

THE RESULTS

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Primary & Secondary Question

- PQ: How does the media influence our perspective on beauty and body image?
- SQ: Do images in media trigger individuals to imitate appearance or change lifestyles to look like them.
- SQ: Do women and men feel dissatisfaction in themselves due to the media portrayal of the ideal looks and body shape?

METHODOLOGY

- Online survey issued to gather data and answer the research question
 - Distributed through send links from Survey Monkey
- About 40 NMC students voluntarily participated
 - Open to Female and males participants
 - Available to all ages
- Questions includes
 - Demographic like age and gender
 - Ranking body satisfaction
 - Media use
 - Network use
 - Frequently used media
 - Open-ended questions

METHODOLOGY CON'D

- Participants usually take about 2-4 minutes to finish the survey
- Below is a sample questionnaire included in the survey
 1. Gender
 2. Age
 3. In a typical day, about how much time do you spend using the media?
 4. Which of the following social networking sites/apps do you currently have accounts with?
 5. Rate the following
 6. Do you compare yourself to women/men in the media?

METHODOLOGY CON'D

7. What media has the strongest influence in you?
 8. Have you ever changed yourself because of something or someone you saw in the media?
 9. Do you think the media has an effect on the way we perceive our selves?
 10. In today's society, do you think the beauty/body standards has changed compared to 5 to 10 years ago in terms of women/men wanting to look good?
- The Internet was also used to gather additional data for the study.
- Journals
 - Articles

DATA ANALYSIS

- As I mentioned on my methodology slide, the questionnaire on the online survey included were demographic, rating body satisfaction from proud to unsatisfied and open ended questions.
- Interviews were conducted, email invitations were send to 3 psychologists who have wrote books dealing and concerns towards the beauty, body image and the media. Questionnaire send includes:
- Unfortunately, None have responded yet. Their responds and opinions would likely be resourceful in this study.

LIMITATIONS:

There were some limitations to this study. First, there was not enough time to conduct the interview, as this research developed in a span of 12 weeks. I could have waited for 2 more weeks for a respond. Hopefully, there was more time to conduct an additional questionnaire survey, as I wasn't fulfilled with the first online survey results. The questionnaire didn't directly and prove if the media has affected beauty and body ideals as questions. Even though the surveys were anonymous, some questions were not answered.

CONCLUSION

Future research is needed to better examine the effects that the media has on individuals. There were many weaknesses in my research. There were few data collection included in the study. I should have planned well in the beginning to further gather my findings and provide evidences. With this research writing process, it helped enhance my writing skills. I didn't know, writing a report is hard work. Especially organizing everything and gathering the right information and materials for the study.

Regarding the topic, I learned a lot towards the connection between beauty, body image and the media. In my opinion, everyone should be aware with this matter.