

Experimental strategies research

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Body Image – Definition

- Body image is how a person perceives, thinks and feels about themselves regarding their body.
- Someone's body image perception may stem from their weight, shape, appearance or an individual body part that they feel insecure about. Though Body image doesn't always relate to a person's actual appearance it could be feeling and thinking their body is bigger or smaller than it is causing them to view themselves differently.

(<https://www.betterhealth.vic.gov.au/health/healthyliving/body-image-women>)

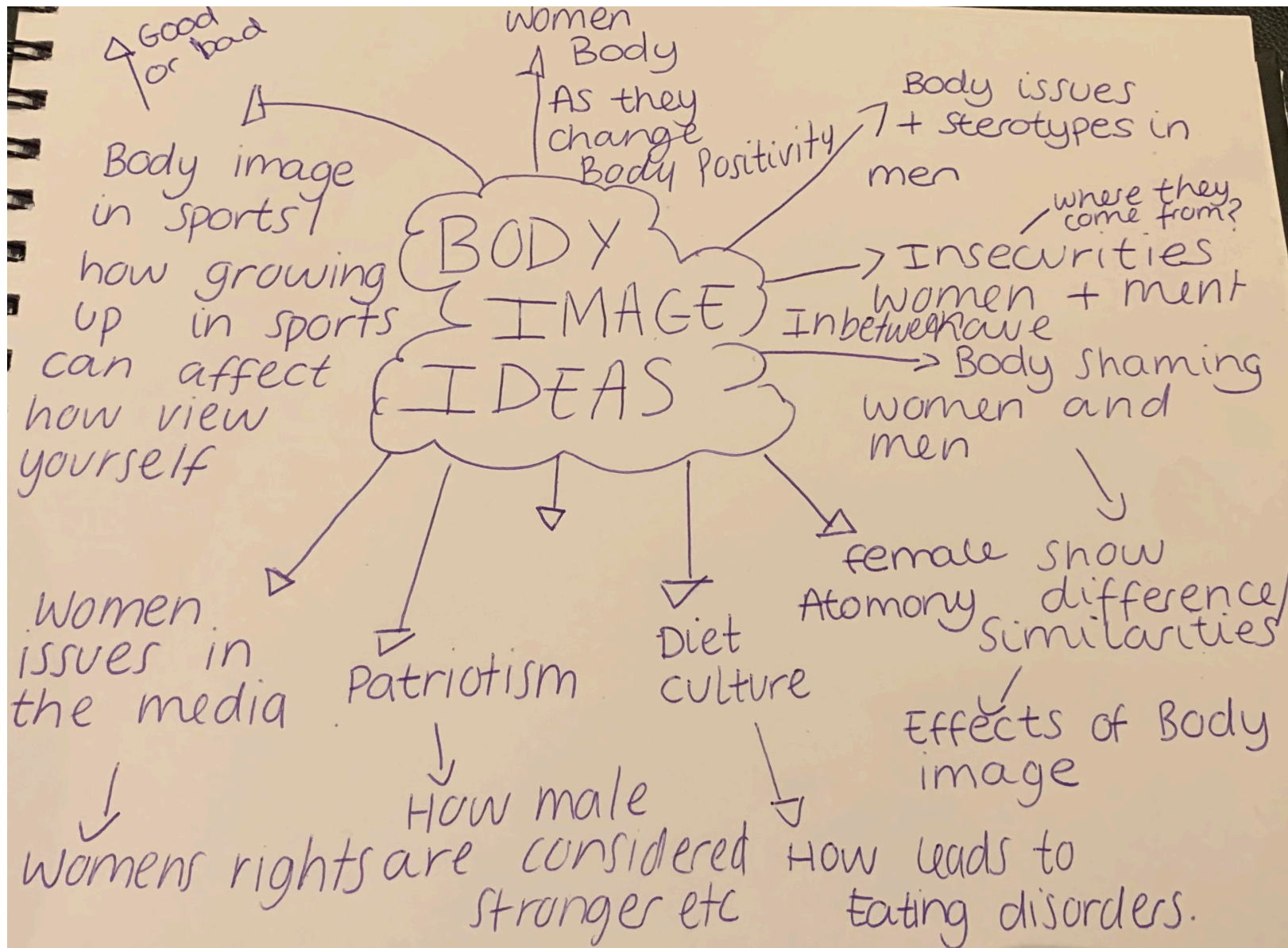
- If a person is struggling with how they look it could lead to behavioral issues due to bad mental health that may also cause an individual to isolate as they feel too low to socialize which leads to eating disorders, depression and body dysmorphia.

(<https://www.womenshealth.gov/mental-health/body-image-and-mental-health/body-image>)

Contributing factors to negative Body image:

- Being teased and made fun about something or appearance in childhood.
- Being brought up in a household where the emphasis is placed on appearance of a particular ideal body size or shape.
- Member of family experiencing body dissatisfaction so taking part in dieting or weight control behaviours
- tendency to judge people by their appearance
- peer pressure put on teenage girls and women to be slim, go on diets, exercise and constantly compare themselves with others
- media and advertising images that promote certain appearance or ideal ways a women should look.
- A tendency in women's media to push women to go on diets and weight loss programs.
- public health campaigns that urge people to lose weight but mean well.

(<https://www.betterhealth.vic.gov.au/health/healthyliving/body-image-women>)



Body Image in Sports

I aim to focus on body image in sports and how or if that has a negative effect on adults when they were growing up. So for this want to photograph my flat mate as she is a swimmer and some of her team to see different peoples views on the situation.

“Body image issues are not unusual in athletes and can start at a young age. Negative consequences of poor body image include quitting sports, eating disorders, and low self esteem.” (Global sports matter, Jeff Burtka 2019)

<https://globalsportmatters.com/health/2019/09/20/body-image-issues-can-impact-athletes-at-a-young-age/>

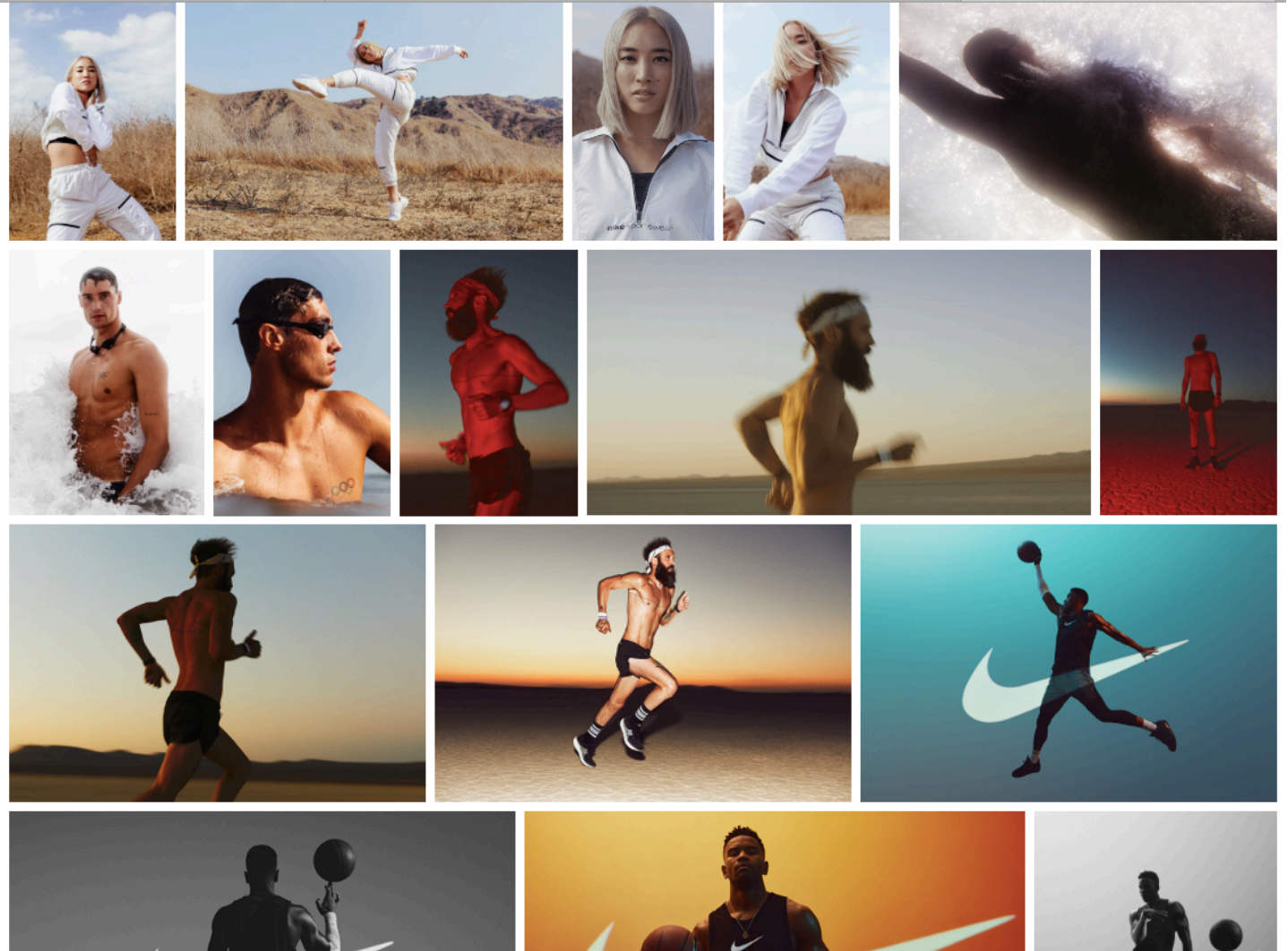
GARRETT BYRUM SPORTS PHOTOGRAHER

Garrett Byrum is a photographer who focuses on advertisement and commercial photography who shoots for big companies such as Adidas and Nike.

I decided to look at his work as though he doesn't focus on body image, he does photograph people doing sports for the campaigns he's working on.

The style he shoots in inspires me as he does a wide range of angles usage of lighting.

<https://garrettbyrum.com>



Body confidence interview - Swimming

After speaking and taking photos of my flat mate I asked her about how growing up swimming has effected her body image and how she see's herself? Whether it's positive or negative.

Her response was "Growing up swimming and being into sports has helped me gain confidence within myself but my body is something I struggle with as in a swimming setting our bodies are on show in our swimsuits it's comforting as your all in the same boat but out of that setting as we gain muscles and our body changes due to sports it makes you feel a little insecure about not looking like an average person. As I have wider shoulder certain items feel enhance them and make me feel insecure. Sometimes growing up felt pressured to look a certain way as well."

I didn't get a chance to ask more question or talk to more athletes to continue this project due to the Covid-19 and the fire break lockdown so changed my idea to women's bodies when you are older or change as don't see much on that.

While researching I found an article by the Daily mail that talked about women's body issues that stated some figures that were quite shocking, one of those were "65% of people said they felt their life would improve if they were happy in their body." (Daily mail, 2002) which shows that body image issues can really have an affect on someone's life. Though this article is from over 10 years old I decided to still include it in my research as it shows that though society is becoming more accepting something like Women's body is still a very current and important to normalize even in 2020 as the media always has something about women's body saying what can and can't have or what is/isn't considered beautiful.

Most women 'unhappy with their bodies'

Only 3% of women in the UK are totally happy with their body and 73% think about their size or shape every single day, a new survey has found.

The survey of 5,000 women, commissioned by REAL magazine, found that 91% of women were unhappy with their hips and thighs, 77% were dissatisfied with their waist and 78% said they had cellulite.

Three-quarters of British women were unhappy with their shape, 71% with their weight and six out of 10 said their body image made them feel depressed.

Some 65% of those surveyed felt their life would improve considerably if they were happy with their body.

The women who took part in the survey had an average age of 33 and more than half fell within normal weight limits for their height.

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But 84% of those who were of normal weight wished they were slimmer, by an average of nine pounds.

Some 68% blamed their body obsession and insecurities on other women who they said were most likely to criticise their shape and looks.

Sian Rees, editor of REAL, said: "A woman's body shape dominates her whole life - it's a modern day obsession.

"One of the driving forces is that women are increasingly influenced by celebrities - who let's face it don't live a normal life - and it can make a cruel comparison for real women trying to juggle work and family."

The Female Body Survey found 67% of women said they would definitely or possibly have plastic surgery now or in the future to improve their bodies.

Some 84% of women said they had dieted at some point.

The average women had tried to diet at least seven times and a third said they were on a constant diet.

A quarter of women had tried to starve themselves by fasting, 40% had tried faddy diets and 15% had taken laxatives.

Ms Rees said: "Women increasingly want instant solutions to their weight and shape problems.

"Twice as many women would consider plastic surgery compared with those prepared to take regular exercise to shape up.

"It is a worrying trend in a society that seems to put the priority of being slim and attractive above being fit and healthy."

The survey also found that 91% of the women surveyed were happy with their partner's looks.

<https://www.dailymail.co.uk/news/article-146021/Most-women-unhappy-bodies.html>

Furthermore, after looking at what contributes to negative body image, I decided to search for a new up to date news article that spoke on some of these factors. This article by 'The every girl' was a perfect article as it spoke a lot on how women's bodies are considered in the media and represented. "in modelling world, a size 8 and up is considered plus- size" and "industry promote clothes for women a size 14/16 and up by using models who fit more of a size 10-12" (The every girl, Beth Gillette) as a Women I relate to this article as even in normal everyday you see on the media that even a size 10 is considered plus size which can make someone of that size who is comfortable in their body to rethink their worth.

I remember the moment I had to start buying a size 12 jean and feeling like my entire life was over. What happens if I get any bigger? How will I ever move on from my beloved Topshop Joni Jeans that only go to a size 32? I'll have to buy plus-sizes at Forever 21!

So now, as a confident size 16 (I can go 14 some days and 18 on others because sizing is weird!), I look back at that girl and wonder, why was she so upset to be a size that is worn confidently by so many women? Ashley Graham wears a 31/32 waist jean, and she's not over here wondering how her life will go on. She's just rocking it.

I wonder what it was that led me to believe that once you hit size 12, you're just repulsive and can never wear cute clothes again. Welp. Looking through the new "extended sizing" at Express finally started explaining it to me. I was beyond excited when Express released they'd be extending their sizes in-store and online to a size 18. I figured, okay, this is a start! However, I was quickly steered away when I visited their site to find that yes, they carry a size 18 in their bottoms, but their highest size available in tops is an XL. In what world does an XL fit a size 18? (Yeah, okay, maybe if it's REALLY stretchy, but I'd be concerned for my XS ladies out there if the clothes are that large!)

In the modeling world, a size 8 and up is considered plus-size. Yes, I, too, am wondering, *how in the world?! I have never found a plus size retailer that sells a size 8, merely because a size 8 in most people's standards is a straight size and can be found almost anywhere that you could also find a size 2 or 4. This is the same industry that promotes clothes for women a size 14/16 and up by using models who fit more of a size 10/12. I've said it many times before, those women are gorgeous, but can't we start using models who actually kind of look like us?*

Screenshot of article

<https://theeverygirl.com/why-a-size-12-isnt-plus-size/>

Steevez Rodriguez

Steevez Rodriguez is a photographer from India who is redefining beauty by portraying women with a range of different body shapes, sizes and looks. Sheeevez started out taking portrait photographs of women as she wanted to break the taboo as the media tends to portray “a perfect body type” that is usually a certain way.

I choose to focus on sheeevez Rodrigues as their work is empowering as she photographs all kind of women with different stories and backgrounds all in the comfort of their own homes. Rodriguez does this as he wants the women, he photographs to be comfortable and be 100% their authentic selves

<https://www.cosmopolitan.in/fashion/features/g18092/four-body-positive-photographers-who-are-redefining-beauty>



Áslaug Sif Guðjónsdóttir (known as Ace)

Ace is an Icelandic photographer who shoots only film photographs of women's bodies, does not edit her work in any way and most importantly aims to document real, raw physicality. Stretch marks, creases, folds, scars and hair – she captures every element of the female form with an honesty that forces the viewer to recognise the beauty of reality. (<https://blog.beyond-skin.com/2019/10/11/four-really-exciting-photographers-redefining-body-image/>)

I think not editing photographs really adds a lot of depth and meaning to the photographs as it shows the female body in many ways and shows honesty within her work normalising something that would normally be considered as flaws.

