

Media & Body Image

- 1. Social Comparison**
- 2. Cultivation Theory**
- 3. Objectification Theory**
- 4. Social Norms**

Social Comparison

- Likely to compare themselves to others in order to evaluate self worth
- 3 Major Motivations
 - **Self-evaluation**
 - evaluate yourself in relationships to others
 - **Self-enhancement**
 - comparing self to lesser individuals (downward comparison)
 - **Self-improvement**
 - upward comparison
 - can be beneficial
- Role in Advertising
 - selective exposure (study by Knobloch-Westerwick & Romero 2011)
 - 2 Hypothesis
 - if you dissatisfied with your body you are less likely to look at images/articles/ads with the thin ideal body type

Body Objectification Theory

- Frederickson & Roberts (1987)
- Considering body as an object
- advertisement; ads of just legs, woman in sexual positions
- Women feel SHAME from self-objectification
 - since you don't look like that model, you don't fit the "social norm" so you have failed as an individual
- *Body shame has a link to eating disorder (Frederickson study)*

Social Norms Theory

- People will rationalize risky/unhealthy behavior bc they misperceive that it is normal behavior
- Cultivation theory....may lead people to think the thin-ideal is normative
- Why is this dangerous?
 - it is no longer an ideal, but you think it is a norm
 - eating disorders stem from "norm"

Self-esteem & Self-concept (for women)

- Low self concept will internalize the thin ideal
- Women with low self-esteem:
 - more likely to give attention to the media ideals and more likely to suffer negative consequences

Studies for Men

- Studies: 75% Ideal body type was not what they had
- 1990 study: 34% dissatisfied with their looks

Recap

- The media's thin ideal has been shown to negatively impact women's body satisfaction

example- Victoria Secret New Bra Commercial-Nike ads-

-"Strong is the new skinny" <--- pushing strong ideal

Solutions

example- Nike Commercial- "find your greatness"