The Body: Beauty Norms, Fitness Industry, Social Media & Eating Disorders

JOANNA JONES
JONJ5_17@UNI.WORC.AC.UK
Beauty

What is beauty?

*Inner and Outer*

What is your relationship with beauty?

Cultural variation?

*Race, Gender, Ethnicity, Sexuality*

How is it situated within society?

*Media, Consumerism/Capitalism, Pressures*
The Body

The role of the media

Discourse on body ideals

Is it attainable?

Internalisation of body ideals → What is the effect on individuals?

Gender
Perceptions of Perfection

Superdrug hired photo shop designers from 18 countries to retouch an image to fit with their culture’s perceptions of beauty of an ideal female form (2016)
The Body and Social Media

Individual choice of identity
presentation online

Selfie generation

Editing, filtering

Comparisons

Celebrities and Influencers

Pressure?
Body Positivity Movement
Health and Fitness

Visual perceptions of health

Body dissatisfaction

Role of exercise

The ‘healthy’ body as a commodity

#gymspiration #thinspiration #fitspiration

Strong not skinny
# Eating Disorders

<table>
<thead>
<tr>
<th>Disorder</th>
<th>Examples of pop culture eating disorder confessions:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anorexia Nervosa</td>
<td>Beyoncé Homecoming Netflix documentary</td>
</tr>
<tr>
<td>Bulimia Nervosa</td>
<td>Demi Lovato</td>
</tr>
<tr>
<td>Orthorexia Nervosa</td>
<td>Princess Diana</td>
</tr>
<tr>
<td>Binge Eating Disorders</td>
<td>Russel Brand</td>
</tr>
</tbody>
</table>

“Other specified feeding or eating disorder”
Eating Disorders and Social Media

‘Gymorexia’

Muscle Dysmorphia

Gendered?

Sexuality

Orthorexia Nervosa

Encouragement of restricted/disordered eating behaviours within society
Morality, Shame & The Body

Hume

Obesity Epidemic

Where does cosmetic surgery fit in?

Climate change?