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**From 2010 to the present day: An inquiry about the visual impact social media and media types have on body image, which raises issues in female mental health.**

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## **Chapter 1: Abstract:**

*Keywords:* Visual communication, Body dissatisfaction, social media, Instagram, self-esteem, young women, anxiety, depression.

From 2010 to the present day, social media and media types have emerged into an important facet of our everyday lives, including Facebook, Instagram, twitter, print media, broadcast media and the television. In particular, image based social media, such as Instagram, is becoming increasingly popular among young people. Despite the sudden increase in the amount of young people using and viewing these platforms, there many factors that implicate why young women are unhappy and dissatisfied with the way they look. This study analyses the impact that social media based platforms or how different media types, effect young women's mental health and body image. The study shows that using social media everyday is having a detrimental effect on young women in particular, due to there being so many visual images of the 'perfect' body image out there and how you 'should' look. The study also shows that spending too much time reading negative feedback about yourself from other users online, can in fact lead to harmful consequences. Such as body dissatisfaction and in some circumstances, suicide. The study also shows that people who spent more time looking on social and print based media, had lower self-esteem, an increase in anxiety and a decrease in life satisfaction.

## **Introduction:**

Within this dissertation I will be researching and analysing the visual impact that social media has had on young women, in the past ten years. I have chosen this topic to research because it is something that has affected me and many of my friends during our adolescent years. Research has proven that body dissatisfaction can develop when women repeatedly compare their own appearances to other women's appearances. (Keery, van den Berg, & Thompson, 2004; van den Berg, Thompson, Obremski-Brandon, & Coover, 2002; Vartian & Dey, 2013.)

Interactive media types such as the internet is particularly popular among adolescents in today's society. (Bell & Dittmar, 2011; Tiggemann & Miller, 2010) thus being one of the main way's women compare appearances, through online platforms such as Instagram and Facebook. Users of these social media platforms edit photos daily to make themselves appear more flawless, making viewers of their account believe that this is the normal 'body ideal.'

In a project called 'selfie harm' by a British photographer 'Rankin', he asked teenagers to spend five minutes editing a photo of themselves to look 'social media ready.' The results were shocking, the teens made their noses thinner, slimmed down their faces, and added makeup to the point that they were unrecognisable. The final images manifest how easy you can change your appearance in just a few

minutes and how much different you can make yourself look (Hosie, R. 2019.) Image based platforms such as Instagram have become increasingly popular. With 500 million people using it every day, the average person will spend at least 28 minutes per day Instagram and it's potential advertising reach is 849.3M users (Newberry, C. 2019.) These figures are astronomical so if this is one of the factors causing body dissatisfaction, how are we meant to escape it? My main aim is to find out how powerful visual communication online really is.

From personal experience on social media over my teenage years, all my following started off posting relatively interesting photos such as food and family pictures. However, over the years I have started to notice how egocentric users have become. Posting outfit photos, overly edited selfies and half naked photos for likes. I have found that almost every girl my age, wanted to change things about themselves (including myself and friends) in order to feel more 'accepted'. For example, girls with light skin want to be darker by fake tanning or using the sunbeds. Darker Girls want lighter skin. Thin girls aspire to be more curvy, curvy girls aspire to be thinner. Girls with light hair want dark hair, girls with dark hair want light hair. Girls with freckles want to get rid of them and people without freckles want them. It conveys that in today's society you are made to feel like you should be anyone but who you actually are. You are rarely encouraged to embrace yourself and your flaws. People within

my social circle edit their Instagram photos on editing apps to make themselves appear more flawless to impress other users or to appear more 'perfect' to others. When in reality it's all false. This being one of the reasons I wanted to research this topic, I want to find out why being 'accepted' on social media and ruining our mental health, which is essentially what we are doing, is so important.

In Chapter two I will be researching documentaries linked to social media and the effect that it has had on women's mental health, over the last decade and why.

Throughout Chapter three, I will be researching experiences and current visual campaigns, from 2010 to the present day, that are helping to tackle the problem that social media is causing in young women. In Chapter four, I will be researching the evolution of the Barbie Doll and how it may be linked to adolescent girls body dissatisfaction, how women are represented in magazines and how social media is linked to women having body dissatisfaction.

## **Chapter 2:**

### **Documentaries**

#### **2.1 BBC Jesy Nelson documentary 'Odd One Out':**

Jesy Nelson's documentary had a particularly strong impact about this subject. After hearing her story on how much social media has affected her life and mental health since winning the X Factor. It manifested that social media does have an extensive impact on women's body image. Within this documentary Nelson explains how winning the X-Factor should have been the "best moment" of her life and how the other members of the girl group were "living the dream" but instead viewers took to online trolling through social media platforms. Comments such as "the fat ugly one" and "why don't you just kill yourself". Nelson claims "it literally consumed me, I hit such a low point in my life, what they said to me still affects me now." (BBC Three, 2019)

Throughout Nelson's 'Odd one out' documentary she allows cameras to film her and she meets people who are also victims of cyber abuse. Many of these victims were actually very young, Nelson visited the parents of one of the victims, 16-year-old Sian Waterhouse, who hung herself after being bullied through social media platforms about her appearance. From watching this it is evident that the viewing of social media puts young people in vulnerable situations. This documentary focuses

more on the use of social media to comment on and bully other users about their appearance, rather than it being the visual images making users unhappy.

## **2.2 Kathy Burke's All women, Episode 1: Beauty**

Kathy Burke's Documentary interviews young women who have been affected by wanting to change their appearance. Throughout, Burke explores the reasons to why young women feel the need to change their appearance or have cosmetic procedures done. I found this documentary very powerful as Burke interviews celebrities and members of the public. They all have similar answers for not feeling 'perfect' enough in today's society. Burke states "should we be trying to conform to a fixed idea of what beauty is or should we except how we look?"(Burke, k. 2019) at the start of her documentary. Watched by millions of people, 'Love island' raised the bar for prime-time beauty and is considered, by today's generation, the idea of "physical perfection" (Burke, k. 2019.) Love island launched the career of Megan Barton Hansen, who Burke decided to interview first. Hansen has spent over £40,000 on transforming her looks before 'love island.' When asked why she spent this much on her appearance she responds:

"on social media it's such a big thing now, how you look, all these filters and editing apps. Weather you edit yourself digitally on these apps or weather you

change your appearance through surgery, you get so much stick. These platforms are out there, you'll see certain brands and they are actually targeted at girls my age, this is encouraging girls to get surgery" (Hansen, M. 2019)

This is stated by a person who has been bullied for certain parts of her appearance, leading to surgery costing thousands of pounds, someone who has gone from being a normal member of the public to becoming a celebrity all over the world. Her Instagram is so 'perfect' looking. However, people still have negative things to say and Hansen is still very insecure about herself. Even after trying to conform to a fixed idea of what beauty is meant to be, after all of the insecurity issues and all the surgery Hansen has gone through. She is "still self-conscious" (Hansen, M. 2019.)

In a qualitative study of social media and body image, in early adolescent girls. Females in particular, have always appeared to seek peer approval regularly in regard to body image (Burnette, Kwitowski, & Mazzeo, 2017.) For example, on Instagram, the main platform for posting photographs, users regularly post photos of themselves. Predominantly, females edit their photos to make themselves appear more flawless. Social media influencers "are starting to look like beauty clones"

(Bruculieri, J. 2018) and doing this seems to get users more 'likes' on Instagram, which again boosts user's confidence and gratification.

Burke mentions that she is very lucky to have been born in the 60's and that "there is so much pressure on young girls to look perfect" (Burke, k. 2019.) Cosmetic surgery is one of the uk's biggest businesses, worth over £3.6 billion a year (Aidin, B. 2015) so Burke gets a professional opinion from Dr Julian DeSilva, an award winning plastic surgeon, from London. He claimed that "since the times of the Greeks, philosophers have debated over what the definition of beauty really is" (De Silva, J. 2019.) His answer demonstrates that from the Greek times to nowadays, we are still very unsure of what ideal beauty is. If it has taken this long to figure out how to be 'beautiful' or 'perfect' then why are we still trying to conform to it?

When interviewing 20-year-old shop assistant, Laura, before getting her consultation with 'MYA' for breast enlargement, Burke questions why she chose to do this. She explains that she discovered them on Instagram and that she's "doing it partially because of social media and celebrity influence, you can never win so I decided to book to get a breast enlargement" (Laura, S 2019.) The fact that she discovered them on Instagram through an advert, at only 20 years old again shows that maybe if

she hadn't seen that advert on social media, then maybe she wouldn't be so unhappy in her own skin and wouldn't have considered having surgery.

### **2.3 Embrace- Taryn Brumfitt**

Embrace is a documentary (2016) which had a particularly strong impact about body dissatisfaction, it explores the seriousness of body dissatisfaction in our world, explains what causes it, how we can overcome it and think differently about ourselves. Taryn brumfitt states that "for years society has been telling women that they should be beautiful, as if that's the most important thing they can be" which again conveys that this may be why we obsess so much over how we look on social media or how other women look. Over 91% of women hate their bodies. (Brumfitt, T. 2016) this is a large percentage of women and makes one wonder why so many women hate their bodies. Throughout Brumfitt's documentary she answers our questions. In an interview with Tina, suffering with an eating disorder, she states that "no one should have to starve themselves to fit in with how a magazine looks" (Tina, 2016) which is what she did and proves that although most visual imagery is available within seconds from social media on our phones, people still view magazines and compare themselves to the cover models, who are almost always photoshopped. Brumfitt also states that she didn't feel skinny enough, wasn't blonde enough, and just didn't feel enough, no matter how hard she worked to get a good

body after having her children. She states, “I trained hard, I stood there in my perfect body and I was still unhappy” and claims she was too obsessed with her looks and it was never worth it (Brumfitt, T. 2016.) Brumfitt came to the realization that her body was not an ornament but a vehicle and the sooner everyone in this world realizes that, the better our mental health will be (Brumfitt, T. 2016.)

Negative body image and self-esteem issues are major risk factors for people with developing eating disorders. The number of eating disorders particularly in young women have increased in the past ten years. (Ridoli et al. 2011.) Linking back to the start of this essay, I mentioned that social media has become increasingly popular in the past ten years. This suggests that social media could be the main cause of eating disorders. The fact that Brumfitt interviewed Tina, with anorexia, and Tina mentions that magazines made her feel like she had to lose weight, again manifests that media types are becoming the cause of the eating disorder and body dissatisfaction problem. Linking back to visual imagery, I feel that there needs to be more Graphic design related elements in all advertisements, magazines and social media platforms, as I have yet to see any positive messages about body image. If we looked more at positive typographic words promoting body image problems, rather than seeing the expectations of what we should conform to through photographs, then perhaps it would help people who are suffering.

## **Chapter 3:**

### **3.1 Experiences or /current visual campaigns that are tackling this problem:**

There have recently been visual campaigns on social media promoting self-love within women. Especially after Victoria secret launched a negative ad campaign in 2014, featuring a photograph of a line of women standing in their underwear, with the tagline 'The Perfect Body'. The fact that these women were very slim, good looking, photoshopped models led to a public outcry over body image negativity and body shaming (Peterson, H. 2014.) Since then many positive campaigns have been made by different brands and companies, featuring models with different skin tones, different heights and diverse body types. To show women that it's acceptable to be who you are and that there is no such thing as 'The perfect body'. As adults 90% of British women feel body image anxiety (Wiserman, E 2012) so the fact that campaigns such as the Victoria secret ones exists, suggests that this may be the leading cause of the problem.



Peterson, H. (2014) *Victoria secret sparks outrage with 'perfect body' campaign*



Twitter (2014) *tweet aimed at Victoria Secrets negative 'the perfect body' campaign.*

### 3.2 The Dove Self Esteem project:

One of these self-love campaigns was the Dove self-esteem project, which has powerful messages and workshops that were created to help young girls see themselves as beautiful people. Also, by using visual communication on billboards

and posters to help promote how young women need to take care of their self-esteem by not getting obsessed with how they look on online life. In a study conducted by Dove, they found out that “in the UK, 9 out of every 10 girls with low body esteem put their health at risk by not seeing a doctor or by skipping meals” (Dove, 2016.) Therefore since 2004 dove has been building self-esteem in young people and would of helped “40 million girls through educational programmes” by 2020 (Dove, 2016)

Throughout the self-esteem campaign Dove create short films and posters with positive messages on them to help encourage body confidence in young women. This is linked in with typography, using positive words to boost peoples confidence rather than showing photoshopped images of what young people should conform to. Dove also partnered up with non-governmental organizations to encourage participation from women in local communities toward the mission of boosting adolescent girls self-esteem. Dove

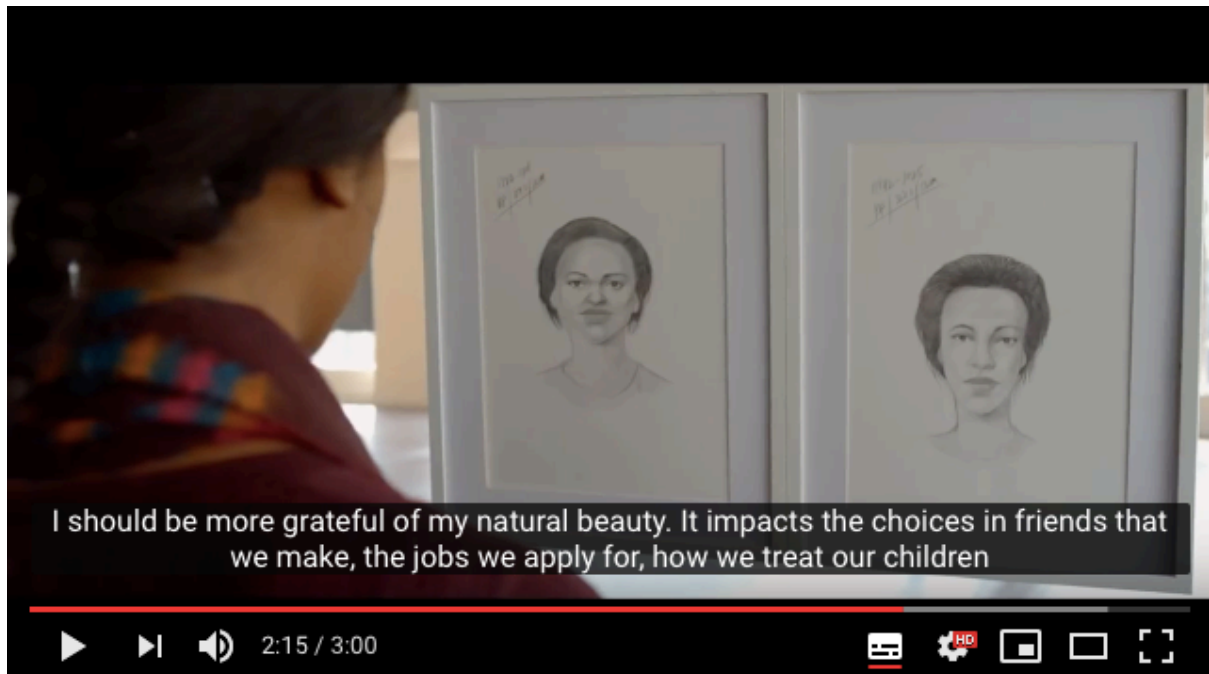


Dove (2016) 'Self-esteem project'

### **3.3 Dove Real Beauty sketches 'your more beautiful than you think' YouTube video**

Dove completed a body image experiment and created a video (Dove 2013) with the help of FBI-trained forensic artist Gil Zamora. He asks them to describe themselves and their own features as he sketches their faces out onto a canvas. Zamora then asks the participants to visualise each other's features and again asks them to describe the other persons face. The two final sketch outcomes are completely different. The participants that were describing themselves pointed out the negatives about their own faces. Whereas the participants that were describing somebody else's face pointed out all the positive aspects of one another's appearances. Comments such as 'I have a huge jaw', 'I kind of have a fatter, rounder face' and 'the older I've gotten the more freckles I've gotten' were made while talking about themselves. However, comments such as 'her chin, it was a nice thin chin', 'she had nice eyes, they lit up when she spoke,' and 'cute nose' were made when describing someone else. The two photographs from different description were then put together and shown to the them. Zamora asked, "do you think your more beautiful than you say" and they all agree. The best thing about people's faces is about how different they all are (Burke, k, Channel 4, 2019) and this applies to the 'your more

beautiful than you think' video because all of the participants seen the good in one another, rather than the negatives, like they did on themselves.



Dove US, YouTube (2013) *Dove real beauty sketches | You're more beautiful than you think* [screenshot]

### 3.4 'Body Evolution – before and after photoshop'

Another video that helps promote body positivity is the 'Body evolution – before and after photoshop' Time-lapse video (Viral video, YouTube, 2015) to show how much a model's features can be altered simply with a click of a mouse and demonstrates how powerful technology can be on one's appearance. It was also created to help viewers understand the extent of airbrushing done on celebrities' images and how

they really achieve the 'perfect' look for magazines and Instagram. Wanting to achieve the 'perfect' body by looking at unrealistic images can then lead to body dissatisfaction which "affects a high proportion of adolescent girls and can also have many physical and psychological side effects" (Ricciardelli & McCabe, 2011.) Is photo manipulation ruining our idea of real beauty? According to a 2014 survey almost three quarters of young women edit photos of themselves before posting them to social media platform (Choices, 2015.) I also found out from reading the results of the survey that more than half of men do the same. Studies have also shown that women who look at magazines, advertisements and photoshopped images, can have a negative effect on their self-esteem. (Choices, 2015.)



Viral Video, YouTube (2015) *Body Evolution – model before and after photoshop*

[screenshot]

42% of young girls want to be thinner than they already are, 53% of 13 years old girls aren't happy with the way they look and with their body shapes. By the time these young women reach 17 years old they would have seen over 250,000 advertisements and images that indicate that they should aspire to be a sex object or be an impossible body size. 78% of 17-year olds aren't happy with their body and don't feel 'sexy enough'. 35% off high school boys suffer with eating disorders and eating disorders are the most common mental illness. (Day, Lori, Newburyport, MA, 14 April 2014) This is all down to photoshopping and painting unrealistic body ideals to young people. This video is a perfect example to show people that feel this way as it shows the power of technology and implies that anyone can look that good when edited on photoshop.

### **3.5 The 'Be real' campaign**

The 'Be real' campaign is a founding partner of Dove and YMCA. They reported that "80% of women today are unhappy with the way advertising portrays female bodies and 90% of adults in the UK report that they would like to see a broader range of body shapes in advertising and media" (Be real campaign, 2014) Also "young people are facing increasing pressures related to their appearance" (Be real campaign, 2014). Therefore, 'somebody like me' from the 'Be real' campaign, aimed to learn what these pressures were so that they could find out how to fix the problem. Within

their study they found out that more than 36% of young people would do 'whatever it takes to look good' which suggests they would have surgery to alter the way they look. They also found out that 52% of young people regularly worry about the way they look and 30% of young people avoid activities because they are 'worried about how it will make them look'. (Be real campaign, 2014)

According to a study "Teenagers who check social media more than three times a day have poorer mental health than those who don't." This suggests that social media has a profound impact upon young people and that there is something on social media causing this problem. Further into this study '12,866 school children found that girls who checked social media frequently had a 28% increase in anxiety and 14% decrease in life satisfaction" (Community practitioner, 2019)

In a book 'Shine' by Lorraine Kelly she mentions 'the kind of anxiety that I, along with millions of others, feel can come from all sorts of places. There's the pressure we put on ourselves to be perfect' (Kelly, L 2019) she also mentions that she worries about "all the fakery of images on social media and the way that 'flawless' photos make people feel, especially the way young girls feel about themselves" (Kelly, L 2019) Lorraine Kelly is such a positive person on her show and the fact that even she is worried about how young people feel about their body image along with all the facts and figures, suggests how much of a problem this has become in today's society.

### **3.6 Always - 'Like a girl' campaign:**

Another campaign that sparked a lot of body positivity in women and young girls was the 'like a girl' campaign. Always launched its first video commercial online in June 2014 and had more than 62 million views on YouTube. The tagline 'like a girl' was used to help young girls through puberty and to raise awareness on the degrading attitude towards adolescent girls. In the video, the director asks older women and men what it's like to 'run like a girl' what it's like to 'fight like a girl' and what it's like to 'throw like a girl. Every participant overly exaggerated the movements and looked rather embarrassed to be doing it. Almost making fun of girls. Due to girls stereotypically being shown to be inefficient in their moves, these participants took it upon themselves naturally to make fun of running, fighting and throwing 'like a girl'. Thus, proving that 'Like a girl' is indicated as an insult to females. So instead of expecting their examples of what it's like to do things 'like a girl', the director asks younger girls to do the same things. Instead of making fun of themselves. They did the actions boldly with confidence, they tried hard to make sure they looked good to run, fight and throw 'like a girl'. The whole point of this video was to raise awareness of how degraded girls really are. It is evident in this video that before girls hit puberty, they are very confident young people and a girl's confidence plummets during puberty (Always, 2014) However the older girls, almost ridiculed themselves because they weren't confident enough to do it. One participant stated "yes I kick like

a girl, I swim like a girl, I walk like a girl and I wake up like a girl, because I am a girl”(Always, 2014)

## **Chapter 4:**

### **Current Research:**

#### **4.1 The Evolution of Barbie:**

Over many years the public's idea of a body 'ideals' have changed drastically; women have had plastic surgery or cosmetic procedures done to enhance their features or to simply make themselves feel good about themselves. The Barbie doll has been seen as a cultural female icon for young adolescent girls, since she hit the toy market in 1959 (Rogers 1999). The fact that a doll, that isn't even a real thing, is seen as an 'icon' for young girls to aspire to look like is quite alarming as it is impossible to look like a doll while maintaining your health.

Research into the Barbie doll and her size, suggests that if a human had the same proportions as the Barbie doll, for example her proportions on a human woman would make her waist 39% smaller than that of a woman suffering with anorexia disorder, this making the Barbie doll virtually impossible to look like if wanting to maintain a healthy body (Dittmar, Halliwell, and Ive 2006). Also, if a human woman

was to have the length and slenderness of Barbies neck, it would not be able to hold her head upright, and the proportions of her upper body would make it impossible for her to walk on two legs (Croll 2005). The media has always had an influence on what society sees as the perfect body shape as discussed by Derenne and Beresin (2006) whether it's through modelling, advertising, social media and toys such as the Barbie, it will always have an effect on how women see themselves (Derenne, and Beresin 2006).

Barbie has been on our shelves for over 60 years now, you could say Barbie has had a positive effect on young girls in some ways, she has had over 150 careers from a doctor to an astronaut, this teaching young girls that in fact you can be anything you want to be and do anything you want, which was the whole purpose of the *Imagine the Possibilities* (2016) advert, a campaign aimed to present the image that Barbie can represents every type of girl. However, the ideologies with the barbie doll being able to get all these jobs because of her appearance is what the main problem is and is what makes people think young girls are going to grow up believing that they can only have a career if they are attractive, just like Barbie.

Mattel released Barbie dolls with differing body shapes, heights and skin tones as part of the fashion dolls range in 2015 which is undoubtedly a step in the right direction and will expectantly spark more change in the future, hopefully not just for dolls but for social media platforms, magazines and advertisements.

## **4.2 Magazines:**

Feminist media theorists such as Mulvey (2003), Wolf (1991), and Greer (1970) give ideologies that show how the media has always objectified women through different mediums; models, and celebrities. They all have similar views on the idea of women being exploited through history. One of the main sources that women could compare their own appearances used and still continues to be to be magazine models. As stated by Byerly and Ross (2008), women's bodies have always been worth more than their personalities. For example, on magazines the front cover image will always show a fetishized part of the body, such as the breast or thighs. This suggests that women will highlight these fetishized parts of the body and compare certain features. It is a common fact that all women have different sized breast, thighs and buttocks. However, if the cover image of a magazine shows a woman with large breasts or buttocks, then this could lead to body dissatisfaction to someone with smaller breast or buttocks as they feel like they should look like the cover model. The same applies for cover images with very petite models, making larger women feel as if they should look smaller. Furthermore, magazines aren't as available as social media is now unless you go to the shops to buy them. Social media has become a tool where users can instantly get access to images like those on the front covers of magazines.

When a female compares her own appearance and body image to an advertised beauty 'ideal' on social media, this can affect her both negatively or positively, this includes having mental health problems, self-esteem issues and personal appearance issues. (Cash, 2004) Due to these physical and mental health issues related to women that appeared in a study related to using social media in 2004. M.

Bucchianeri and Neumark-Sztainer (2014), raised concerns about the way that women are represented in the media and how they could help change it. They state that "Body dissatisfaction is implicated in a range of public health concerns, including impaired psychological health (e.g. depression) and eating- and weight-related problems (e.g. eating disorders, obesity)"

M. Bucchianeri and Neumark-Sztainer argue that there is a critical need to address the problem before body image becomes a major public health issue. Since then, our world is continuing to spend our time engaged with social media. New data reveals that the amount of people getting plastic surgery is on the rise. In 2018, Over 18 million people underwent plastic surgery and cosmetic procedures in the United states alone (Towley,C 2019). that is quarter of a million more than in 2017.

An earlier study which undergone in the UK by Furnham A, Levitas J. Can J Plast Surg (2012.), analyzed 204 questionnaires. Which asked questions about self-

esteem, people's attitude towards cosmetic surgery, attractiveness and life satisfaction to identify the factors that drive people to undergo cosmetic surgery. The results of the study suggested that the women who scored their self-esteem and attractiveness as low, and those who had few religious beliefs, were actually more likely to undergo plastic surgery and cosmetic surgery.

#### **4.3 Advertising:**

Negative body image, self-esteem and the area of 'ideal' beauty in the media has been explored by many academics such as Tiggemann (2003,) Mandel and Smeesters (2006) and Grabe, Ward and Hyde (2008.) As stated by Kilbourne, Advertising presents "Glossy images of flawlessly beautiful and extremely thin women" Kilbourne 1999, pp. 131- 132) this is just one of many comments made about the concept of the 'ideal of beauty' by academics. There are many advertisements such as "Dolce & Gabbana" that use the female body as a tool to sell products to consumers. The fact that women are sexually objectified in the media, doesn't set a good example to young women. Young women may think that wearing less clothes or showing fetishized body parts will make them more accepted in society. Again, this portrays a negative view to young women.



Dolce & Gabbana (2017) *Dolce & Gabbana Under fire over 'gang rape' advert*

#### 4.4 Social media:

A study on how social media affects young women's body image concerns by Perloff (2014) states that adolescents' experience with social media content can notably affect body image especially when a negative comment is made about them. Groesz et al. (2002), also found out that media platforms advertising the ideal body image had a profound negative effect on the female idealisation of the perfect body image.

Research from qualitative data shows that the average user spends up to one hour on Facebook and Instagram combined every day, excluding watching television. Surveyed by the Bureau of Labor Statistics, this is more than any other leisure activity (Stewart, 2016) This proving that if everyone. Another study completed in 2015 reported that over 92% of the teenage study subjects admitted to using social media every day and more than 71% of the subjects used more than one social media application daily (Pew Internet, 2015). Exposure to More traditional media types such as magazines, can increase body image concerns in young women, according to previous experimental research (Groesz et al., 2002; Halliwell, Malson, & Tischner, 2011; Knobloch-Westerwick & Crane, 2012; Tiggemann & McGill, 2004; Tiggemann & Polivy, 2010)

Due to the increased use and availability of social and print based media over the past ten years, it can be seen to be associated with the negative portrayal of body ideals and the negative effects it has had on female self-esteem. (Tylka, 2012) proposes that in order to encourage and support good mental health and body satisfaction. Our Society and the media must encourage acceptance, and love for all body types. Just like the documentaries I researched at the start of this dissertation.

## **Conclusion:**

From researching this topic, I have found out that in the past decade, social media and media types have emerged into an important facet of our everyday lives and is becoming increasingly popular among young people. There are many factors that contributed to unhappiness, body dissatisfaction and self-esteem issues in young people, in particular young girls. Such as online bullying and comments on social media, which I found out through watching Jesy nelsons, 'odd one out' documentary and Kathy Burkes 'All women' documentary. Where young girls felt dissatisfied with how they looked and felt miserable due to comments being made by other users on Instagram and Facebook. Young girls also had self-esteem issues after viewing photographs of 'perfect' looking models, which have been photoshopped or face tuned to hide their flaws. I also found out that not only is it social media effecting young women mental health and body image but it is different media types. Such as print based media, which I found out through watching Taryn Brumfitt's 'Embrace' documentary, whereby eating disorders were caused from looking at images in magazines. The study suggested that using social media every day is having a detrimental effect on young women due to there being so many visual images of the 'perfect' body image out there and how you 'should' look. Spending too much time reading negative feedback about yourself from other users online, can in fact lead to harmful consequences. I found out that people who spent more time looking on

social and print based media, had lower self-esteem, an increase in anxiety and a decrease in life satisfaction.

From researching existing campaigns for promoting good body image and self-esteem, I discovered that there were more negative opinions on media platforms and a lot of positive video campaigns out there aiming the messages at young girls. From a graphic design point of view, I believe that us graphic designers need to create more typography-based campaigns rather than images about body image issues, not just within young adolescent female groups but for everyone. Some of the campaigns that I researched I have not heard of before, because they aren't all over social media. Therefore, if social media is causing the body dissatisfaction among young women. Then we need to tackle it by posting campaigns on the platforms where the whole world can see them, to make young people realise that the 'perfect' images they see online aren't realistic.

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