



**CYBER  
SAFE  
KIDS**

# Social Media + Body Image

Robyn Treyvaud

## Recap-Tasks

Did your response to the video change when you knew it was produced by Dove? Why or why not?



What impact do companies, such as Dove and the advertising for their products have on the **body image of girls and boys, men and women**?

What examples can you provide of advertising that have a negative impact on body image or perpetuate the concept of 'perfection'?

How would you **define beauty**? How do your children define beauty? Ask them before you come to the parent forum.



## Re-Defining Beauty or Reinforcing it?

"The people at Dove have actually exploited a void in the marketplace.

By introducing so-called women with 'real' bodies, they distinguished themselves from their competitors. Rossini

According to the New Yorker, after the introduction of their 'Real Beauty' campaign, Dove's sales shot up **700% in the U.K.**"



Who is advertising in these pages or on this screen?

Who owns the TV show, movie, magazine, video, etc. you are viewing?

Is the media you read and view **promoting real health** (which is measured internally) or **beauty ideals** meant to make you spend money?



Who are those messages promoting impossible ideals speaking to?

What would it look like if this message were directed at males (or females)?

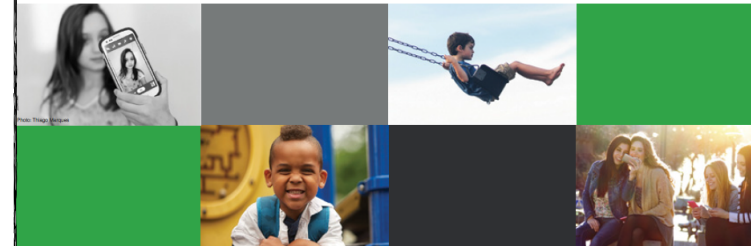
How are women and girls presented here?

What are they being valued for?



## Children, Teens, Media, and Body Image

A Common Sense Media Research Brief



April 2014

### What is Body Image?

Body image describes one's perceptions, feelings, and behaviours toward one's body (Cash, 2004).

Our values and attitudes toward our bodies are shaped by the cultural group and society in which we live, our communities, our families, and our own individual, psychobiological makeup.

These factors also are essential to how we use, shape, & are shaped by [social] media.



Body dissatisfaction and related unhealthy behaviours are quite prevalent among children and teens in the U.S., [and AU] while societal appearance ideals have become increasingly unrealistic.

Nearly a third of children ages five to six choose an ideal body size that is thinner than their current perceived size. (Hayes & Tantleff-Dunn, 2010).

Nearly half (48%) of 13- to 17-year-old girls wish they were as skinny as fashion magazine models (Girl Scouts Research Institute, 2010).



Body image is **developed in early childhood**, and even very young children exhibit body dissatisfaction.

## Body Image of Primary School Children

A "thin" ideal is already present among children in primary school years, and children as young as **7 years old** report **dissatisfaction** with their bodies (Levine & Piran, 2004).

In a study of 87 girls from South Australia, **1 in 4** primary school girls reported **dieting to lose weight** (Dohnt & Tiggemann, 2006).



imagealwaysladies.com

The Longitudinal Study of Australian Children Annual  
Statistical Report  
2013

**Younger** boys and girls were **less likely** to report their body size accurately

On average, regardless of age and body mass status, **boys and girls** wanted to have a **slightly thinner** than average body size



The Longitudinal Study of Australian Children Annual statistical report 2013

At age **8-9 years**, a large number of boys and girls experienced **dissatisfaction with their body size**

At age **10-11 years**, the majority of children tried to **control their weight**

At **10-11 years old**, there was a **strong relationship** between **physical health and socio-emotional wellbeing and body size dissatisfaction**, regardless of body mass status.



The Good Enough Diet-Statistics...Dr Adam Fraser



Body image is **learned** and formed from many different sources, of which **media** are only one.







Traditional mainstream media (television, movies, music, magazines, advertising) contain unrealistic, idealised, sexualised, and stereotypical portrayals of body types.



At best, we can conclude that consumption of mainstream, traditional media (with its stereotypical portrayals) puts children and teens at risk for developing an unhealthy body image (Ferguson et al., 2014), especially when it's accompanied by other risk factors.

Although research on boys is relatively scarce, some of it points to similar linkages between media exposure and body satisfaction (e.g., Lawler & Nixon, 2011).





**Social media** afford teens the capacity for **immediate visual & verbal public judgment & comparison**, which could affect body image.

Among the teens active on social networks...

**35%** reported having worried about people tagging them in unattractive photos;

**27%** reported feeling stressed out about how they look when they post pictures;

**22%** reported feeling bad about themselves when nobody comments on or “likes” the photos they post.



image: themainstreetmedium

One study of teen girls found that Facebook users were significantly more likely than non-Facebook users to have **internalised a drive for thinness and to engage in body surveillance**

(Tiggemann & Slater, 2013)



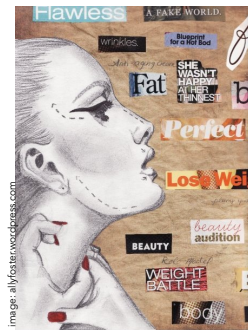
image: jamesvander.com



Presenting their **self-image in social media** can shape teens' self-esteem both **positively and negatively.**

Girl Scout Research Initiative study (2010)  
found that **74%** of girls agree **“most girls my age use social networking sites to make themselves look cooler than they really are.”**

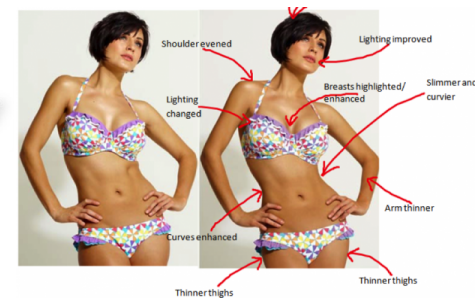
41% admitted they do this too.



As girls continue to consume media images they are strongly influenced by...  
**‘stereotypical images of uniformly beautiful, obsessively thin and scantily dressed objects of male desire.’**  
doherty, joseph



CANADA'S CENTRE FOR DIGITAL AND MEDIA LITERACY



### “Selfie-objectification”

Noun: to present oneself as an object, especially of sight or other physical sense, through a photograph that one takes of oneself, for posting online, which process manifests itself in three steps.....  
[beautyredefined.net](http://beautyredefined.net)



1. Capturing photos of oneself to admire and scrutinise
2. Ranking and editing those photos to generate an acceptable final image
3. Sharing those photos online for others to validate

## 1. CAPTURING & SCRUTINISING

They aren't captured and forgotten; they are captured and analyzed over and over again by the photographer herself, looking at her face and body and imagining how other people perceive her.



## 2. RANKING, EDITING & SELECTING A WINNER

After our selfie-ographer has examined and evaluated her photos, she selects the perfect shot for public viewing.

If she's like at least 50% of social media users\*\*, she'll Photoshop or edit her image before posting.

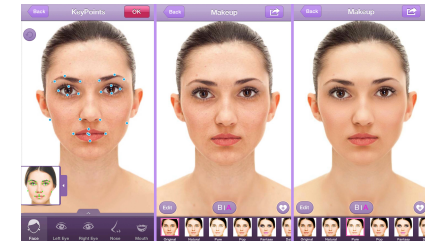


Source: <http://renfrewcenter.com/news/afraid-be-your-selfie-survey-reveals-most-people-photoshop-their-images>

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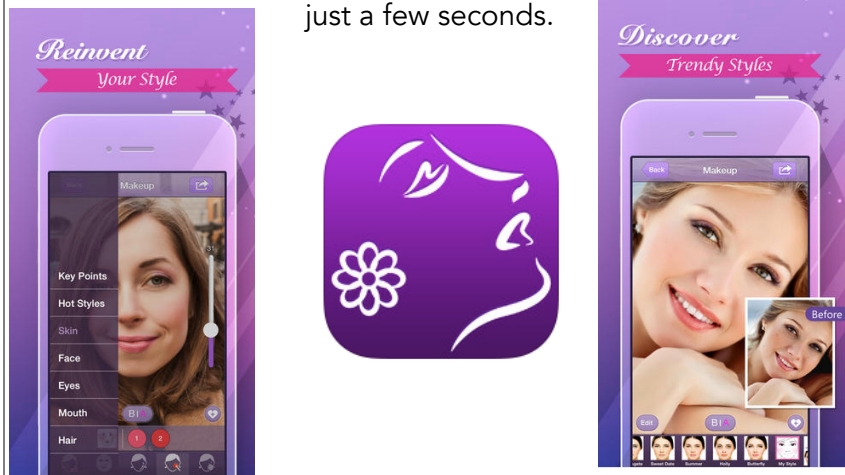
About 50% who edit their own photos will do this in order to "enhance their looks" by removing blemishes, changing skin tones or colour, or making themselves look thinner

The Ultimate Selfie App  
Perfect 365



Source: <http://renfrewcenter.com/news/afraid-be-your-selfie-survey-reveals-most-people-photoshop-their-images>

The 365 Perfect App removes dark circles and blemishes, whitens teeth, adds the perfect 'glow' to a complexion, or beautifies your whole face with a stunning makeover – all in just a few seconds.



## 3. SHARING & MONITORING

After posting the winning shot, she's likely to carefully monitor the "likes" and comments each photo receives and compare those tiny symbols of validation to others' photos.

The more likes and the nicer the comments, the better she feels about herself, or rather, the part of herself she's been trained to prioritise: her APPEARANCE.



gramozo.com

So you got  
**naked**  
**online?**



It is not the end of the world.  
**Take control now.**

## Sexting & Nude Photos

Send me a nudie? ;)...

Promise not to share?

**I see sexting mentioned  
in the newspapers.  
What does it mean?**

**“Teen sexting is a very rational act with  
very irrational consequences.”** danah boyd



### What is Sexting?

Sexting is the taking, sending or sharing of **provocative or sexual** images, photos, messages or videos generally using a mobile phone or the internet.

The reasons why young people send sexting images are complex.

Some teens take and send a 'sexy pic' for: **fun, to flirt, to gain popularity, as part of a romantic relationship or in response to peer or partner pressure.**



Researcher Danah Boyd noted that 'teens share images for all kinds of reasons... to express developing sexuality, to impress or be liked and to keep up with what they think is the norm.'

Most images are shared within relationships and most teens don't expect images to be shared with others, with the exception of a few who hope they will gain fame'.



## How can I support my child

It's important to discuss the consequences of sexting with your children.

If their image has been viewed by others they may be publicly bullied and have sexually inappropriate comments made about them by friends and strangers, including adults.

You can:



1. Talk to your children about the potential social, academic, employment and legal implications of posting inappropriate material of themselves or others online
2. Encourage them to think twice before they post sexualised photos and consider the fact that others might view what they post

## How can I support my child?

3. Remind them to delete any sexual content they receive from others and avoid forwarding this type of content
4. Remind them to consider the feelings of others when taking photos and distributing any content by mobile phone or online
5. Seek professional support if you are worried that your child is vulnerable
6. If you are concerned that a sexting incident may be a criminal matter, contact your local police.

**I REALLY NEED A FRIEND RIGHT NOW!**

## How can I minimise the spread of the images?

Unfortunately once shared online, many images end up on sites that are used for adult gratification.

**Act Fast** to help prevent this.

If schoolmates are involved, the school may be able to help.

You can:



1. Help your child to identify where the images might be and send take-down requests to all sites
2. Send messages to all children who may have received an image and ask them to delete it immediately
3. Help to block people who make offensive comments about your child and report them to the police if necessary



When someone realises that their sexy clip or photo has been seen by more people than they intended, they may end up feeling:

- Guilty
- Embarrassed
- Ashamed
- Regretful
- Anxious

## Emotional

## Psychological

Psychological consequences include:

- Trouble sleeping and eating
- Difficulty getting up and going to school
- Difficulty getting to part-time jobs and other commitments
- Decreased performance at school
  - Depression
  - Feeling suicidal.

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## Social & Reputational

Sexting can damage personal relationships with friends, boyfriend/girlfriend and family, as well as damaging a young person's reputation.

**This may result in:**

- Classmates and friends thinking differently about someone after a sexting incident.
- A photo can end up defining who you are for a long time.
- **The end of a relationship when trust is broken by showing or sharing a private sext.**
  - Entry into certain countries being forbidden because of a child pornography charge.

## Legal

Young people under 18 are at risk of getting a criminal record if they take part in sexting.



## Be prepared to explain:

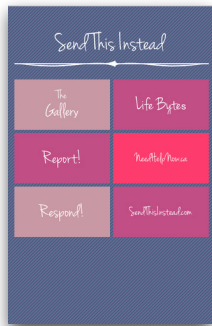
As a final note, you should be prepared to explain the following things...



- **I've made a mistake**
- **I have learnt by it**
- **I have moved on**



By Joseph Versace  
Canada



20

That would violate both my data and dating plans.  
Neither of which include you.

33

OMG

No.



I can't send you nude photos, but I'll forward this to my dad and you can try asking him for some.

Right now is no good. How's never?

Sorry, no camera. So I drew it instead



IS IT Possible TO GET AN STD FROM A CONVERSATION CAUSE THIS TXT IS MAKING ME ITCHY

Sorry,  
Just in the middle of something...

Can I reject you later?

35

Sorry No,  
But one day I hope you find happiness...  
Though "Happiness" will probably be his prison name.

### CONVERSATION CASE

#### Social Media and Body Image



How do teens' experiences on social media influence their body image? Today's teens not only have the ability to share their thoughts, their photos, and their personal videos, they also have 24-hour-a-day access to feedback from others. On social media, teens also have access to an endless stream of other people's pictures and posts — and let's not forget, often the most carefully selected and flattering snapshots of their peers.

Developmentally, it's no surprise that teens are lured by the appeal of peer feedback and the opportunity for social approval. But social media create unique challenges for parenting, particularly related to body image. Today's conversation case is about a college student named Stella and a photograph that she shared over social media, which ultimately received much more attention than she expected.

#### Key Vocabulary

##### Tumblr

Tumblr is a cross between a blog and Twitter: It's a streaming scrapbook of text, photos, and/or videos and audio clips. Users create and follow short blogs, or "tumblelogs," that can be seen by anyone online (if made public). Many teens have Tumblrs for personal use — sharing photos,

##### likes

Many social media platforms include a "like" feature, often represented by an icon such as a heart or a thumbs up. "Liking" allows other users to respond to a post.

##### post

A post is content — text, a picture, a link — shared online for others to see. Posts can take the form of "tweets" on Twitter or "status updates" on Facebook.

##### comments

Comments are another way of interacting with posts. Instead of (or in addition to) clicking a "like" button, people may choose to write their own comment related to the post.

to signal support, even in situations and to not seem at all likeable. For example, teens may "like" a post that says "RIP Jerome" not because they literally like that Jerome has passed away, but as a way to signal support or solidarity around the tragedy.

##### trolls

Trolls are people online who make inflammatory comments or upsetting statements for the purpose of starting fights or hurting others.

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Client Login

Resource Section

You must be logged in to access Resources

username

password

LOGIN

username: selfies

password: selfies

cybersafekids.com.au

Dove

Mothers & Daughters: Re-Defining Beauty

