTok / Instagram
 - Podcasts
 - Online education programs
 - YouTube
 - Other young people
 - Parents/guardians
 - Siblings
 - Teachers
 - Programs or talks in school
 - School Counsellor / Student Wellbeing Team
 - Other people who have overcome serious body image concerns
 - Youth groups / services
 - Telephone/ Email/ Webchat/ Messaging services
 - Other (please specify)
-

Q36_ Have you ever been given strategies for positive body image?

	Yes (1)	No (2)	Don't Know (3)
In primary school (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In high/secondary school (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By your parents/carers (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q37_ If you could choose, how would you like **skills to improve your body image** to be delivered in your school? Please tick all that apply.

I would like...

- It to be included in normal school lessons as part of the curriculum (e.g., PDHPE)
 - It to be delivered by young people who are trained to deliver the skills
 - Empowerment groups offered during lunchtimes (e.g., like social justice groups etc.)
 - It to be delivered by a speaker from outside of the school
 - It to be delivered by a person who had overcome their own body image concerns
 - It to be an online program which you could do at your own pace and seek support when needed
 - Other (please specify)
-

End of Block: Strategies

Start of Block: Magic_Wand

Q38_ If you had a magic wand and could change the world, what would you do to help young people feel good in their bodies?

End of Block: Magic_Wand

Start of Block: Feedback

Q43_ How did completing this survey make you feel? Click on the image.

- OK
- Sad
- In control/empowered
- Bored
- Happy
- Embarrassed

End of Block: Feedback

Start of Block: END_SURVEY

Thank you for completing this survey and helping Butterfly to create a more Body Kind Australia, where all bodies are treated with kindness and respect. We really appreciate you sharing your thoughts and ideas.

After reading the information below don't forget to press click through to the end to exit the survey!

Q61 It's OK to say if you are not feeling OK

Reach out for help!

If you, or someone you know, is struggling to feel good in your body, or if your thoughts about your body, eating or exercise feel overwhelming, please speak to someone; a trusted adult,

teacher or friend. Not sure where to start or what to say? Our trained counsellors on Butterfly's free and confidential National Helpline (**1800 33 4673**) can support you by webchat, phone or email.

For more information visit: <https://butterfly.org.au/get-support/helpline/>

You can also talk to Kids Helpline on 1800 55 1800.

Looking for some tips on being Body Kind?

Please remember, it is not always easy to like, love, accept or feel comfortable in your body, but there are things you can do to be more Body Kind; to your own body and to others. You can find tips on being Body Kind [HERE](#). Why not start today, by focusing on one thing you can do to be kinder to your body and complete the [Body Kind Pledge](#).

End of Block: END_SURVEY

PARTICIPANT INFORMATION AND CONSENT FORM - STUDENTS

How do you feel about your body image?

How do you think other people your age feel about their bodies?

Take the Butterfly Body Kind Youth Survey and have your say!

You need your parent or guardian's permission to participate, but they will **not** receive a copy of your responses or be given any information about your responses.

This survey is going to help inform our understanding of body image in young people and improve Butterfly Foundation programs. Body image is the thoughts, feelings, attitudes, and beliefs we have about our bodies.

We want to better understand young people's body image experiences and the kinds of things that would be helpful to support them feel comfortable in their bodies.

So, if you are between the ages of 12 and 18, we want to hear from you! The Butterfly Body Kind Youth Survey Your body image, Your voice has questions about:

- how you feel about your body image
- how you think other people your age feel about their body image
- the kinds of things that might be influencing your body image
- and what you may do to support your own body image

Completing this survey is entirely up to you. You don't have to get involved and if you start the survey, you can stop at any time or skip questions you don't feel comfortable answering or aren't sure how to answer.

We expect it might take around 15 minutes to complete, but it will take everyone a different amount of time.

It's mostly ticking boxes with one or two questions that might ask you to type in what you think. We may use some of your answers as quotes, but if we do, we will make sure that any information we use will never reveal who you are.

In fact, all the information you provide will be confidential and anonymous. Your answers will never be linked to your name. Once you have submitted your survey you won't be able to withdraw your responses. However, the data contains no identifiers which means it will not be possible to identify you from them.

The findings will be a summary of everyone's answers combined and will reflect the opinions of the overall group.

Before you jump in and tell us what you think, there are a couple more things you should know.

By agreeing to do this survey, we cannot guarantee you will benefit directly. We hope to use the information to give us a really good understanding of young people's experience of body image so that we can provide better support and bring about change!

By the way, if at any time you feel uncomfortable or upset by any questions, there's a contact number on every page of the survey where you can get help. And, if you are ever struggling to feel good in your body, or if your thoughts about your body, eating and exercise feel overwhelming, please speak to someone: a trusted adult, or someone at your school, like a teacher or counsellor. You can also contact Butterfly's National Helpline – 1800 33 4673 or Kids Helpline – 1800 55 1800.

Have any questions about the survey? If so, please email education@butterfly.org.au.

We are really grateful to nib foundation who are also sponsoring this survey. Now before you go make sure you hang on for these last few bits of information.

We are using Qualtrics to collect your responses. All data collected and stored with Qualtrics will be stored in Qualtrics' secure servers in Sydney. After data collection is complete, the data will be deleted from Qualtrics and stored by the researchers involved in this project. If you have any questions about this email the Principal Investigator, A/Prof Andrea Phillipou: andrea.phillipou@orygen.org.au

The anonymous data collected in this research will be kept indefinitely and stored in a databank with other similar data. The data will be stored on the Butterfly secure server as password protected files. Researchers will use the data collected in this survey to

investigate body image in young people and might analyse the data again in the future to look at other similar topics.

The University of Melbourne human research ethic committee have reviewed and approved this study in accordance with the National Statement on Ethical Conduct in Human Research (2007) – updated 2018. This Statement has been developed to protect the interests of people who agree to participate in human research studies. If you have any concerns or complaints about the conduct of this research project, which you do not wish to discuss with the research team, you should contact the Research Integrity Administrator, Office of Research Ethics and Integrity, University of Melbourne, VIC 3010. Tel: +61 3 8344 1376 or Email: research-integrity@unimelb.edu.au. All complaints will be treated confidentially. In any correspondence please provide the name of the research team and/or the name or ethics ID number of the research project.

Please tick the below box to indicate that you provide your consent to participate in this survey.