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Body Image Highlight Reel: Bringing Awareness to the Effect of Social Media, Advertisements, and Societal Standards on Young Girls and Women Across the Globe

Lilly Chidester

Laken Ross

Casey Hoffman

Lily House

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BODY IMAGE HIGHLIGHT REEL



Bringing awareness to the effects of social media, advertisements, and societal standards on young girls and women across the globe.

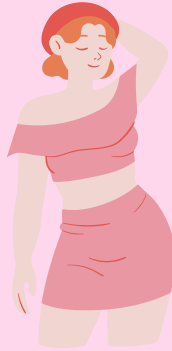
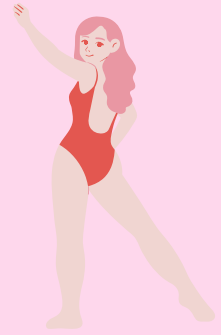
ALL COUNTRIES:

Body image issues affect about 9% of the population worldwide.



In 2013, about 1.9 million disability-adjusted life years (DALYs) were associated with eating disorders worldwide. It was estimated that eating disorders accounted for 0.1% of total DALYs worldwide and 24.6 per 100,000 age-standardized DALYs. The DALY rates of anorexia nervosa and bulimia nervosa are 11.0 and 30.2 per 100,000 in women, respectively (Li, et. al).





WOMEN COME IN ALL SHAPES & SIZES.



The growing presence of social media promotes that women have to look a certain way and fit a certain standard to be beautiful. This can negatively impact their mental health and body image.

UNITED STATES:

Eating Disorder Rates:

28.8 million Americans or almost 10% of the US population will have an eating disorder in their lifetime. 95% of these individuals with eating disorders are between the ages of 12 and 25.

Primary Causes:

There is not one single cause and each girl's experience with their eating disorder is unique and can be very complicated. Yet, there do exist several societal factors that can (and often do) play a role, including bullying, weight shaming, social media & advertisements.

Social Media Study

Psychologist, Gary Goldfield (PhD) states "Our brief, four-week intervention using screentime trackers showed that reducing social media use yielded significant improvements in appearance and weight esteem in distressed youth with heavy social media use"

("Reducing Social Media Use Significantly Improves Body Image in Teens, Young Adults" n.d.)

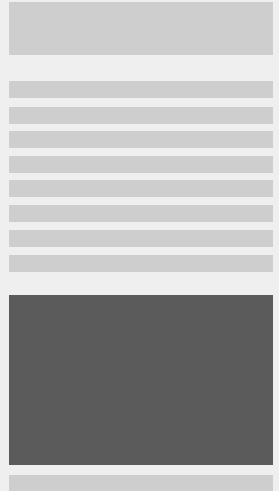
Athletics & Eating Disorders

The girls on my team are slimmer than me. Now I feel ashamed whenever I am hungry. I will just stop eating.



“In a study of Division I NCAA athletes, over one-third of female athletes reported attitudes and symptoms placing them at risk for anorexia nervosa.”

(“Reducing Social Media Use Significantly Improves Body Image in Teens, Young Adults” n.d.)



CHINA:

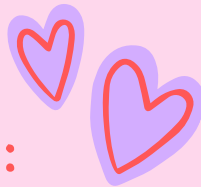


Eating Disorder Rates:

The prevalence of anorexia nervosa in females in 1990 was 35.96 vs 57.43 in 2019, per 100,000 population (Li, et. al).

Plastic Surgery Rates:

Around 1.05 million individuals underwent plastic surgeries in 2020, and a majority of them were females under 30 years old (Zhang).



Primary causes:

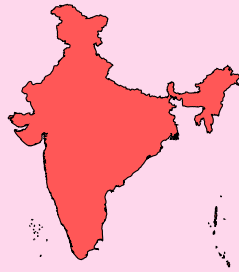
In China, the cultural beauty standard is to be as thin as can be. Being thin equates to being beautiful. This causes low self-esteem and body image issues in thousands of women in China (Daxue Consulting).

People would accept me if I was thinner like the girls I see on TikTok. I bet there's a procedure for that.

I am beautiful regardless of what my body looks like.



India



Eating Disorders:

About 4% have eating disorders, with 30% of students having abnormal eating habits.

Plastic Surgery:

About 153,317 body aesthetic surgeries in India have been performed annually, contributing to 36.5% of global surgeries. India is a top destination for plastic surgery.

Primary Causes:

Lack of physical and mental health awareness, easily available filters that alter facial features, and a shift in the perception of beauty are primary causes of both of these things.

I need a smaller waist and a bigger chest if I want to be beautiful just like all the models.



The Instagram filters make my lips and eyes so much bigger and fuller. I wish that were real. Maybe a lip filler procedure could help.



RUSSIA



Eating Disorders

Very little research has been done on the prevalence of eating disorders in Russia, but this doesn't mean that they don't exist there.

Mental health issues are very stigmatized in Russia, so those with mental disorders struggle to get the help they need.

Plastic Surgery

In 2020, Russia carried out the ninth-highest amount of cosmetic procedures in the world; there were 621,600 of them.

The Russian plastic surgery industry is worth almost \$1 billion (in 2021 it was worth \$969 million).



Primary Causes

Young women are pressured to fit into a very strict beauty image that's perpetuated by forms of media that dictate what's beautiful and what's not.

Russia's society is a patriarchal one, so women are expected to adhere to the male gaze when it comes to their appearance and behavior.

" People or things which don't fit the mainstream often end up being suppressed, both in Russia and worldwide." (The Calvert Journal)



"Elena Moseykina and Daria Kashirina both have a history of eating disorders. Together, they founded Not Skinny Enuf, a cultural platform raising awareness about eating disorders in Russia. Both want to build a community through social media to ensure that no one suffers alone." (The Calvert Journal)

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**Created by
Lilly Chidester, Casey Hofmann,
Laken Ross, Lily House**