

### What is beauty

- **Beauty – Aristotle (384-322 BCE) and Plato (424-347 approx. BCE)**
  - The notion of beauty has been under discussion by philosophers since the time of Aristotle and Plato
  - Some equated goodness with beauty
  - So the exterior tended to be associated with virtue and characteristics that are associated with the inner person – beauty of mind associated with the physical, exterior beauty.
  - However, this tended to be the case for males, whereas females that were beautiful were associated with being evil.
- **Goodness = beauty**
- **Pythagoras (570–495 BC) – beauty and mathematics**
- **Burke (1729-1797) taste triggers the pleasure of beauty**
  - Burke focused on the notion of taste that triggered the pleasure of beauty
- **And how we are effected by beauty.**
- **Beauty – inner beauty (characteristics) and outer beauty (physical attributes)**
- So although the notions of beauty may have changed, and in our contemporary culture the focus is very much on physical attributes for people **and we** still portray villains as not being beautiful.

### Beauty and Body

- **Media and body dissatisfaction**
- The media can influence men and women, young and old, particularly in relation to body dissatisfaction and body-shaping behaviours.
- The media provides messages about what is perceived as an ideal body size, shape, Food and weight management
- **Body dissatisfaction**
- The images that pervade the media promote idealized body images **with** unattainable ideals. These can cause individuals to perceive themselves as less attractive in relation to their own body perceptions
- **Internalisation of body ideals – comparing oneself to others**
- Which happens through the internalization of body ideals - and a tendency to compare oneself to others in terms of appearance

## Social Media

- **Greater opportunities for social comparison**
- - social media often adopts images from mainstream media and these provide more opportunities for social comparison which contributes to body image concerns
- Social media comparison suggests that people have an innate drive to compare and evaluate themselves to others
- Including physical attractiveness and body composition
- **Upward comparison – with others deemed better off**
- **Downward comparison – with others deemed to be worse off**
- - those who are deemed to be worse off than one self
- **Greater comparisons > body dissatisfaction**
- - upward comparisons lead to greater body dissatisfaction and have negative consequences
- A greater tendency to compare one's own appearance to others in general tends to be associated with negative body satisfaction.
- **Self-objectification**
- - research has also found a link between social media platform usage and self-objectification (viewing one's body as an object to be gazed upon)

## Fitness and health

- **Healthy lifestyles**
- Social media are dominated by discourses of self-care and healthy lifestyles
- As the responsibilities, solely, of individuals.
- **Images and advice regarding fitness, food, cosmetic surgery**
- - these discourses combine health with an idealized body physique which reinforces social comparison and can lead to reinforcing of body dissatisfaction.
- - the bf (body fat) percentages – essential fat for men is 3-6% but this is the level below which physical and physiological health is negatively affected, and below this is death
- The normal range of body fat, for women should be roughly 21-25% and for men 14-17%.
- There is controversy exists over the importance of body fat

### Idealised body image: Female

- **Slenderness, leanness**
- - For women the ideals are of slenderness and leanness,
- A fear of fat and the conviction that weight and shape are central to identity.
- Levine and Murnen (2009) argue that these are emotional responses which tend to emerge during childhood
- Which still highlight the thin body as the ideal for women
- **Fitspiration images and videos pervade social media**
- These kind of images are largely appearance focused which for women is having thin, toned bodies
- They often appear alongside stories of success, power and control which can also result in increased body dissatisfaction.
- The negative effects are more likely to occur in women who have internalized this thin body idea.

### Idealised Body image: Male

- **More males with eating disorders**
- The number of males with eating disorders is more common than previously thought.
- - For men the pursuit of a ripped muscular physique combined with leanness is the idealized norm
- This includes a well-developed chest, arm muscles, wide shoulders, narrow waist, presented in numerous fitspiration vidoes and iamges
- **Muscle dysmorphia**
- Such images can result in muscle dysmorphia for males, contributing to the perception of a lack of muscular build
- Leading to continuous resistance exercises –such as weightlifting, bodybuilding, workouts, diets in the same way that females might be influenced by the thin body ideal.

### Eating disorders

- **Limiting intake of food, binge eating, purging, intense workouts**
- There are different types of disorders that result from poor body image, depending on whether there is high social comparison or not
- These are characterized by limiting food to a minimum Binge eating, purging, intense workouts

- In medical and psychological literature, anorexia is defined as: **'a disorder with a psychological background characterised by drastic weight loss caused by limitation of food intake, intense physical workouts or administering purgation drugs'** (Kazmierczak et al. 2013).
- And
- **Orthorexia Nervosa: exaggerated, obsessive, pathological fixation on healthy food and health-conscious eating behaviours.** This could include leaving out entire groups of food, Encourage anxiety around food, Feelings of guilt, shame, vomiting
- Not everyone will be influenced in the same way –
- But the prevalence of these idealized bodies in social media, reinforced through individuals filtering and editing their photos, Heightens the likelihood of social comparison occurring.

### Hume

- **Hume – (1711-1776) philosopher**
- - There are different branches of moral philosophy
- But the one associated with Hume is associated with how social norms function in relation to the notion of shame
- **Shame comes when one is excluded or ridiculed by others**
- - where shame comes when one is ridiculed or excluded by others
- Shame – can be understood as inadequate self esteem
- And describes the feelings that people may undergo in relation to such things as cosmetic surgery, Or the compulsive workouts, or eating disorders, To get rid of physical features that are perceived as displeasing
- **Shame – inadequate self esteem**
- - This notion, for Hume, depends on cultural principles and is emotion based
- The reason people partake in things like cosmetic surgery is to avoid humiliation.
- The cultural norms are discerned through the media, including social media.
- And in order to gain self-esteem, and to abate the ensuing anxieties, one might participate in various behaviours
- Thus, social media and traditional media content, can provoke negative feelings of body related shame
- Resulting in body image issues, eating disorders, compulsive exercise, cosmetic surgery