

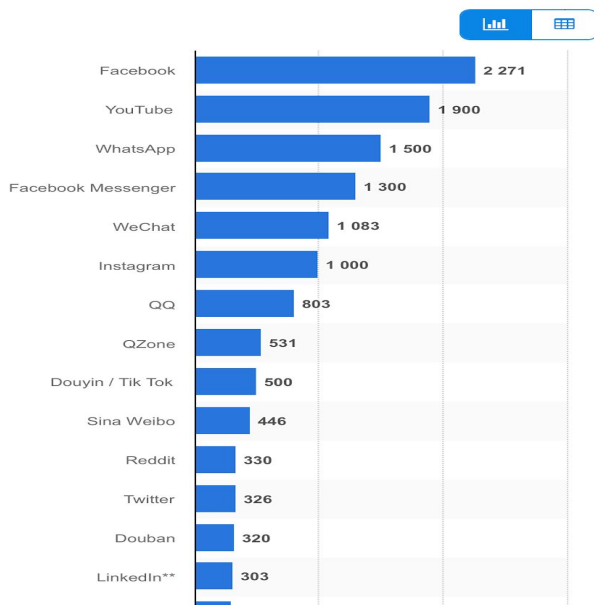


Body Imagery and Effects of Social Media

My **inspiration** for this project came from wanting to know how social media affected people on the levels of: age, gender and status. I also feel as though this topic is really overlooked when wanting to know more about who or where people get there standards for each other on the daily basis.

Global Context is very important to someone learning and working towards a IB diploma. When choosing mine I really had to think because my personal project can tie into a lot so I chose to do identities & relationship and scientific & technical innovations.

Most popular social networks worldwide as of January 2019, ranked by number of active users (in millions)



As I furthered my research I came to the conclusion that the best way to display how social media really affects everyone would be through interviews and focus groups. While conducting the interviews there was a breakthrough moment where there was a difference in what interviewees believed the perfect body really was.

“If tomorrow, women woke up and decided they really liked their bodies, just think how many industries would go out of business” -Dr. Gail Dines