The Media Myths: Understanding the pressure placed on women to be perfect.

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Battling Misperceptions

- The Power of the Media
- The Diet Industry
- Prevention of Negative Body Image
The Size of It!

- The average American woman is 5’3.7” and weighs 164 lbs, and wears a size 14.
- The average model is 5’11” and weighs 117 lbs, and wears a size 2.
- Although the ideal figure has become thinner, the average woman’s figure has become larger.
Lessons from the past

- 1959-1996: 60% of Miss America and 69% of Playboy centerfolds were 15% or more below expected weight for height.
- Models have had similar losses.
- Marilyn Monroe was a size 12 to 14 in her time.
Models that have died
CADEAUX

Belle enfant assise sur un canapé, vêtu de sa robe de satin, GUCCI. Diamants en colliers, PETIT BATEAU. Montre de JÉRÔME DESGREG, diamants, triangles 18K 14 carats, cannage haut de gamme, DIAMANT. Bagage, LAINE DE MASSE, en diamant LP. Boucles d'oreilles diamants, aiguilles sur un bleu, LOUIS VUITTON. Sandales JIMMY CHOO en cuir, bijoux de créateurs, « Crystal Collection ». JIMMY CHOO.
HOW THIN IS TOO THIN?
Hollywood rewards a new and shockingly skinny shape, but health experts warn that the trend has gone too far
Bigger Is Better!
Skinny Is Scary!
America’s next TOP WADDLE!
JESSICA SIMPSON
WEIGHT DEBATE

SHE'S PROUD OF HER BODY!
STOP CALLING HER FAT. INSIDE THE STAR'S BOLD CHOICE TO LEAD A REAL LIFE

OCTUPLET MOM CAN SHE HANDLE 14 KIDS?

BACKSTREET BOY NICK CARTER ALCOHOL AND DRUGS NEARLY KILLED ME

THE $155,000 CLONED PUPPY
There are 3 billion women who don’t look like supermodels and only 8 who do.
Does Barbie Impact Us?

- Girls age 5 to 7 years old reported less body esteem and greater desire for a thinner body after exposure to Barbie’s compared to girls who saw images of dolls with healthy body size, Emme doll.
Models Can’t Even Match Up

- The majority of the images presented in the media have been airbrushed or manipulated.
- Average magazine cover costs $60,000 to produce and 6 months of airbrushing.
- 56% of girls believe models have “perfect bodies.”
- 40% of girls only see their flaws when they look in the mirror.
- Teen Ideal- 5’7” and 100 lbs, size 2, blonde hair and blue eyes.
REDook

love your life.

the new
SKINNY
PILLS
yes, they work!
but read this first

the
secrets
couples
keep
about
money, sex & more

look & feel
YOUR
HOTTEST

56 WAYS TO UNLEASH
YOUR SEXY SIDE

Summer
PARTY IDEAS
good food, good fun

Faith & Tim

what's normal
about them
(and what's not)
Doctored cover photo add up to controversy

By Donna Freydkin
Special for USA TODAY

NEW YORK — If you noticed that Julia Roberts' head is slapped on the wrong body on the cover of the new Redbook, you've got a sharp set of eyes.
In fact, Roberts and other Hollywood A-listers are fuming over altered magazine covers that look bizarre at best and disproportionately freakish at worst.

It's known as airbrushing, or digital manipulation. At magazines, it's standard practice to zap a zit, or brighten those baby blues. It's even de rigueur for a supermodel like Tyra Banks, whose flawless printed perfection is at odds with her actual persona, and comes at a price.

"I disappoint people who meet me in person because I don't look like me," Banks says. "But the public is really hard on people in the industry, and your image has to be perfect, and I openly admit that I have cellulite and I get that touched off."

But, as those who do the tweaking point out, there's a huge difference between eradicating stretch marks and cutting body parts from two separate photos and fusing them together into a composite shot, as Redbook did with Roberts in its July issue and a clipped-together Jennifer Aniston in June.

Magazines run such doctored shots to give their covers an air of exclusivity and originality, even when celebs don't grant the magazine an interview or sit for a photo shoot, as was the case with Aniston.

"It's not immoral to retouch people, and everyone does it," says Rolling Stone art director Andy Cowles. "The difficulty is when you mess with the truth, when it's distorted and done to the point where you can see it and the person doesn't look real."

A spate of recent cover scandals proves his point.

The cover: On Redbook's July cover, Roberts' head comes from a paparazzi shot taken at the 2002 People's Choice Awards. Her body, meanwhile, is from the Notting Hill movie premiere four years ago.

The connection: Although this cover was put to bed before the Aniston issue hit stands, it doesn't bode well for a magazine that, like its competitors, relies on celebs such as Aniston, Roberts and Courteney Cox to move major copies.

The conclusion: Publisher Hearst admits its mistake. "In an effort to make a cover that would pop on the newsstand, we combined two different shots of Julia Roberts. We acknowledge that we may have gone too far and hope that Ms. Roberts will accept our apology," Roberts' publicist, Marcy Engelman, simply says that "it's a shame they didn't use the body that went with the head, because it was a great Giorgio Armani pantsuit" that she wore to the People's Choice awards.

The cover: Redbook's June issue promised the real scoop on Aniston's relationship with hubby Brad Pitt, but the article was a clip job and the oddly flat cover photo's exact origins remain a mystery. Aniston's publicist Stephen Huvane. He says he declined a Redbook cover because Aniston had a commitment to Harper's Bazaar. Redbook informed him eight weeks before the cover hit that she'd be on it, anyway.

The connection: "It's a combination of three pictures," says Huvane of the photo. "If you're going to do it, then at least match her head up to her body, and make the neck look like it belongs to her. I still can't figure out what exact picture the face came from."

A Redbook spokesperson refuses to comment. "The only things that were altered in the cover photo were the color of her shirt and the length of her hair, very slightly, in order to reflect her current length."

The conclusion: Huvane says Aniston is filing legal action. "She doesn't like the blatant manipulation of her image," he says.
The cover: When the February issue of British GQ hit stands, Kate Winslet's legs looked stunningly slim. And not, the actress, who has publicly railed against Hollywood's obsession with skininess, hasn't gone on a crash diet.

The commotion: Winslet said her pants had been thinned down by a third. "I was pretty proud of how my legs actually looked in the real picture," said Winslet at the time. "I have Polaroids from the shoot and I thought I looked fine."

The conclusion: Editor in chief Dylan Baker admitted that the photo had been altered, but said it was with Winslet's approval. The actress is not outraged, but says she spoke out because "it just was important to me to let people know that digital retouching happens all the time. It's probably happened to just about every other well-known actress on the face of the planet."

The cover: Seventeen's May issue featured Sarah Michelle Gellar, who granted the magazine an interview but not a photo shoot. So the magazine purchased a retouched photo from a syndication house, changed Gellar's shirt color (from black to purple) — a standard practice at most magazines, including Rolling Stone — and somehow made her left hand look unnaturally long and misshapen.

The commotion: Gellar's camp was displeased, stating that she looked like a paper cutout, not a real three-dimensional person, and that the printing job was poor quality.

The conclusion: The magazine sent Gellar a nice thank-you gift, and the furor has since died down.
RICHARD GERE
JULIA ROBERTS
PRETTY WOMAN
She walked off the street, into his life and stole his heart.
The Impact of the Media

- Children view 6 hours and 32 minutes of media per day.
- 68% of children have TV’s in their room.
- 3 year period, disordered eating was 3 x higher if TV in room.
- Teenage girls report 18 hours per week of watching TV.
Media Consumption

- 83% of teenage girls spend 4.3 hours a week reading magazines.
- After only 3 mins. of looking at fashion magazines, 70% feel depressed, guilty and shameful.
- Girls that read magazines are at a 6 times higher risk for disordered eating.
- Women with eating disorders are highly impacted.
Fiji Study

- 1995- Intro of TV: 3% of girls reported vomiting to control weight
- 1998- 38 months post TV, 15% reported vomiting to control weight
- 50% of girls that watched TV 3 or more nights per week described themselves as “too fat” compared to non TV watchers.
Plastic Surgery
## Plastic Surgery Trends

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<tr>
<td>Pectoral implants</td>
<td>328 %</td>
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My Beautiful Mommy

Written by: Michael Alexander Salzhauer, MD
Illustrated by: Victor Guiza

Big Tent Books • Georgia
“That’s sweet of you to say, my love, but Mommy is also having her tummy made smaller. You see, as I got older, my body stretched and I couldn’t fit into my clothes anymore. Dr. Michael is going to help fix that and make me feel better.”
Women in China: Height = Economic Power
The Dieting Myth

- 90% of women diet regularly.
- 90% of diets fail after 1 year.
- 98% of diets fail after 5 years.
- Dieters regain all weight lost, plus another 10%.
- Diets Don’t Work!
Getting Younger and Younger

- 14% of 5 year-old girls diet
- 50% of 9 year-old girls diet
- 80% of 10 year-old girls diet
- 90% of high school and junior & senior girls diet regularly
Fear of fat

- Research shows that young girls are more afraid of becoming fat than they are of nuclear war, cancer, or losing their parents.
Downside of Dieting: Losing Self-Esteem

- Only 2% of Women in the world call themselves "beautiful". 0% in Japan, 6% in Brazil.
- 86% of women are dissatisfied with their appearance.
- 92% of girls want to change 1 aspect of their appearance.
- Only 56% of 7th graders like the way they look.
- 75% of girls feel they need to lose weight.
- 76% of girls/women admit to unhealthy activities when they feel bad about their body.
Dieting is not the answer

- Study by Stice and colleagues of 700 girls over 4 year period—girls that dieted in 9th grade were more than 3x more likely to be overweight by 12th grade.
- Field and colleagues looked at 15,000 teenagers and found girls who dieted frequently were 12x more likely to binge than non dieters.
Stice and colleagues looked at 1,000 high school girls over 4 years and found initial dietary restraint scores strongly predicted the onset of depression four years later, for each unit of dietary restraint, risk of onset of major depression increased 50%
Landmark Study

- Top 5 magazines over a 30 year period
  Women to Men
  - More diet ads: 63 to 1
  - More body ads: 8 to 1
  - More total food ads 79 to 1
  - More food articles 28 to 1
  - Viewing ads leads restrained eaters to eat 2x more than others
The Price of Dieting & Eating Disorders

- Diagnosis of eating disorders has increased significantly in the past 20 years
- Onset is between age 13 & 18 years old
- One out of every four college aged women have an eating disorder.
- 8 of 10 college women have disordered eating.
- Anorexia has the highest mortality rate (up to 20%) of any psychiatric diagnosis.
Intuitive Eating - Non Diet Approach

1. No Scales, no measuring cups
2. No label reading, no counting calories
3. Never Diet Again!
4. No Good and Bad Foods
5. Exercise you Enjoy
6. Taste and Enjoy Food
7. Honor Hunger/Fullness
8. Eat 3 meals per day
Prevention

1. Fight Fatism
2. Question the Media
3. Accept Genetics
4. Fight the Diet Downfall
5. Understand that Emotions are Skin Deep
6. Befriend your body
7. Form Identity outside of the body