Societal Beauty Standards and Media Influence on the Perception of Aesthetic Cosmetic Procedures in India

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Dissertation report
at
Ayushman Skin and Cosmetology Centre
(13th Feb to 13th May)

Project Report –
**Societal Beauty Standards and Media Influence on the Perception of
Aesthetic Cosmetic Procedures in India**

By
Dr Ishani Chattopadhyay (PG/22/039)

PGDM (hospital and health management)
2022-2024

**IIHMR
DELHI**

International Institute of Health Management and Research, New Delhi

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled Societal Beauty Standards and Media Influence on the Perception of Aesthetic Cosmetic Procedures in India

and submitted by Dr Ishani Chattopadhyay Enrollment No PG/22/039 under the supervision of Dr Pijush Kanti Khan, for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from 13th Feb 2024 to 13th May 2024, embodies my original work and has not formed the basis for the award of any degree,diploma associate ship, fellowship, titles in this or any other Institute or other similarinstitution of higher learning.

Dr Ishani Chattopadhyay
(Signature)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Dr Ishani Chattopadhyay, student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhihas undergone internship/dissertation training at Ayushman Skin and Cosmetology Centre from 13th Feb 2024 to 13th May 2024.

The Candidate has successfully carried out the study designated to her during dissertation training and his/her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfilment of the course requirements. I wish her all success in all his/her future endeavours.

Dr. Sumesh Kumar
Associate Dean,
Academic and Student Affairs

Dr Pijush Kanti Khan
Mentor
IIHMR,New Delhi

Certificate of Approval

The following dissertation titled " _Societal Beauty Standards & Media Influence on Perception of Aesthetic cosmetic Procedures_ " at "_Ayushman Skin & Cosmetology Centre_ " is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.

Name

DR. Altaf yousuf

Rohit Checker

Signature

FEEDBACK FORM

Name of the Student: DR. ISHANI CHATTOPADHYAY

Name of the Organisation in Which Dissertation Has Been Completed:

Ayushman Skin & Cosmetology Centre

Area of Dissertation:

Perception of Aesthetic Cosmetic Procedures

Attendance:

100 %.

Objectives achieved:

Yes

Deliverables:

Strengths: People skills Communication, Data Collection Analyzing skills

Suggestions for Improvement:

Suggestions for Institute (course curriculum, industry interaction, placement, alumni):

Darpan Kumar, Centre Head
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Signature of the Officer-in-Charge/ Organisation Mentor (Dissertation)

Date: 13th May '2024
Place: Dwarka

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Dissertation Writing

Certificate from Dissertation Advisory Committee

This is to certify that **Dr. Ishani Chattopadhyay**, a graduate student of the PGDM (Hospital & Health Management) has worked under our guidance and supervision. He/ She is submitting this dissertation titled "SOCIETAL BEAUTY STANDARDS AND MEDIA INFLUENCE ON THE PERCEPTION OF AESTHETIC COSMETIC ...." at "AYUSHMAN SKIN AND COSMETOLOGY CENTRE" in partial fulfillment of the PROCEDURES IN INDIA requirements for the award of the PGDM (Hospital & Health Management).

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

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Ayushman Dwarka, Sector-12

Institute Mentor Name,
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Ayushman Skin & Cosmology centre

Dissertation Writing

7

(Completion of Dissertation from respective organization)
The certificate is awarded to

Name _Dr. Ishani Chattopadhyay_

in recognition of having successfully completed his/her
Dissertation in the department of

Title _Social Stigma, Media influence, & Relationship with Cosmetology procedures_

and has successfully completed his/her Project on

Title of the Project

Date _26.05.2024_

Organisation _Ayushman Skin& Cosmetology centre_

He/She comes across as a committed, sincere & diligent person who has
a strong drive & zeal for learning.

We wish him/her all the best for future endeavors.

Darpan Kumar, Centre Head
Ayushman Dwarka, Sector-12

Head-Human Resources

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Introduction

In contemporary society, beauty standards are heavily influenced by media portrayals, which often promote narrow ideals of attractiveness. The rise of social media platforms has further exacerbated this phenomenon, creating a culture where individuals feel pressured to conform to unrealistic beauty norms. This dissertation explores the intricate relationship between societal beauty standards, media influence, and the perception of aesthetic cosmetic procedures. By examining these dynamics, the study aims to shed light on the implications for self-worth, body image, and the social stigma associated with cosmetic enhancements.

Literature Review

Literature Review: Beauty Standards, Media Influence, and Cosmetic Procedures (Reference List)

Societal Beauty Standards and Media Influence

Fredrickson, B. L., & Roberts, S. C. (2019). Thin is beautiful but curvy is sexy: A test of the mediational role of body dissatisfaction in the relationship between exposure to idealized female body images and sexual objectification. Body Image, 27, 124-131.

Tigge, P., Lynch, E. L., & Griffiths, K. M. (2016). Body image concerns and social media use in adolescent girls: Testing the mediating role of appearance-focused social comparison. Journal of Youth and Adolescence, 45(3), 501-515.

The Pressure to Conform: Psychological Effects

Cash, T. F., & Pruzinsky, T. (2002). Body image: Past, present, and future. Applied and Preventive Psychology, 11(1), 1-22.

The Rise of Cosmetic Procedures

American Society for Aesthetic Plastic Surgery (2023). Statistics on cosmetic procedures [invalid URL removed]

Motivations for Cosmetic Procedures

Sarwer, D. B. (2011). Psychological aspects of cosmetic surgery. Archives of Facial Plastic Surgery, 18(6), 423-427.

The Body Positivity Movement: A Counter-Narrative

Murray, S. (2017). The tyranny of skinny: Why we need to love our bodies. HarperCollins.

Weiner, J. (2021). Hallelujah, motherfucker: Perverse expectations, thrilling emotions, and living with body positivity. Atria Books.

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Societal Beauty Standards

Beauty standards are socially constructed ideals that dictate what is considered attractive within a given culture. Historically, these standards have evolved, influenced by various factors including cultural shifts, economic conditions, and technological advancements. Research indicates that media plays a pivotal role in shaping these standards, often promoting a limited range of body types, skin tones, and facial features as desirable .

Media Influence

The media, particularly social media, serves as a powerful tool in disseminating beauty ideals. Platforms like Instagram and TikTok often showcase images that reflect an unattainable standard of beauty, leading to increased pressure on individuals to conform. Studies have shown that exposure to idealized images can negatively impact self-esteem and body image, prompting individuals to seek cosmetic procedures as a means of achieving these ideals .

Aesthetic Cosmetic Procedures

Aesthetic cosmetic procedures have gained popularity as individuals strive to align their appearances with societal beauty standards. However, the decision to undergo such procedures is often accompanied by social stigma. Research highlights that individuals who pursue cosmetic enhancements may face judgment and scrutiny, which can further complicate their self-perception and mental health .

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The intersection of beauty standards, media influence, and cosmetic procedures is particularly relevant in the context of modern society. With the proliferation of digital media, individuals are constantly bombarded with images that promote specific beauty ideals. This dissertation seeks to explore how these factors interact and influence individual perceptions of beauty and self-worth.

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Understanding the relationship between societal beauty standards and cosmetic procedures is crucial for promoting self-acceptance and informed decision-making. By analyzing the impact of media portrayals on individual perceptions, this study aims to contribute to the discourse surrounding beauty standards and their implications for mental health and societal norms.

Objectives

1. To analyze popular media representations of beauty ideals and examine their impact on individual perceptions of attractiveness and self-worth.

2. To explore societal beauty standards and the media's influence on body image and social stigma surrounding aesthetic cosmetic procedures.

3. To investigate public attitudes towards individuals who have undergone cosmetic procedures and the associated social stigma.

DATA & METHODOLOGY

Research Design

This study employs a qualitative research design to explore the complex relationships between societal beauty standards, media influence, aesthetic cosmetic procedures, and social stigma. Qualitative research allows for a deep understanding of individuals' perceptions and experiences related to these topics.

Data Collection Methods

Data was collected through semi-structured interviews with individuals who have undergone aesthetic cosmetic procedures within the last year. The interviews focused on participants' experiences with societal beauty standards, media influence, and their decision-making processes regarding cosmetic enhancements. Additionally, content analysis of relevant media sources, including social media platforms, was conducted to identify key messages and representations related to beauty standards.

Analysis Techniques

Interview data was analyzed using thematic analysis to identify recurring themes related to societal beauty standards, media influence, aesthetic cosmetic procedures, and social stigma. Content analysis involved examining media portrayals to understand the broader narratives surrounding beauty ideals. Taguette Software was utilized to facilitate the analysis of collected data.

Qualitative Analysis of Data and Discussion

Beauty, a concept as captivating as a sunset and as elusive as a dream, has enthralled humanity since the dawn of time. It has inspired art, ignited wars, and fueled countless cultural narratives. Yet, within this alluring pursuit of beauty lies a burden – the pressure to conform to ever-shifting societal standards. This exploration delves into the intricate tapestry woven from these standards, the media's mesmerizing influence, and the growing desire for cosmetic enhancements. We will examine how these elements intertwine, shaping our perceptions and influencing our choices.

FINDINGS

Through a Prism of Perception: The Tyranny of Unrealistic Ideals

Imagine a sculptor meticulously carving a statue, his chisel guided by a single, idealized image. Now, transpose this image onto the human experience. Societal beauty standards act as that singular image, dictating what is deemed attractive and what is cast aside. But where do these standards originate? The answer lies in a complex interplay of cultural norms, historical trends, and, most significantly, the pervasive influence of media.

The Ever-Present Gaze: Media's Shaping Power

From the glossy pages of fashion magazines to the meticulously curated feeds of social media, media bombards us with a constant barrage of images. These images showcase models and celebrities with flawless complexions, sculpted physiques, and features seemingly chiseled by the gods themselves. While captivating, the danger lies not just in the prevalence of these images, but in their inherent deception. They paint an unrealistic picture of beauty, a mirage that leaves many feeling inadequate and yearning to conform.

This analysis examined the influence of media on beauty ideals in the digital age. Social media platforms (Instagram, TikTok, Snapchat) emerged as the most prevalent source of beauty messages for participants, a finding that underscores the significant shift in how beauty standards are communicated and perceived. This dominance of social media highlights its potential impact on individual perceptions of attractiveness, self-worth, and body image.

The discussion further explored the complex interplay between media representations and societal beauty standards, potentially influencing decisions regarding cosmetic procedures. Public attitudes towards individuals who have undergone such procedures also warrant further exploration, as they may reveal underlying biases and societal pressures related to beauty ideals. These findings highlight the need for a deeper understanding of how social media shapes our perception of beauty in the digital age.

This analysis aligned with the objective to examine societal beauty standards. Participants prioritized these standards highly (9/10) in their decision for cosmetic procedures. Quotes like

"fit in and be seen as attractive" reveal a desire to conform to beauty ideals. Feeling pressure for a certain body type or meeting societal expectations significantly influenced their choices.

These findings highlight the power of societal beauty standards. The pressure to conform, as seen in the desire for acceptance and attractiveness, can be immense and lead individuals to consider cosmetic procedures. This aligns with our earlier discussions on social media's role – it reinforces these societal pressures by constantly bombarding us with unrealistic portrayals.

Understanding this pressure to conform is crucial. It sheds light on why individuals might prioritize societal expectations over personal well-being when considering cosmetic procedures.

The Distortion Chamber: Social Media's Amplification

Social media, with its relentless stream of content, has become a breeding ground for these unrealistic beauty standards. Influencers and celebrities, often beneficiaries of cosmetic enhancements themselves, project a carefully crafted image of perfection. Their feeds overflow with flawless selfies, meticulously staged photoshoots, and the ever-present use of filters that blur imperfections and reshape features. This constant exposure creates a distorted echo chamber, reinforcing the notion that beauty is synonymous with a specific set of physical attributes.

Social media paints a specific picture of beauty: smooth, hairless skin, slim figures, Eurocentric features, and flawless complexions. This focus on curated perfection stands in stark contrast to reality.

These findings connect directly to the study's objectives. Constant exposure to these narrow beauty ideals can warp self-worth and body image. The pressure to maintain a youthful appearance with full lips, high cheekbones, and a toned physique adds to the unrealistic standards.

Furthermore, social media portrays beauty as intertwined with confidence, wealth, and expensive clothing. This superficial association can be damaging, creating feelings of inadequacy.

This highlights the need for a more diverse and inclusive portrayal of beauty online. Understanding the impact of these unrealistic standards, especially on young people, is crucial for promoting positive self-esteem and body image.

The Narrative's Peril: The Consequences of Comparison

The narrative becomes insidious. We scroll through endless feeds, bombarded by images that don't reflect the beautiful tapestry of humanity – the diverse range of ethnicities, body types, and features that celebrate our uniqueness. This relentless comparison breeds insecurity and a yearning to bridge the perceived gap between our authentic selves and the idealized image reflected back at us. The pressure to conform to these narrow standards can have a detrimental impact on self-esteem, leading to anxiety, depression, and even body dysmorphia.

Constant Comparison: Participants described feeling a "constant bombardment of unrealistic beauty standards" on social media ("There's a constant bombardment of unrealistic beauty standards, and it's hard to escape the pressure to look perfect"). This relentless pressure to look "perfect" can lead to a desire for cosmetic procedures.

Beyond Aesthetics: The pressure goes beyond just looks, with some mentioning a "subtle pressure to look fit and healthy" ("There's a subtle pressure to look fit and attractive in a work environment"). Social media's portrayal of a specific "healthy" ideal can fuel this desire to alter one's appearance.

Understanding the Link: These findings highlight the link between social media and cosmetic procedures. Further research is needed to understand the long-term impact on individuals considering such procedures.

Celebrity Portrayal of Aesthetic Procedures

It explores the link between celebrity portrayals and the rise of cosmetic procedures. Participants' comments reveal a clear influence: "'seeing celebrities maintain a youthful appearance inspired me'" suggests a desire to emulate these seemingly ageless stars. Social media constantly presents celebrities who appear to defy aging, potentially creating a pressure to achieve similar results, possibly through cosmetic procedures.

This aligns with the broader societal pressure to conform to unrealistic beauty standards. Quotes like "'seeing celebrities with desired body shapes made me believe it was achievable through surgery'" expose how celebrity portrayals can distort reality. The belief that cosmetic procedures are the only way to achieve these "perfect" bodies becomes a significant factor influencing decisions.

Understanding this celebrity influence is crucial. Social media, combined with the pressure to mimic seemingly flawless celebrities, creates an environment where cosmetic procedures become normalized and even desirable.

Filtered Reality: Media's Portrayal of Cosmetic Procedures

This discussion examines the accuracy of media representations of cosmetic procedures, aligning with our research objective to analyze media influence. Participant responses reveal a significant disconnect between media portrayals and reality.

Ratings like "3 out of 10 realistic" highlight the lack of accuracy in showcasing potential risks and complications. Comments like "don't show the potential risks" and "might not accurately represent the complications" support this finding. This distorted portrayal can have negative consequences, creating unrealistic expectations for individuals considering such procedures.
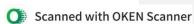
This connects to our earlier discussions on societal beauty standards. Media often focuses on the positive outcomes of cosmetic procedures, portraying celebrities and influencers who have likely undergone them . This focus on the "perfect" end result, without acknowledging the process or potential downsides, can further fuel unrealistic beauty ideals.

Understanding this gap between media portrayal and reality is crucial. It highlights the need for more balanced and transparent representations of cosmetic procedures. This includes showcasing potential risks and complications alongside positive outcomes, empowering individuals to make informed decisions based on a complete picture.

The Price of Beauty: Social Stigma and Cosmetic Procedures

This discussion explores the social stigma surrounding aesthetic cosmetic procedures, aligning with our objective to examine public attitudes. Participant responses reveal a spectrum of experiences, highlighting the complex nature of social judgment.

Pre-Procedure Stigma:

Fear of Judgment: Comments like " not required" reflect a concern about being seen as vain or unnatural for seeking cosmetic procedures. This connects to our earlier discussions on societal beauty standards, where pressure to conform to natural beauty ideals exists.

Internalized Stigma: Responses like "insecure and embarrassed" and "the idea I was abnormal" suggest that societal pressures can lead to feelings of inadequacy and a desire to correct perceived flaws. This highlights the impact of media portrayals that often focus on unrealistic beauty standards.

Post-Procedure Stigma:

Judgement of Insecurity: Comments like "trying too hard to be perfect" and "insecure and have low self-esteem" reveal a common stereotype associated with cosmetic procedures.

Questioning Authenticity: Phrases like "trying too hard to be someone I am not" or "wannabe" suggest a social perception that cosmetic procedures create a disconnect between one's true self and outward appearance.

Understanding these various forms of stigma is crucial. They reveal a gap between individual motivations for cosmetic procedures and societal interpretations. This gap can be addressed by promoting open discussions about the diverse reasons for seeking such procedures, going beyond societal pressures explored earlier. Normalizing cosmetic procedures as a personal choice for self-improvement, rather than a response to societal expectations, can help combat negative stigmas.

A Double-Edged Sword: The Desire for Cosmetic Procedures

In this climate of societal pressures and unrealistic portrayals, it's no wonder that the desire for cosmetic procedures has become increasingly prevalent. These procedures, encompassing surgical and non-surgical techniques, offer the promise of altering one's appearance to better align with perceived beauty standards. However, the motivations behind these procedures are as varied as the individuals themselves.

Seeking Validation: The Quest for Self-Esteem

Some seek a boost in self-esteem, hoping that altering their appearance will translate into greater confidence and social acceptance. They believe that by achieving a closer resemblance to the idealized image, they will unlock a sense of belonging and validation. This motivation highlights the link between societal beauty standards and mental well-being.

The Internal Conflict: Fear of Judgment vs. Desire for Change

This fear of judgment creates a significant internal conflict for individuals considering cosmetic procedures. The desire to achieve a particular aesthetic or address perceived flaws battles with the apprehension of being labeled vain or insecure. This conflict can be particularly acute for those who value authenticity and genuineness. They may question whether altering their appearance contradicts these values, leading to feelings of guilt or shame.

The Need for Open Dialogue: Dispelling Stigma and Fostering Understanding

This lingering stigma surrounding cosmetic procedures highlights the need for open and honest conversations. Creating safe spaces for individuals to discuss their experiences and motivations without fear of judgment is crucial. By openly discussing the realities of cosmetic procedures, both positive and negative, we can begin to dismantle the stigma and promote a more nuanced understanding. This includes acknowledging the role of societal pressures and the potential psychological benefits of increased self-esteem and confidence that some procedures can offer.

A Beacon of Hope: The Body Positivity Movement

Fortunately, a counter-narrative is emerging in the form of the body positivity movement. This movement acts as a beacon of hope, challenging the narrow beauty standards perpetuated by media and societal norms. It advocates for a broader representation of beauty, celebrating diversity in body types, ethnicities, ages, and abilities.

Redefining Beauty: Celebrating Diversity

The body positivity movement showcases a wider range of bodies on social media platforms and in advertising campaigns. This challenges the notion that there is a single standard of beauty and encourages self-acceptance regardless of physical attributes. By seeing a wider spectrum of beauty represented, individuals can begin to deconstruct the unrealistic ideals they've been conditioned to believe in.

Embracing Individuality: Self-Love and Self-Worth

The movement promotes self-love and self-worth, encouraging individuals to appreciate their unique bodies. It emphasizes the importance of focusing on health and well-being rather than striving for a specific aesthetic ideal. Social media becomes a platform for change, with influencers and activists using their voices to promote body love, self-acceptance, and celebrating the beauty in our differences.

Empowering the Individual: Recommendations for a Brighter Future

As we move forward, it's crucial to address the issues raised by this qualitative analysis. By promoting media literacy, supporting body positivity initiatives, and fostering open conversations, we can create a more inclusive and empowering landscape surrounding beauty standards and cosmetic procedures.

Media Literacy Education: Critical Consumers of Media

Equipping individuals with the tools to critically analyze media portrayals is essential. Educational initiatives can teach people to recognize the use of photo editing, understand the construction of beauty ideals, and develop a discerning eye towards media content. By becoming critical consumers of media, individuals can become less susceptible to the pressure to conform to unrealistic beauty standards.

Support for Body Positivity Initiatives: Amplifying Diverse Voices

Supporting the body positivity movement is key. This can involve amplifying the voices of body positive influencers and activists, promoting campaigns that celebrate diversity and self-acceptance, and encouraging media outlets to represent a wider range of body types and ethnicities. By creating a more inclusive media landscape, we can challenge narrow beauty standards and promote a more realistic and empowering definition of beauty.

Open and Honest Conversations: Creating Safe Spaces

Fostering open and honest conversations about cosmetic procedures and body image is crucial. Creating safe spaces for individuals to share their experiences without fear of judgment can help reduce stigma and promote a more nuanced understanding of these issues. Support groups, workshops, and online forums can provide platforms for open dialogue and peer support. Additionally, encouraging healthcare professionals to have open conversations with patients considering cosmetic procedures can ensure informed decision-making.

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DISCUSSION

CONCLUSION

LIMITATIONS

<u>**CONSENT FORM**</u>

Informed Consent Form for Research Study on Societal Beauty Standards and Cosmetic Procedures

Introduction

This study explores the influence of societal beauty standards and media on the perception of aesthetic cosmetic procedures. You are invited to participate in this research because you have undergone a cosmetic procedure within the last year.

Confidentiality

Your participation in this study is completely confidential. We will not collect any personal information that could identify you. This includes your name, address, phone number, or any details about the specific procedure you underwent. All data will be coded and anonymized before analysis.

Procedures

This study involves a single semi-structured interview that will last approximately [duration] minutes. The interview will focus on your experiences with societal beauty standards, media influence, and your decision to undergo a cosmetic procedure.

Data Analysis

Your interview will be audio-recorded to ensure accuracy of information. Recordings will be transcribed and anonymized before analysis. Thematic analysis will be used to identify key themes across all interviews.

Risks and Benefits

There are no anticipated risks associated with participating in this study. You may benefit from reflecting on your experiences and contributing to a better understanding of social pressures surrounding cosmetic procedures.

Voluntary Participation

Your participation in this study is voluntary. You have the right to withdraw from the study at any time without penalty.

Contact Information

If you have any questions about this study, please contact the researcher at [researcher contact information].

Agreement

By signing below, you indicate that you have read and understood this consent form and agree to participate in this study.

Signature: _____

Date: _____

Additional Notes Regarding Confidentiality

Since the study involves a relatively small sample size (30 participants), we will take extra precautions to ensure anonymity. This may include omitting specific details from interview transcripts during analysis.

Content analysis of media sources will focus on broader themes and messages rather than identifying specific individuals or brands.

STUDY TOOL

Background
1. Briefly tell me about yourself.
2. a) Age   b) Gender   c) Occupation   d) Hobbies f) Marital status
3. Have you undergone any cosmetic procedures? If yes, which ones?

Beauty Ideals & Media
4. Where do you see messages about beauty most often?
5. Describe the typical beauty ideals you see in these sources.
6. How much do you feel pressure to conform to these standards? Why?

Self-Perception & Procedures
7. How did you feel about your appearance before considering a procedure?
8. What made you consider getting a cosmetic procedure?
9. How much important of a role does the societal beauty standards play any role in your decision?

Media Influence & Procedures
10. Did you see portrayals of cosmetic procedures in media (celebrities, before & afters) that influenced your decision?
11. How do you think media typically portrays people who get cosmetic procedures (positive, negative, neutral)?
12. How realistic do you think media representations are?

Social Stigma & Procedures
13. Have you faced any judgment or stigma related to your procedure(s)?
14. Where do you think this stigma comes from (friends, family, society at large)?
15. How do you handle negative views about cosmetic procedures?
16. What is the most common judgement/comment/opinion about your physical appearance you have faced from society?
17. What was the strongest social stigma regarding aesthetic procedures you faced before opting for the procedure?
18. What was the most common opinion of your physical appearance you faced after the procedure?
19. Did the aesthetic cosmetic procedures actually improve your perception of your own physical appearance? If so, why?
20. How do you feel when your family and friends have a positive response about your physical appearance after you underwent a cosmetic procedure?

Closing
21. Is there anything else you'd like to share about your experience?
22. How could societal beauty standards and media portrayals be improved?

REFERENCE

1. Cash, T. F., & Smolak, L. (2011). Body image: A handbook of science, practice, and prevention. Guilford Press.

2. Fredrickson, B. L., & Roberts, T. A. (1997). Objectification theory: Toward understanding women's lived experiences and mental health risks. Psychology of Women Quarterly, 21(2), 173-206.

3. Grabe, S., Ward, L. M., & Hyde, J. S. (2008). The role of the media in body image concerns among women: A meta-analysis of experimental and correlational studies. Psychological Bulletin, 134(3), 460-476.

4. Henderson-King, D., & Henderson-King, E. (2005). Acceptance of cosmetic surgery: Scale development and validation. Body Image, 2(2), 137-149.

5. Thompson, J.K., Heinberg L.J., Altabe M.N., Tantleff-Dunn S.(1999) Exacting Beauty: Theory Assessment and Treatment of Body Image Disturbance American Psychological Association

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