

COSMETIC AND SOCIAL MEDIA CONS!

Abstract

In the investigation about the cosmetic industry and its uses for social media shows there is an effect of the health and wellbeing of women, these effects lower women's self-esteem and cause mental health conditions. These issues are apparent from the use of advertising and marketing imagery which are designed and filtered to give the “perfect” image however these unrealistic images can make women feel inadequate about their own appearance and cause them to compare themselves to others around them.

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INTRODUCTION

The cosmetic industry and social media combined can have an effect on how women feel about their own image, more women suffer with mental health disorders such as body dysmorphia and anorexia, this causes detrimental effects on women’s health and wellbeing. This study is based around how the cosmetic industry employs social media which effects women's self-esteem and thoughts around their body image. With social media allowing the beauty industry to use their platforms to market their products and services using misleading imagery can cause affects to how women perceive themselves.



METHODOLOGY

There are two types of data collecting terms qualitative and quantitative data, which gather information slightly different, the use of qualitative data means the use of interviews to be able to speak to the participants and gather true information by being able to read the body language of the participant and listen to their views and emotions on the topic, these are called semi- structured interviews (SSIs) each participant's interview is recorded onto a device and then transcribed, when the interviews have been transcribed the researcher would then analyse the data and look for key themes which relates back to the research question. For the study the use of qualitative data is the best data collection needed for this research (Bhandari, 2020).

FINDINGS

Using semi-structured interviews, the data collected shows there is a key difference in age ranges, the younger generation seemed to be effected more about their self-perception and the older generation used social media for the positive aspects, for health and fitness and to improve their wellbeing, but some participants still felt the effects from misleading imagery (the phycology of beauty, 2012).

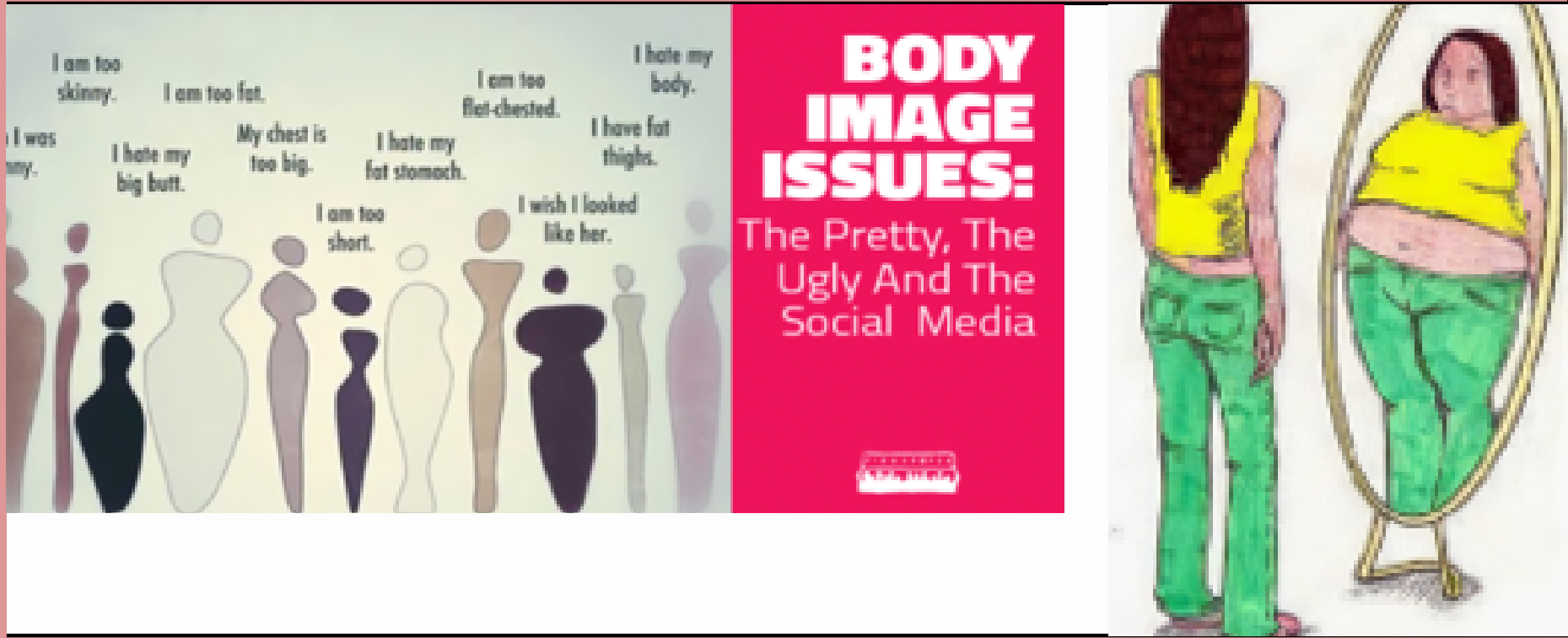
DISCUSSION

There are lots of key elements from the research that show women are effected by the topic discussed and there needs to be an element which provides women with the support they need, Further more social media should abide by marketing laws, and provide true imagery to reduce mental health problems in the future.



CONCLUSION

To conclude cosmetics and social media does impact the way women think and feel about themselves, there needs to be more support on using realistic imagery, to make viewers aware that all women are different sizes, shapes, colour, and have cellulite, stretchmarks, spots, and scars. The misleading imagery viewed on social media impacts the wellbeing of the viewers, photoshopping and filtered imagery should be used to show viewers what is real and fake, this will boost women self-confidence and reduce mental health disorders such as anorexia and body dysmorphia (Roca, G. M, 2018).



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Body Dysmorphia Comic - Bing images

https://th.bing.com/th/id/OIP.L2_3S9e3GhNaqMYXRHdBgHaFu?w=239&h=184&c=7&r=0&o=5&pid=1.7

<https://th.bing.com/th/id/OIP.dN5xL7HtjQj5DuaOKsNU6wHaE8?w=280&h=187&c=7&r=0&o=5&pid=1.7>

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