

8th Biennial International Qualitative Research Conference

Bournemouth University, 6th-8th September 2010

Abstract *Qualitative research and contemporary culture theme*

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Cultural issues and adolescent female behaviour in the sun; findings from a grounded theory study

In this paper I discuss the cultural issues associated with the sun-related behaviours of young women. The issues derive from a qualitative study that sought to inform skin cancer prevention work and explain why young women do as they do in the sun. The study incorporated Glaserian grounded theory method and involved twenty female volunteers aged 14 to 17 years old. Participants took part in semi-structured interviews. Discussions revealed that participants were influenced by cultural norms to 'look good' and that these norms were relayed by the media, celebrities and peers. The perception of some volunteers was that in order to be socially acceptable and to fit into their social context, they needed to conform to the appearance agenda and with peers. Participants talked of how they achieved conformity; however their methods could impact on their sun safety. I conclude this paper with discussion of the implications of cultural issues for skin cancer prevention.