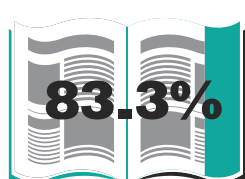


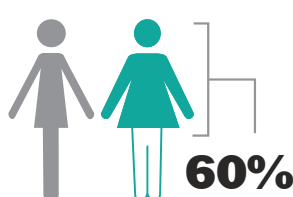
What you should know about

MEDIA & BODY IMAGE

» Media play a powerful role in shaping “ideal” body image that starts young



More than **8 out of 10 12-year-old** girls say they read magazines that promote the thin ideal—a **majority** of girls start reading these magazines at **age 9**



6 out of 10 teenage girls say that comparing themselves to models in the media makes them feel insecure about their bodies

Sands, E. R., & Wardle, J. (2003). Internalization of ideal body shapes in 9-12-year-old girls. *International Journal of Eating Disorders*, 33(2), 193-204
Body Image Survey. (2005, July). *Teen People*

The more pre-adolescent girls view **media messages**, the **more concerned** they are about their appearance and the more likely they are to have **increased body dissatisfaction**



Sinton, M. M., & Birch, L. L. (2006). Individual and sociocultural influences on pre-adolescent girls' appearance schemas and body dissatisfaction. *Journal of Youth and Adolescence*, 35(2), 157-167

» Boys are influenced by a different ideal... to be “buff”

» Regardless of gender, young people want to look like the body images they see in the media



More than **4 out of 10** boys in middle school and high school tend to regularly exercise with the goal of increasing muscle mass



38% tend to use protein supplements



Almost **6%** admit to experimenting with steroids

Neumark-Sztainer, D., Wall, M. M., Larson, N., Story, M., Fulkerson, J. A., Eisenberg, M. E., & Hannan, P. J. (2012). Secular trends in weight status and weight-related attitudes and behaviors in adolescents from 1999 to 2010. *Preventive Medicine*, 54(1), 77-81



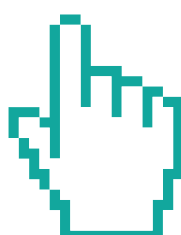
In a study of **9-14 year-olds**, **46%** of girls and **27%** of boys admitted to doing something to their appearance to look like a person they saw in the media in the past year

Taveras, E. (2004). The influence of wanting to look like media figures on adolescent physical activity. *Journal of Adolescent Health*, 35(1), 41-50

» Interacting on social media affects body image concerns as much as reading magazines and watching television

The **more time** adolescent girls spend using **social media**, the more likely they are to want to look like the models and celebrities they see, focus on their own appearance, diet, and express **body dissatisfaction**.

Tiggemann, M., & Slater, A. (2013). NetTweens: the Internet and body image concerns in preteenage girls. *The Journal of Early Adolescence*, 0272431613501083



86% of respondents on teen body image site Proud2Bme say that social networking sites like Facebook and Twitter **hurt** their body confidence

Proud2Bme (2013). Overall, do social networking sites like Facebook and Twitter help or hurt your body confidence? <http://proud2bme.org/>

» How do we counteract media's influence on body image? MEDIA LITERACY!

Media literacy can help **decrease risk factors** for eating disorders and **increase** healthy body image among different ages, from young adolescent to young adult

McLean, S., Paxton, S., Wertheim, E. (2013). Mediators of the relationship between media literacy and body dissatisfaction in early adolescent girls: Implications for prevention. *Body Image*, 10, 282-289



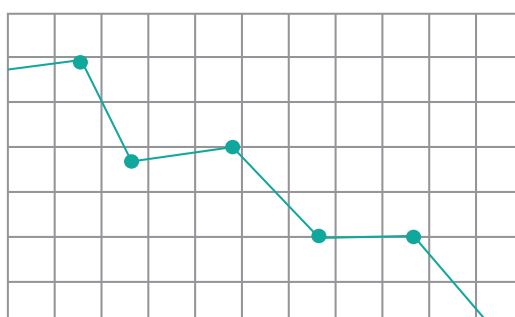
Media literate individuals are **less likely** to have body dissatisfaction and compare themselves to others

Yager, Z., & O'Dea, J. (2008). Prevention programs for body image and eating disorders on University campuses: a review of large, controlled interventions. *Health Promotion International*, 23 (2), 173-189

More than two years after completing a **media literacy** program, adolescents report **less concerns** about their weight, **fewer body issues**, and **more** body satisfaction

Espinoza, P., Penelo, E., & Raich, R. M. (2012). Prevention programme for eating disturbances in adolescents. Is their effect on body image maintained at 30 months later? *Body Image*, 10, 175-181

Wilksch, S., and Wade, T. (2009). Reduction of Shape and Weight Concern in Young Adolescents: A 30-Month Controlled Evaluation of a Media Literacy Program. *Journal of American Academy of Child and Adolescent Psychiatry*. 46(6), 652-661



GET REAL AND GET MEDIA LITERATE!

