UNREALISTIC EXPECTATIONS OF WOMEN IN SOCIAL MEDIA

BY

DAYLEY WILLIAMS
THE PURPOSE OF MY STUDY

• Examine and bring people to awareness of how the social media impacts unrealistic expectations of the ideal body for women in the world today.

• The reason why I wanted to research this topic was because I have lived it. After getting out of multiple treatment centers I made a goal to one day feel comfortable to share my story with others to help by being an example and to show that recovery is possible.

• All of image content is from social media sites.
WARNING: THIS MAY CONTAIN IMAGES AND CONTENT THAT COULD PROVE TRIGGERING OR DISTURBING. PLEASE PROCEED WITH CAUTION.
WHAT DO YOU THINK ABOUT WHEN YOU SEE THESE PHOTOS?
6 Top Anorexic Diet Tips

When your sitting, tap your foot, wiggle your fingers, anything to keep moving!

**TIP#1**: When your hungry, chug a glass of water. Then do 10-100 crunches.

**TIP#2**: Eat peppermint. It curbs your appetite, but use it wisely, peppermints have calories.

**TIP#3**: Where nail polish to hide your discolouring nails from lack of nutrients.

**TIP#4**: Use volumizing shampoo and conditioner to keep your hair looking fuller.

**TIP#5**: Make your food look nasty. Put loads and loads of pepper and salt on it, ect.

**TIP#6**: Take cold showers, and drink cold water. Your body burns calories warming up.

---

THE END

---

Your stomach isn't grumbling. - it's applauding
Because the pain of looking in the mirror hurts more than starving

make them jealous

4 WEEKS for you to notice your body changing
8 WEEKS for your friends
12 WEEKS for the rest of the world

DON'T QUIT NOW.
SOCIAL MEDIA SITES THAT PROMOTE EATING DISORDERS

• Pro-Awa
• Pro-Mia
• Instagram
• Facebook
• Pinterest
• Twitter

• Thinspiration
• Fitspiration

• There are close to 500 websites that are promoting a lifestyle of eating disorders.
THINGS THAT I DID BEFORE I STARTED THIS STUDY

• First I had to obtain an (Institutional Review Board) IRB to study on human subjects.

• Then I gave a consent form to each individual that will participate in the study giving them the right to back out. The participant could skip on any question that was asked if they didn’t feel comfortable.
QUESTIONS

• The following questions are addressed in this study by looking at how much time is consumed via social media and the effects it has on women?

• Why do individuals who have been diagnosed with an eating disorder continue to view these social media sites?
HYPOTHESIS

• My hypothesis states that the more time spent consuming social media one has by viewing pro-eating disorder sites the higher probability you will receive a lower score on the State Self Esteem Scale.

• In addition finding out the motives of individuals who view these media websites.
VARIABLES

• My independent variable is the media with the covariate as the number of hours spent on the internet.

• My dependent variable will be measuring themes for visiting these sites and will consist of having a lower score on the state self-esteem scale.
THEORIES THAT I AM GOING TO FOCUS ON

• Cultivation Theory; how society has constructed the ideal body through media compared to the real health proportions a woman should be at and also looking at the conflict theory; How there is differences of opinion between social media with the realistic reality women are facing currently.
CULTIVATION THEORY

• Demonstrates a link between “media exposure and one’s concept of reality” (O’Brien, 2015)

• By stating that the more media exposure that you will obtain will guide an individual to internalize these unrealistic expectations of reality. (O’Brien, 2015)
THEORIES CONTINUED...

SOCIAL CONSTRUCTION OF REALITY

• Coined by Peter Berger and Thomas Luckmann.

Focuses on individuals who have come before us that have constructed our society and we accepted it because society is an actual natural routine.

CONFLICT THEORY

• Society clashes between groups and the distribution of power between those groups striving for the control of means of productions.
• This study was created around a cross-sectional element of time which means that I am only going to perform it once. I took 80 participants; all of them being white women in Utah. 60 participants were randomly selected and the other 20 were diagnosed with an eating disorder from a list that I was given.

• I divided the 60 girls into 3 groups: 20 viewed pro-anorexia sites, 20 viewed a site with healthy models and 20 viewed a neutral website that talked about décor.
DATA COLLECTION CONTINUED

• Women were required to take a pre-test of the state self-concept scale and then look at and discern the internet websites that they were assigned to and observe them for 25 minutes. After viewing these sites they were asked to take a post test which was the same as the pre-test.
DATA COLLECTION

• The final 20 who already had an eating disorder was contacted via phone/skype interviews. I used 17 questions and the interview would last close to 45 minutes. After the consultation the members were asked to complete a debriefing.
FROM THE RESEARCH THAT I WILL COLLECT IT WILL LEAD ME TO THE FINDINGS AND CONCLUSIONS OF THIS STUDY

TO BE CONTINUED...