

COMMITTEE- UNCSW(1)

PORTFOLIO- ICELAND

**AGENDA- REGULATING THE IMPACT OF BEAUTY FILTERS AND AI
GENERATED IMAGERY ON YOUTH MENTAL HEALTH AND BODY IMAGE
STANDARDS**



The delegation of Iceland is concerned about the rising impact of beauty filters and AI-generated imagery on youth mental health and body image standards. In today's digital world, many young people see edited faces, perfect skin, and unrealistic body shapes on social media, which can make them compare themselves to impossible beauty standards. A 2025 review found that frequent social media use is strongly linked with low self-esteem, body dissatisfaction, anxiety, and depression among adolescents. Iceland believes this issue must be taken seriously because it affects both mental health and equality, especially for girls who face greater appearance pressure online.

This concern is also seen in Icelandic research. A repeated study of 79,121 adolescents aged 13–18 in Iceland, covering the years 2009 to 2020, found that social media use increased over time and was linked with lower self-esteem and more negative body image. The study also showed that these effects were stronger among girls and younger teenagers. Another Icelandic study found that girls consistently reported more negative body image than boys across several years, proving that body pressure among youth is not a new issue in Iceland. With beauty filters and AI tools now making people look “perfect” online, the problem has become even more serious.

Iceland supports clear and practical solutions to protect children and teenagers. Under Media Act No. 38/2011, the Icelandic Media Commission is responsible for promoting media literacy and protecting children from harmful content, including harmful commercial content and inappropriate advertisements. Iceland also has an AI Action Plan 2025–2027, which promotes responsible and ethical use of AI, transparency, and education in digital technology. In addition, Iceland already applies age limits for children's participation in the information society, including social media access, and Reykjavik schools promote digital citizenship education. The delegation believes these steps should be strengthened by requiring labels on AI-edited images, limiting extreme beauty filters for minors, and expanding media literacy lessons in schools. Iceland also supports cooperation between governments, schools, parents, and platforms so young people can use technology safely without harming their self-worth