

# Blurring the Boundaries of the Self:

## Instagram's Impact on Bodily Identity and Multisensory Experience

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### Abstract

Social media platforms are usually discussed in relation to body image and appearance-related concerns. However, digital environments may also affect more fundamental aspects of bodily self-consciousness, including how individuals experience the boundaries between self and others.

This presentation explores how social media use, particularly within appearance-focused platforms such as Instagram, may shape bodily identity and embodiment processes. Drawing on research in virtual reality, multisensory integration, and interoception, the work investigates how prolonged exposure to idealised and highly manipulable digital self-representations may influence the way individuals experience their own bodies.

The presentation discusses how embodiment paradigms, particularly enfacement and full-body illusions, can be used to investigate the relationship between digital environments and bodily self-consciousness. Particular attention is paid to the possibility that digital platforms influence the bodily self not only through appearance comparison, but also through changes in multisensory self-processing associated with repeated exposure to social media content.

The broader question guiding this work is whether sustained engagement with increasingly homogenised content on social media may progressively blur perceptual self-other boundaries and reshape bodily identity, opening new directions for embodiment research within contemporary digital environments.