



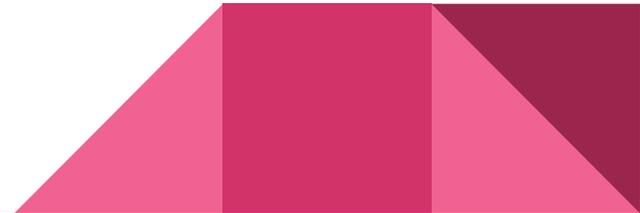
Social Media & Body Image of Young Women

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Introduction

The purpose of this project is to analyze the effects of various media outlets on young women's body image and to examine the actions that women take after receiving different messages about their bodies.

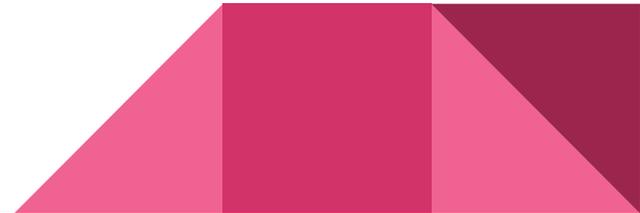


Literature Review

- Social media platforms are mostly image-based and people are trying to present the best versions of themselves on internet (“Social Media and Body Image,” n.d.).
 - Striving to have the “perfect” body image can cause the person to have eating disorders (Haglund, 2014).
 - Female teenagers tend to engage in comparing their bodies to each other’s more than male teenagers, and this causes obsession (Piercy, 2018).
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Research Questions

- What challenges do young women face about body image and beauty, and how do they respond to them?
- Why do young women get influenced by the idea of the “perfect” body image?

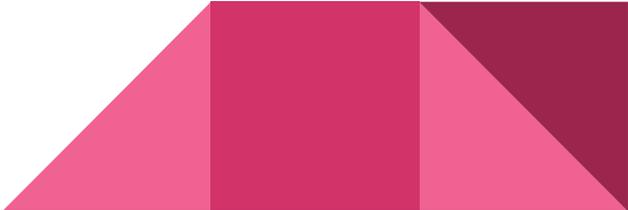


Methodology

- Interviews were held with three young women, between ages 19 - 22, to know what they personally think about beauty and body image in general, and what messages on media platforms they notice about these topics.
 - Interviews included Face-to-face interviews and an email interview. Informed consent was taken. The participants were two local AUA students and one expat community member who studies online.
 - The process included audio recordings and transcriptions.
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Interview questions

The main questions the participants were asked were the following:

- What do you think about Advertisements in general?
 - What does the media tell you about your body?
 - Did you pay attention to your body when you were a child?
 - What do you think about makeup?
 - What beauty products do you use and why?
 - What messages do you get about dieting?
 - How would you describe what beauty is?
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Methodology

Document analysis

Document analysis was done to examine the messages sent to women through different media outlets throughout the history until today.

The research was based on the following topics:

- Body Image History
 - Women Portrayed in Magazines (Beauty & Body Image)
 - Women's Clothing History
 - The 0 Size
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Findings

The three interviewees receive similar messages from the media outlets they follow about how a woman should look to be beautiful, and the main themes that three of them focused on during the interviews were the following:

- Body image and Self Esteem
 - Social Media and Advertising
 - Beauty According to The Media
 - Messages About Dieting
 - Women and Makeup
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Conclusion

Various media outlets always promote certain body images for women. Having a perfect body image and being beautiful has become one of the aims of young women, and the messages about beauty and body image targeted to them have changed throughout the years which resulted in effects on women's mentality, psychology and physical health. However, the technological development that enabled easy access to information, promoted unrealistic values and expectations.

