How does the media affect healthcare??

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Media Vs. You

DAILY EXPRESS
Daily Ma
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DAILY Mirror
DAILY STAR
THE Sun
TODAY AND EVERY WEEKDAY
THE IN
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TIMES
Robert Winston Polly Toynbee Richard Lambert
Daily Telegra
The Guardian
Blair

Who would you prefer?

Victoria Beckham

Vs

Kim Kardashian

Who would you rather want to look like?

Who seems more attractive?

The Media

Advertising in teen magazines and on television typically glamorizes skinny models that do not resemble the average woman. In fact, today's models generally weigh 23% less than the average woman.

Considering the average person sees approximately 3,000 ads in magazines, billboards, and television every day, teenagers are getting the wrong message about body image much too often.

How does the Media affect body image in girls?

- Magazines, Reality TV, music, and advertisements lower young teens self-esteem.
- Girls are harming themselves to look like fixed, resized and blemishes (airbrushed) erased, dreamlike people.
- They’re not real.
- “Just because the world you grow up in, is run by the media does not mean you have to be one of the media's statistics”
- Kids and teens aged 8 to 18 years spend nearly 4 hours a day in front of a TV screen and almost 2 additional hours on the computer (outside of schoolwork).
- Teens have an idol they look up to.
- They read magazines constantly, and post those images on social networking sites. Why?
- Because that's how media portrays young girls to be
- But we could avoid all these eating disorders, and girls having low self-esteem, if there were Just more positive influences in the media…

Topic exploration

- The size zero models debate is linked to several high-profile deaths among anorexic models
- Some people are not convinced that anorexia is to blame
- They claim that internationally, women are shaped differently and body frames are naturally smaller in Eastern Europe.
- Does that mean we can't have larger models too?
- Does that mean that normal, size ten - or maybe even twelve and fourteen- models can't be considered good enough to model?
- Designers only make the samples in larger sizes
- They do not show them on models during catwalks or in the catalogues.

What do you think? Is it wrong to have size zero modes? But is it wrong to dump these girls for bigger models?

http://www.smh.com.au/articles/2006/09/13/1157826986045.html

Our experiment

We decided to make a survey on media affecting healthcare, so this is how it went.

Our hypothesis:

Reading popular media aimed at teenagers has a negative effect on self-image, therefore has an increasing effect of eating choices of teenagers.

Our method:

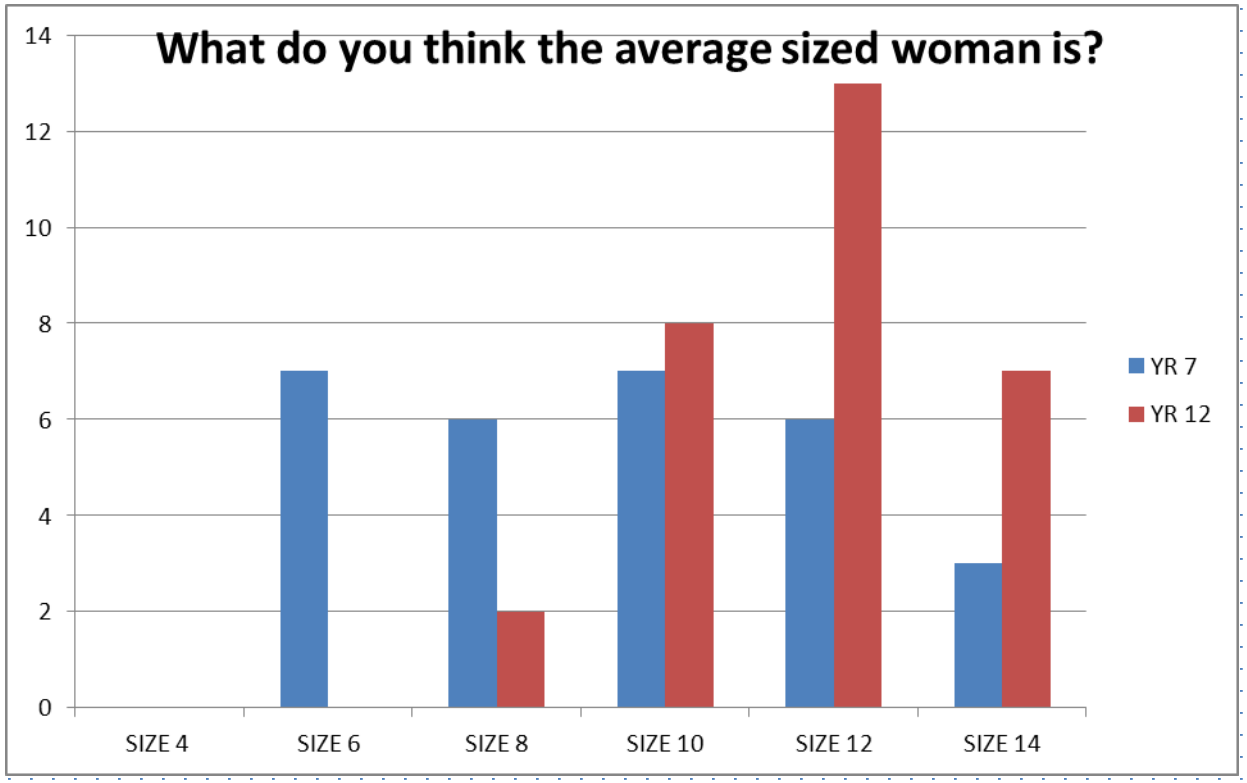
We will approach people by asking related questions about our case study in a questionnaire that we handed out. For example, ''what do you think about the media influencing young teenagers today?''

We will then base our results in a bar chart, comparing the results between young students and sixth formers.

Next, we will then create a mini video showing a short interview of a teacher's perspective of the survey, and ask questions.

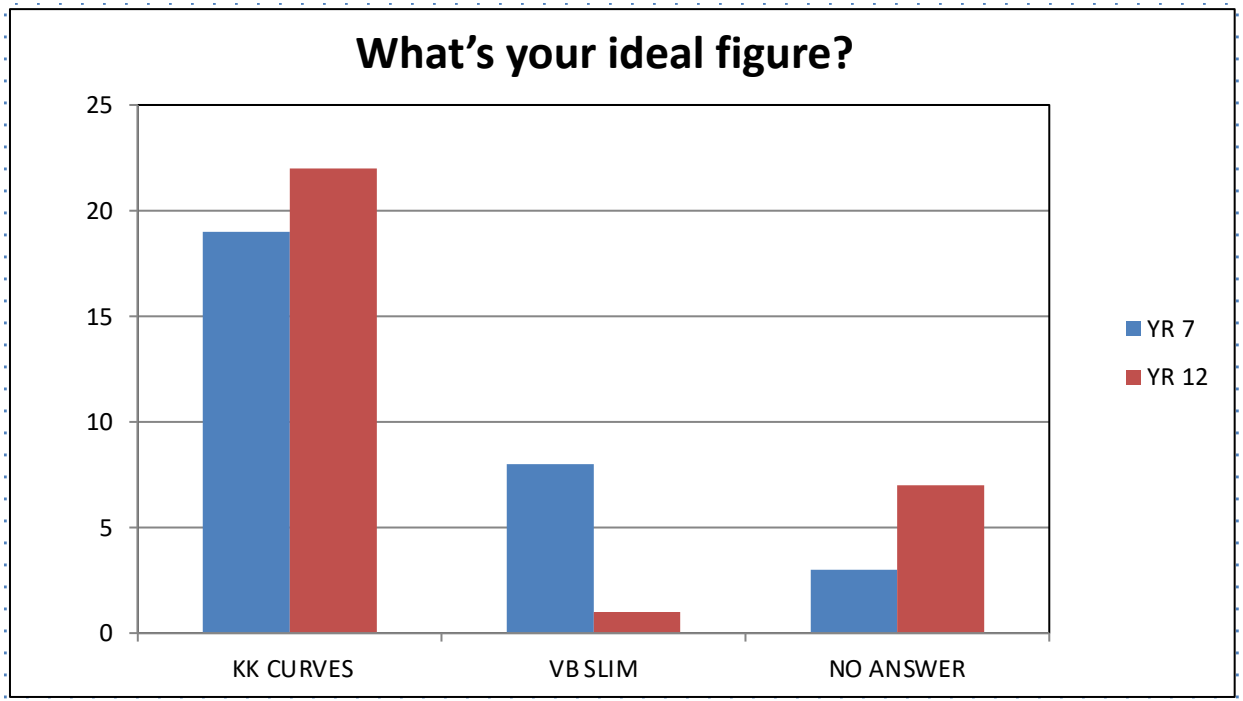
Last but not least we'll see if our hypothesis was correct.

Our results on our experiment



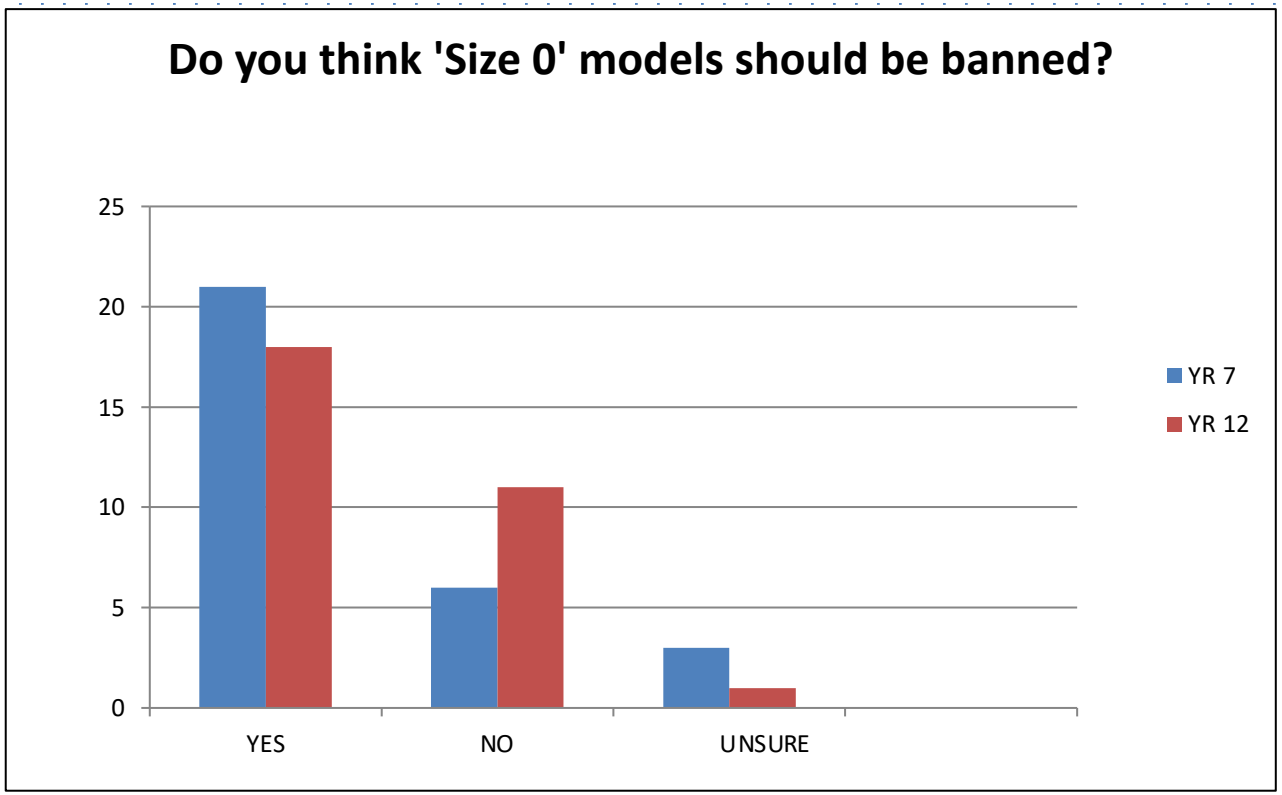
Our results showed that year 7's were less aware of the average sized women as their answers predicted that the average size women was a size 6. Year 12's results predicted that size 12 was the average size, which is true. Showing year 12's have a better view of an average sized women.

Results



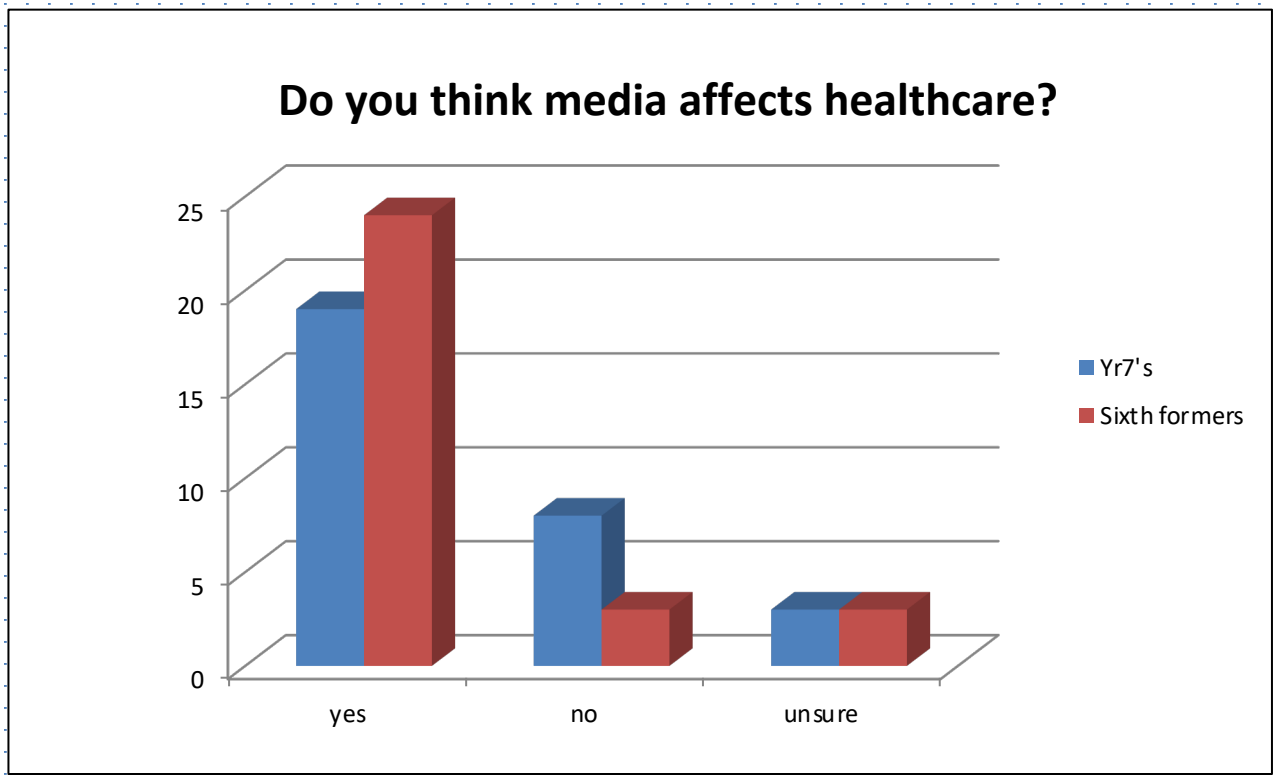
The majority of both age ranges targeted chose Kim Kardashian as an ideal figure rather than Victoria Beckham. This showed that even though most of the media is dominated by skinny figures people still prefer the few that have a curvy one.

Results



The popular choice was YES to banning size 0 models, by both yr7's and yr12's but a higher number of Yr12s said no compared to the number of Yr7s that said no. This may suggest that the older you get the less media affects you.

Results



Both age ranges agree with each other and think that media does affect healthcare yet Yr7's did have a higher number of NO'S. This is probably because Yr7s haven't gone through very many years as a teen and as older teens get they understand more and more about how the media is affecting them.

Mini Video

MOV_1561.mp4

CONCLUSION

Using our results, we conclude that as you get older you become more aware of how media is Impacting upon ourselves and our wellbeing. The media's representation of women portrays a standard of beauty that is unrealistic and unattainable for a majority of women. Models shown in all forms of popular media are often under what is considered healthy body weight, which sends a powerful message that women must sacrifice their health to be considered attractive by public standards.

The negative effects of ultra-thin media images of women have been well recognized; research has shown that females who are repeatedly viewing thin 'ideal' figures are at greater risk to develop body image disturbance and eating disorders; an example of this is size 0 models which can lead conscious teenage girls becoming anorexic. Although it's clear that the media influences the way women view themselves, it is unclear how this process takes place. Throughout our experiment, we have found out that the younger a girl is she's getting the wrong image of what an actual average sized women is.

This has proved our hypothesis correct! ☺

Teen Girls + Media=Low self-esteem.

THANK YOU FOR LISTENING!!