

Beauty in the Eye of the Beholder
*An Analysis of Perfectionism, Appearance
Anxiety, and Socioeconomic Status in Popular
Media*

By
Alexis N. Perry

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Sponsor
Chrys Ingraham

Second Reader
Kristen Karlberg

Abstract

Appearance anxiety and perfectionism regarding appearance are problems that affect many of us, but are problems that are rarely discussed. Media such as reality television, social media influencers, and other forms of entertainment not only perpetuate appearance anxieties to viewers, but often those who are part of consumerism entertainment are subject to these anxieties as well. Socioeconomic status plays a role in the manifestation of appearance anxieties, but often does not solve any anxiety dilemmas. This research consists of a content analysis of popular media outlets. Reality television shows such as *Keeping up with the Kardashians*, *Toddlers and Tiaras*, and *America's Next Top Model* are analyzed, discussed, and compared; along with social media influencers such as Youtubers Shane Dawson, Jeffree Star, and Trisha Paytas. Instagram fitness influencers are analyzed and discussed regarding appearance anxiety, perfectionism, and socioeconomic status as well. Major findings include nearly everyone analyzed in these media outlets expressed some form of appearance related anxiety, regardless of socioeconomic status.

Introduction

With the influence of media among teenagers and young adults, perceived beauty and body standards have increased extraordinarily. We are constantly targeted with advertisements regarding weight and beauty, often at levels seemingly impossible to achieve. There has been extensive qualitative and quantitative research done regarding body image across a person's life span. However, little is known about the relationships between individual appearance anxieties[1] and their levels of perfectionism (Bessenoff et.al, 2007). It is also unknown if socioeconomic status factors into these anxieties. This study aims to examine the ways individuals give meanings to perfectionism, appearance anxiety, and socioeconomic status. This study will focus specifically on maladaptive beauty related regimes and beliefs pertaining to rituals not regarding weight loss strategies, as these are already widely discussed.

This research will be conducted through cross cultural study methodology. I will be examining the ways people give meaning to their anxieties through media outlets such as; YouTube, Instagram, television programs, and various internet websites. Some topics that will be

discussed in this research are Goffman's theory of presentation of self; which dissects how people choose to present themselves in their everyday lives. Miller's theory of presentation of self in the media. Becker's theory of the "outsider", or rulebreakers in society, pertaining specifically to beauty regimes and rituals in this context. And Ingraham's theory of the heterosexual imaginary. Other subtopics will include the discussion of age and beauty, men and beauty, the LGBTQ community, and people of color.

Theoretical Focus

Presentation of Self

When thinking about appearance and perfectionism as attributions that cause us anxiety, we must first establish a basis. Why do certain physical attributes cause us anxiety? Why do we, as a society, try so hard to present ourselves in a certain way? Some light can be shed on this "beauty" phenomenon regarding Goffman's theory of *The Presentation of Self in Everyday Life*. "When an individual enters the presence of others, they commonly seek to acquire information about him or to bring into play information about him already possessed. They will be interested in his general socio-economic status, his conception of self, his attitude towards them, his competence, his trustworthiness, etc." (Goffman, 1956). When presenting ourselves to new people, or people that we encounter every day, we tend to put our "best" face forward. However, when we are not feeling or looking our best, this can be cause for anxiety. The way we present ourselves to others plays a major role in our acceptance into society, and appearance is often the first impression others have of us. Because of this, people feel the need to consistently and constantly look the best that they possibly can. The individual will have to act and present themselves in a way that expresses who they are, and in turn, those around them will be impressed (Goffman, 1956).

The heterosexual imaginary also plays a role in the ways in which we present ourselves. The heterosexual imaginary is "the way of thinking that conceals the operation of heterosexuality in structuring gender (across race, class, and sexuality) and closes off any critical analysis of heterosexuality as an organizing institution" (Ingraham, 1994). Essentially, the heterosexual imaginary perpetuates societal beauty and body standards in the fact that we are trying to present

our ideal selves to attract other people; either physically, sexually, mentally, or subconsciously. It had traditionally been seen that women must maintain their appearances in order to appeal to the opposite sex, and those who do not maintain this image are often subject to criticism. Although over the decades these “beauty barriers” have begun to break down, we as a societal whole still have a long way to go to achieve complete equality in regard to beauty and body standards.

We choose to present ourselves in a certain way to thus be treated a certain way. Those who do not care about appearance may spend less time and money on their own appearance; or may notice other things in lieu of appearance when meeting someone for the first time. However, those who experience anxiety with their appearance rely on their presentation to maintain a certain aura. They may wish others to think highly of them, or perhaps to maintain no clear impressions (Goffman, 1956). When these face-to-face interactive presentations of self are maladaptive, it can result in disturbances to our daily routines and functions.

Presentation of Self in the Media

When adding media into the picture, things become complicated. Theorists before the social media age have had a decent understanding of person-to-person encounters, but now, there have been discussions about the presentation of ‘electronic selves’ (Miller, 1995). Goffman’s theory of presentation states that we present ourselves in a certain way to appeal to our “audience.” We have “backstage” preparation to present our best selves, experiences, and expertise to our peers (Miller, 1995). The social media age has helped us to perfect this ideal image that we wish to portray to our audience. However, when these “standards” of social media perfectionism are not met, it may be cause for internal alarm. Social media has also been found to cause individuals, women especially, to engage in self-objectifying behaviorism. The article *The Effect of Thin Ideal Media Images on Women's Self-Objectification, Mood, and Body Image* states that objectification theory, which is the theory that provides an important framework for understanding, researching, and intervening to improve women's lives in a sociocultural context that sexually objectifies the female body and equates a woman's worth with her body's appearance and sexual functions (Szymanski et.al, 2011) shows that experiences of sexual

objectification socialize women to then engage in self-objectification themselves. Although it is known that appearance anxiety and perfectionism not only affect women, but affect those across the gender spectrum.

“Rulebreakers”

“All social groups make rules and attempt, at some times and under some circumstances, to enforce them. Social rules define situation and the kinds of behavior appropriate to them, specifying some actions as “right” and forbidding others as “wrong.” When a rule is enforced, the person who is supposed to have broken it may be seen as a special kind of person, one who cannot be trusted to live by the rules agreed on by the group. He is regarded as an outsider” (Becker, 1973). Howard Becker’s theory of Outsiders- Defining Deviance plays into the ideas of the social construct we consider to be the beauty industry. Now, it is almost seen as normal for individuals to be concerned with their appearance. We do not look at it as an odd occurrence to spend forty or more dollars a week at the nail salon, a hundred or more at the hair salon, tanning, shopping, even as far as cosmetic and weight loss surgeries to look like the thin, ideal, individual that our society desperately craves. Although it can be argued that individuals take such great lengths to maintain their appearance for their own personal gratification, we must ask ourselves if these expenditures are really for personal fulfillment, or if we have been conditioned to feel and act this particular way.

The Beauty Industry

A main cause for the overall anxiety that we feel regarding our appearances is directly correlated to advertisements and messages from beauty industries, and the often-unattainable standards that are set. A phrase commonly heard from beauty industries is “beauty is malleable.” An article written by Melissa Burkley examines this concept, and the negative effects attached to the phrase. The research question of this article examines the phrase “beauty is malleable” and whether it sends out a healthy, positive, message or not. The author hypothesizes that this phrase is not healthy to target young women with, since the ideal beauty standard is often unattainable. It was found that the more a woman (in this instance) believed her beauty was malleable, the

more she focused on her appearance and engaged in appearance management strategies (Burkley et.al, 2014). Some of these strategies include negative weight loss behaviors, buying beauty products, and obsessive beauty related tendencies.

Because the nature of the beauty industry resides under a capitalist regime, it's consistent goal is to make money off of it's consumers. When a product serves to cover up a problem without truly solving it, that is where the money lies. For example, the marketing of weight loss strategies. There are many fads now that serve to hide or offer a "quick fix" to those who struggle with their weight. There are external products such as waist trainers, which serve to reduce your natural waist size and accentuate curves; and abdominal training belts which use electronic muscle stimulation to contract abdominal muscles. There are also internal products such as "tummy teas", which claim to help shed fat by boosting your metabolism, and plenty of other supplements and "easy" fixes. However, none of these "quick fix" products truly solve the problem for those concerned with their weight. Every fad that comes out offering an easy solution receives more and more money from consumers, continuously feeding into this toxic industry that never truly solves the problem that it has convinced our westernized culture that it has.

Age and Beauty

The beauty industry does not stop targeting us even as we age. Westernized culture prides itself on the illusion of youth, and the older population threatens this image. "In a society where beauty is equated with youthfulness and appearance.... women gain and ultimately lose social status" (Clarke, 2018). Beauty in westernized culture is not only skin deep, we make assumptions of individuals based solely on appearances including social positions and personal qualifications. Especially regarding women, appearance is often the basis of how she is viewed and valued by others. Although western society is making strides against the typical, thin, ideal individual, we often do not see people that are deemed "unattractive" in advertisements, commercials, videos, or as public figures. "The spectre of aging is particularly obvious in the way that anti-aging products and services such as diets, exercises, face creams, and erectile dysfunction medications are marketed as essential for the avoidance of the miseries of old age

and the achievement of sexy and healthy-in other words, youthful-bodies” (Clarke, 2018). Even when companies are advertising their anti-aging products, young and appealing celebrities and individuals are often used in the adverts. Looking at a recent Dove commercial for example; Dove’s 2007 “Pro-Age Women” campaign featured four women in their fifties and sixties from European and Western decent (Macleod, 2007). Although they were advertised as “real” women, meaning non actors, these women were thin, wrinkle-less, and conventionally attractive. Looking at this from a sociological perspective, if advertisers did not show conventionally attractive models to advertise their products, the assumption would be that the products were not effectively working against what they are being advertised to do- convey the appearance of youthfulness. Stated beautifully by Clarke, “To redress older women’s social oppression, what is needed is a cultural revolution. As long as they are primarily valued for their appearances, specifically their approximation to the youthful beauty ideal, rather than for personal qualities and social contributions, women will be denied full citizenship in society” (Clarke, 2018).

Men and Beauty

Although our discussion thus far has focused solely on women and their struggles with the beauty industry, this does not discredit the hardships faced by men in westernized beauty culture. Interestingly enough, there is a significant gap in information regarding men’s struggles with their perceived perfectionism and appearance anxieties. Most of the research presented when searching for “men” and “beauty” show results of how men perceive women’s beauty. However, this is of little surprise due to the nature of our heterosexually idealized culture. The idea of a heterosexually idealized culture is explored extensively in Ingraham’s *The Heterosexual Imaginary*. Ingraham’s work states that “the heterosexual imaginary in feminist sociological theories of gender conceals the operation of heterosexuality in structuring gender and closes off any critical analysis of heterosexuality as an organizing institution” (Ingraham 1994). Essentially, this statement means that heterosexuality is used as an organized institution, and in our westernized culture an organized institution exists to make money. Although the beauty industry does not directly feed off of men’s insecurities, it targets men in an aspect that may trigger more vulnerability- their masculinity. If close attention is paid when shopping, most

products marketed solely to men are slightly different, if not the same, as the opposing women's products. However, when these products are marketed to men they are presented as "masculine" versions of the women's product. An example that comes to mind that received much ridicule was the "mens vs. women" BIC pen. Realistically, men and women do not need a separate type of pen to achieve the same results. However, "Bic for Her Pens cost up to 70 percent more than Bic's identical non-gendered pens. The only difference between Bic for Her and regular Bic pens is that they're pink or purple, and come in a packet labeled Bic for Her" (Felix, 2012). This example emphasizes the heterosexually and patriarchally dominated impacts of the westernized culture in which we live.

LGBTQ Community

It would be non-beneficial to talk about men and women's struggles in a heterosexually idealized and westernized culture without giving some insight to the struggles of the LGBTQ community and their hardships faced with appearance anxieties and perfectionism. Similarly with men's struggles with the beauty industry there is not much information available on the beauty industry regarding the LGBTQ community. Recalling from personal experiences and relationships, those who identify as gay or lesbian are often told to ascribe to a certain appearance. Lesbians are often assumed to look masculine, while gay men are often assumed to look and act more feminine. This expectation can circle back to the obsession that our culture has with heterosexuality. Those who identify a certain way and do not ascribe to the stereotypical appearances to which they "should" look are often put under scrutiny. An article written by Richard Mohr discusses this briefly, stating how the gay community struggles with discussing how they "ought to represent themselves in the face of an increasingly threatening climate of homophobia, repression, and violence" (Mohr, 1992). Although this problem has gotten slightly better, and we are even starting to see genderfluid and non binary models on television and advertisements, there is still far to go to be truly equal in such a heterosexually charged and dominated industry.

Non-Westernized Cultures

When talking about the beauty industry, it is important to be aware of cultures and their impacts outside of our own westernized culture. There are many things that other cultures deem beautiful that we do not, and vice versa. Western cultures “popular consensus--and a quick flip through *Vogue*--will tell you that the majority still values the aesthetic of a tall, slender-but-busty woman with delicate features. To top off this already-intimidating list--a small waist paired atop a perky derriere” (Alexandre, 2016). However, different cultures value different attributes. For example, New Zealand women often adorn facial tattoos to convey beauty. In the “Kayan tribe of Burma, where, from early childhood, women stack brass coils around their neck for the illusion of length. Over time, as more coils are added, the shoulders are pushed down and the neck is in fact lengthened--something that is seen as a tool to attract men of the tribe” (Alexandre, 2016). If the beauty industries in western culture saw someone full of facial tattoos and neck rings, they would most likely turn their noses up in opposition. Unfortunately, we certainly wouldn’t see these attributes featured in the latest editions of *Vogue*. However, from the outside looking in at how western culture defines beauty in comparison to other cultures, I am sure that the same cultural opposition would certainly be present in our beauty standards as well.

The influence of western culture has an impact on other cultures in regard to beauty standards as well. The influence of western culture has historically been relatively toxic to other parts of the world and the cultures that it influences. There have been many instances of people of color lightening their skin, trying to be “less curvy”, and even adopting western dietary habits and beauty techniques. An article written by Kathleen M. Pike and Amy Borovoy discusses the influences of western culture on Japan. “As the first non-Western nation in contemporary history to become a major industrialized economic power, Japan is central to the debate on cultural relativism in psychiatric nosologies, and the study of eating disorders in Japan contributes to the complex discussion of the impact of culture and history on the experience, diagnosis and treatment of such disorders (R. Gordon 2001; Palmer 2001)” (Pike et.al, 2004). It was found that due to the increase of westernization in Japan among other social transformations, there has been

a rise in eating disorders; which we know to be a form of maladaptive image control mainly influenced by western culture.

Race and the Beauty Industry

People of color, especially women, face many hardships in the beauty industry in western cultures that their white peers do not. “The phenomenon of ‘imperial aesthetics’ (basically beauty in the Western sense) is the foremost of these issues.... It is presented as it applies to the black woman in aspects such as hair, skin color, and physique. This adoption of imperial notions of beauty is rooted in self-loathing, argued by postcolonial thinkers to arise from the psychological effects of colonization. Hence, the explication of this phenomenon will go a long way in demonstrating the forms of self-expression that the black woman chooses and which ultimately make up her identity” (Yerima, 2017). Black women face a tremendous struggle in our western culture, especially regarding hair styles and textures. Not only is it difficult to find a hairdresser who is trained to work with ethnic hair, but black women are often publicly scrutinized for any hairstyles that are not traditionally western, or “smooth and straightened.” In 2017, an employee at a Banana Republic, a common clothing store in shopping malls in New York, was disciplined for her hairstyle. The nineteen year old had been called into her manager's office for her braided hairstyle and was told it was too “unkempt” and “urban” for the stores image (Lowe, 2017). Box braids are a common African American hairstyle that strengthens and protects the natural hair. Fortunately, the manager from the store had been fired due to blatant discrimination, but black women in western cultures are still under scrutiny almost daily for their beauty choices. The young woman involved stated that “black women are beautiful and our hair choices need to stop being viewed as unprofessional, especially when they’re highly appropriated in high fashion by white women” (Lowe, 2017).

Women of color face scrutiny for almost anything they choose to do with their appearance. Skin bleaching and white washing has been common in the beauty industry for years. White washing refers to taking people of color in advertisements and movies (most

commonly) and either replacing them with white actors or editing their skin tones. Recently, the film *Ghost in the Shell* has experienced this unique form of racism. *Ghost in the Shell* was originally a Japanese anime, but Scarlett Johansson, a known and popular white actress was cast to play the lead role. This received much scrutiny from the public for lack representation and whitewashing. Not only do women of color have to compete with the beauty industry in regard to whitewashing, skin editing, and style choices, but until recently it has been nearly impossible for women of color, especially darker black women, to even find makeup that matches their skin tones. Western culture pushes women of color to adhere to their standards of beauty, but make it nearly impossible for them to do so without adopting inherently white stylistic choices.

Socioeconomic Status

Like everything in a capitalist society beauty comes at a price, and often it is a hefty one. There are endless products out in stores that serve under the beauty industry. Almost 70% or more of most drug stores are catered specifically to carry beauty products such as; makeup, hair dye, polishes, clothing, etc. Not only is the beauty industry targeted almost directly towards woman, it has been found that women often pay more than men for the same, or nearly the same, beauty products and services. A research question proposed by Megan Duesterhaus, Liz Grauerholz, Rebecca Weichsel and Nicholas A. Guittar in their article *Doing Femininity: Gendered Disparities in Pricing of Personal Care Products and Services* states that the cost of personal care items shows a great disparity between males and females. Duesterhaus et.al explain that the practices of charging women more money for personal care products contributes to the overall problem of gender inequality by increasing women's economic burden and reinforcing societal beauty standards. Their research chose three areas where products and services were similar for both men and women; hair salons, dry cleaners, and standard personal grooming products. Their methodology consisted of gathering prices from hair salons, dry-cleaning establishments, and personal care products by telephone, physically visiting stores and checking prices, and examining company websites. The information gathered by telephone and in-store visits were limited to a metropolitan area in the Southeast with a population of approximately two million people. The overall cost of living in this area was equivalent to the U.S. The main

findings of this research showed that women pay more than men for certain services and products such as deodorant, haircuts, and the dry cleaning of shirts. It is problematic that women tend to be more financially burdened than men, yet they are expected to pay for all of their beauty items to maintain their status and appearance in society; yet at the same time, they are forced to pay more money for nearly the same products as men.

Methodology

This study aims to explore how individuals give meaning to their appearance anxieties and perfectionism tendencies. For example, when watching popular television programs that are based on cosmetic societal standards, such as modeling shows, one might not pick up on experiences of appearance anxiety if they are not indicated outright. The key to picking up on these anxieties is to look for words or phrases that indicate feelings of discontent. Perhaps the individual will throw in small appearance-based comments such as “I think I did okay, but I wish I was a bit taller,” (appendix) a phrase that was said in season one episode one of America’s Next Top Model. To us, this may seem like an insignificant comment said in passing. However, this comment may also indicate deeper psychological stressors of appearance based anxieties or perfectionism anxieties to the individual in question. To conduct this cultural study I will be analyzing various social media platforms to identify patterns in how people indicate to others, or to themselves, their unique struggles with their appearance anxieties, perfectionist tendencies, and their struggles or lack thereof with socioeconomic status. A qualitative cultural media study approach will be best to delve into this topic since it provides substantial evidence about how individuals respond to their circumstances and surroundings with regard to their appearance anxiety and perfectionism. I will be looking specifically at three popular reality television shows- *Keeping Up With The Kardashians*, *America’s Next Top Model*, and *Toddlers and Tiaras*. I will also be looking at users on Instagram who are employed by fitness companies to promote and sell products; and I will be looking at three social media influencers - Shane Dawson, Jeffree Star, and Trisha Paytas.

There are many things to take into consideration when navigating social media platforms and how people present themselves and their problems. Typically, when using social media sites like Facebook, Instagram, and Youtube, people tend to present their best selves, which we discussed briefly with regard to Goffman's theory on presentation of self. To recap, presenting our best selves takes a dramaturgical, or theatre-like approach to self presentation and social interactions. We tend to put our "best face" forward when interacting with the world, and often change up our interactions when with certain groups of people. For example, one might act differently around a group of family members than they would act around a group of their peers. This does not necessarily mean that the individual is not genuine in their actions, but they choose to put on a different presentation of themselves to tailor to the group that they are interacting with. This is similar to what we do with our social media personifications. I say we in this context, because I am as much guilty of doing this as the next person. Instagram, for example, is a social media platform where people like to showcase their best selves and experiences. From personal observations, and hearing the opinions of other Instagram users, it is known that individuals will often strive for the ultimate "insta perfect" photo. A simple trip to the beach will be aggrandized to appear like the best beach trip ever taken, simply for media attention and popularity.

However, like any study, there are always biases to be aware of. An article written by Karin Sim Smith et.al, written in 2018, discusses bias in cross-cultural social media studies/reportings during times of crises. Smith states that during times of crises there are biases in media reporting; often there is cherry-picking of information from social media platforms such as Instagram and Twitter to generalize the public's reaction to certain events. This means that if whoever is reporting during times of crises feels a certain way about an event, they will tailor their gathered information to support their opinion, making it seem like that is the general public's opinion as well. It is important to keep in mind that although I will be focusing on the negative aspects of social media and popular television programs, there are always positive and negative sides to everything.

Cosmetics video bloggers and fitness inspiration models often receive much scrutiny from their viewers, so they tend to not present the negative impacts of their appearance anxieties

rather than the positive impacts. However, with some digging and careful surveillance, insecurities and how they manifest uniquely to the individual can be sought out. These anxieties are even more hidden with individuals on television programs such as *America's Next Top Model*, *Toddlers and Tiaras*, and *Keeping Up With The Kardashians*. All of these programs seek to put on display the glamour of the beauty industry, although we know that it is hardly glamorous.

Delving into the maladaptive areas of the beauty industry regarding people who are profiting off of it, or simply trying to survive within it can be raw and emotional, but it is important to note the struggles that people face in this industry and how their appearance dilemmas are manifested in the name of entertainment to viewers. Some dominant ideologies that will be sought after when conducting this study will be societal expectations, such as those who struggle with their weight and how weight insecurities manifest; beauty and appearance for both men and women, age related struggles, expectations from the LGBTQ community, and other dominant societal expectations that we as individuals are expected to conform to. Keeping in mind that most of the media analyzed will be based upon a westernized ideology of beauty and beauty expectations. Western culture has its own unique form of entertainment and beauty expectations that it presents to the viewer.

America's Next Top Model

"People think beauty is something you're born with, not something you create- how naive."

-Tyra Banks

Although this quote may sound harmless, the actual meaning of the words in the context spoken becomes problematic. Tyra Banks is the director and producer of *America's Next Top Model*. Bank's herself became a model at fifteen, and was the first African American woman to be featured on the covers of *GQ*, an international monthly men's magazine, and *Sports Illustrated*. *America's Next Top Model* is an American reality television show and interactive competition where a number of aspiring models compete to become America's next top model. The first season of the show, premiering in 2003, featured ten women of different races and ages, 16 to 34. A positive aspect to note about this show is the range of women of color. According to

Melitauro in her 2016 article discussing western culture and beauty ideals, she talks about how the standard for beauty is tall, thin, and white. It is refreshing to see a beauty show featuring a wide array of women of color, as it is not the “standard” of western beauty. There are also occasional hints of body positivity among the competitors. For example, in the early episodes of season one, a few of the women remarked that they “loved their body” (see chart in appendix) and were happy to be on *America’s Next Top Model*. However, the reality television program is still riddled with appearance anxiety markers, especially regarding weight, which will be discussed later. Bank’s previous quote may be considered problematic because often to become a top model and be deemed beautiful, you have to be born with a tall and thin frame. Often, this is not how most people, or women in this context, are born. Bank’s assertion that viewers can create their own beauty is both problematic for those who struggle with their natural weight and body shape; and also problematic for those who are not born conventionally attractive according to our societal standards. “Being white, tall, and skinny with long legs, big breast, and full lips – this is what sells today. These are the ideal Western beauty standards promoted by the fashion industries, television, internet, and social media. This Western culture of beauty circulating around the world is ubiquitous. It is embedded in our daily lives” (Melitauro, 2016). Although ironic that the beauty standard is white and Banks is not, she is a bit of an anomaly to the fashion industry, and I do commend her for trying to change the standard of models- at least regarding skin color.

This westernized beauty mindset causes people to spend enormous amounts of money on beauty products trying to “create” beauty, and also manifests the mindset of harmful eating habits and disorders. The appearance anxiety markers that kept consistently coming up during the first season of this show were anxieties regarding weight among the contestants. During the opening credits, Bank’s remarked how she was looking for “all colors, all shapes, and all sizes” (see chart in appendix) although all of her chosen models were tall and thin. However, one model named Robin, weighed in at one hundred and seventy five pounds- categorizing her as a plus size model. Although when looking at her, she did not appear “plus size” at all, her only physical differences from the other girls were a wider set of thighs. Robin received much scrutiny for her weight, getting particular disdain from one of the judges who remarked numerous times “she can

not be America's next top model, she is too fat!" (see chart in appendix) Remarks such as this may be extremely hazardous to those watching the show, as the majority of Americans are not "top model" weight and shape.

Interesting to note as well, a lot of the contestants hinted or said outright that they mostly come from low socioeconomic backgrounds, which was a main contributing factor that pushed them to compete for *America's Next Top Model*. The winner of season one, Adrienne, cried with joy as she remarked that now her mother wouldn't have to worry about "bills or anything" (see chart in appendix) anymore. Most of the contestants also referred to themselves as "small town girls," (see chart in appendix) perhaps referring to coming from low socioeconomic backgrounds. Another contestant stated that "I come from a really broken up home, my mother has eight kids, and I'm the oldest" (see chart in appendix) her mother was on drugs, and the contestant and her sisters were raised in foster care. Although she didn't say it out loud, it can be inferred that this contestant did not have a lot of money, and winning/competing for *America's Next Top Model* would provide her with the needed funds to better herself and her families lives. I don't think that Banks would have received as many potential contestants as she did for her show if money didn't play a factor. Many of the contestants emphasize how stressful being on *America's Next Top Model* is. One of the contestants, Elyse, was accused of having an eating disorder, and almost got kicked off of the show because of it. However, this turned out to only be rumors, but it was very psychologically damaging to her; one week she would hear how great she looked in photographs because she was "so thin and androgynous" (see chart in appendix), and the next week she would be getting scrutinized for appearing as though having an eating disorder. If not for the money and potential opportunities involved after competing on, and especially winning, *America's Next Top Model*, I don't believe that there would be as many potential contestants as there are each season.

Another interesting note is the contrast between season one of *America's Next Top Model* and season twenty three, which premiered in twenty eighteen. The later season featured a near equal number of male models compared to female models, which was nonexistent in the first season. I also noticed a greater deal of confidence among the contestants of the later season, many of the male models were very confident in themselves, as were the female contestants. The

female contestants were also very open about plastic surgeries that they have had- most commonly breast implants. This was interesting in particular regarding the stigmas behind plastic surgeries. When season one of *America's Next Top Model* premiered in two thousand and three, stigmas regarding plastic surgery were often negative. Now, because of the influence of popular television and media personalities, plastic surgery is not as stigmatized as it used to be. This is seen in particular with reality television stars such as the Kardashians.

Keeping Up With The Kardashians

Keeping Up With The Kardashians premiered in 2007. The show features the life of Kim Kardashian, a young “up and coming” reality television star, and the lives of her family. This show differs from *America's Next Top Model* regarding the socioeconomic status of the actors. The Kardashians, Kim Kardashian in particular, who’s net worth is now worth up to nine hundred million dollars (Gwala, 2018), are extremely wealthy. Because of their enormous wealth, the Kardashians are not as concerned with winning competitions and making a name for themselves as much as the contestant on *America's Next Top Model* were. However, their enormous wealth does not excuse them from the appearance anxieties and perfectionist tendencies that many of us struggle with. In season one, Kim Kardashian was pressured to do a photoshoot for *Playboy*. Although this was a fantastic opportunity for her, she displayed anxiety about doing the shoot, not wanting to ruin her self-image having to pose naked. The Kardashians, as opposed to the next top model contestants, appeared to show more social appearance anxieties, rather than physical appearance anxieties. Although Kim Kardashian is technically a model as well, she has a different type of reputation to uphold, which prompts more social appearance anxieties in her and her family as opposed to the next top model contestants.

When striving to become a celebrity personal, social appearance is almost as important as physical appearance. Although the Kardashian family displayed, and continues to display, both tendencies; social appearance came up more prominently in season one of the show. Kris Jenner, the Kardashian’s mother, always stressed to her children “what’s most important is that you guys look your best” (see chart in appendix). This plays into both social appearance anxiety, as Kris Jenner felt that her family needed to look pristine at all times, but also appearance anxiety as

well, because our society values beautiful people, and surely you won't be valued if you don't look your best at all times.

Kim Kardashian also displays many perfectionism tendencies. During her first interview with Tyra Banks, she wanted it to "be perfect" (see chart in appendix). She stressed about what to wear, telling her sisters she "didn't want to look too boring" (see chart in appendix). This scene was another insight to the perfectionism and appearance anxiety tendencies displayed by the family and especially Kim Kardashian throughout the season. The Kardashians appear to be in a constant state of stress about weight, what to wear, how to look, etc. Surely if the public's opinion was not so relevant in keeping them famous and wealthy, appearance would not nearly be as much of a concern among the family. Like *America's Next Top Model* as well, there were also many appearance anxiety markers regarding weight. The introduction scene for the characters shows one of the sisters telling the other "I think you should tighten your bikini top because your tits look really saggy" (see chart in appendix). This statement was said before the show even started. Not only is this an appearance statement that can cause anxiety, it is also ageist due to the fact that when women, or those with breasts get older, breasts tend to sag. The fact that sagging is seen as a negative is inherently ageist. The first episode, ten seconds in to be exact, shows one of the sisters asking Kim Kardashian "don't you have a photoshoot tomorrow?" as she was eating a snack, "stop eating, I think she has a little junk in the trunk" (see chart in appendix) this statement was followed by Kim's mother telling her she needs to "do more cardio." Although the audience watching this would most likely find it funny, it is extremely damaging to see a healthy and fit individual being told she needs to "stop eating" and do more exercise because she is looking a bit heavy and has to do a photoshoot tomorrow. Appearance markers like this are what prompt individuals to turn towards maladaptive dietary restrictions and develop eating disorders. It is apparent that on some level Kim Kardashian takes these comments to heart as well. A few episodes into season one, they joke with her saying that there is a spider on her, which prompts her to panic and cry, stating that "I'm already fat enough, I don't need to be put on steroids because of a spider bite" (see chart in appendix).

Keeping Up With The Kardashians and *America's Next Top Model* both show a trend in appearance anxiety tendencies that is often overlooked. Although the recurring theme in

appearance anxiety tendencies for both of these shows is often weight related problems, appearance standards and thus anxieties shift throughout the seasons. A trend that sticks out the most to me, and that is evident in both the later seasons of these shows, is body weight distribution. In *Keeping Up With The Kardashians* specifically, the first episode of the first season shows Kim Kardashian's sisters chastising her about losing weight because her butt was "too big." We see now in the later seasons that Kim Kardashian and her sisters have both put on weight specifically targeting their backsides. An article written by Jessica Schreindl talks about "pop cultures' big booty trend" and its fetishism masked behind positivity. Schreindl makes a point in her article, discussing how the "big booty" trend is almost more harmful than telling women that they need to be "ultra skinny" in order to be desirable under the male gaze. Often, it is impossible to achieve a "big booty" if you are not born with the body frame. Although being skinny is still desirable, society now values skinny, but curvy. When skinny was trending in the Britney Spears era, this was often attainable due to strict dieting and, unfortunately, the emergence of eating disorders. Although a "big booty" is obtainable through diet and exercise, there is only so much one can do regarding diet and exercise. Schreindl informs us that since 1997, there have been a 471% of increase in plastic surgeries. Even now as I type this, an advertisement popped up on my laptop informing me "Say 'Goodbye' to Skin Tags and Moles Forever." Although this "big booty era" may seem like a positive step towards body acceptance for women, we are still being viewed under the male perspective, however, that male perspective has just moved from "ultra skinny" to "big booty." The emergence of this "big booty" era has prompted appearance anxieties in the Kardashian family. As a pop culture family, they are expected to keep up with the trends and desirable features, prompting the family to go under plastic surgery to achieve societies desired beauty results. Although one can always argue that people undergo plastic surgery to feel better about themselves and their appearance, if society was not so keen on appearance in the first place and pushed these anxieties onto others, why would plastic surgery be necessary to begin with?

Toddlers and Tiaras

Toddlers and Tiaras is a unique reality television show where the manifestations of appearance anxieties and appearance standards are expressed indirectly towards the individuals who are competing. *Toddlers and Tiaras* premiered in 2009, the reality television show goes behind the scenes into the world of child beauty pageants. A google search describes the show as “the shockingly competitive world of child beauty pageants, presenting a warts-and-all portrait of the wee contestants (wearing makeup, spray tans and fake hair!) as well as their fanatically driven parents.” The contestants that are followed for the filming of the show often range from ages 1 to 6, although there are younger and slightly older contestants that participate in the competitions as well. Similarly to *America’s Next Top Model*, the child contestants compete against one another in a variety of competitions, although instead of becoming a next top model, the children win either crowns or special prizes at the end of the competitions.

Analyzing this show for appearance anxiety markers and socioeconomic struggles, I noticed that the parents of the children often push their own personal anxieties onto their children. For example, one of the mothers of the contestants, a little girl who was four years old, told her child that she “had a fat ass” (see chart in appendix). Whether or not she did, this is a child that we are speaking about, someone who is years away from reaching puberty, or an age where it is appropriate to worry about such things. The child was unphased by the comment, but the mother who made the comment was very concerned about her child's weight for the setting that she was participating in. It is evident in shows like this that appearance anxieties are learned from those around us, we are not born with them. It is also interesting to note that the parents of the child contestants are often well aware of the scrutiny that we are under to look our best and appeal to a certain image. In these pageants, the contestants have to go through a round known as “glitz.” This is where they dress up in, typically, a fancy dress, get their hair and makeup done, and often receive a fake tan, wear fake nails, and wear “flippers”, aka fake teeth. To the average person, this should seem absurd that toddlers are being subjected to this. Often it is justified by the parents by saying “my child likes doing this”, but more often than not the children are seen crying while getting themselves “done-up” and stating how they “want to go home” or they “don’t want their hair and makeup done.” The parents express concerns about how their children

need to look perfect, or need to look a certain way to impress the judges and receive high scores. A statement by one of the pageant dads stuck out to me, he said “pageants and bodybuilding are the same. I go on stage and am judged on how my body looks, and Brooke [the toddler being filmed] is judged on how she looks too” (see chart in appendix). It is interesting to me that the parents of the child competitors are well aware of the negative effects of appearance anxieties and perfectionism tendencies in our society, yet they still push their toddlers to achieve perfection, all in the name of self gratification.

Socioeconomic status plays a role in this show as well. This show is unique because unlike the other examples where socioeconomic status affected those being filmed directly; socioeconomic status in this context affects the parents of the toddlers, not the toddlers themselves. For example, from the episodes that I have analyzed, no families or parents who are considered poor are doing these pageants. The parents putting their children into these pageants are often either middle class or upper class. The upper class parents make comments such as “I don’t care how much this dress costs, if it costs thousands it’s fine so long as she wins” (see chart in appendix). Whereas the middle class parents are often more concerned about the cost of things. The middle class parents often will sew their children’s dresses themselves, and do their child's hair and makeup for the pageant instead of hiring a professional stylist so they can save money. One of the mothers of the children even worked a side job as a balloon twister to raise money for the pageants, stating that “so long as her daughter loved to do them, she would do whatever she could”; although the daughter was often seen crying and stating how she didn’t like doing pageants, and the mom would angrily reply “I don’t dress up as a clown for you not to win” (see chart in appendix). It is also rare that the winners of the pageants win money. From what i’ve gathered, the parents who put their children into these pageants do it for bragging rights more than anything else. Occasionally there are cash prizes for the “ultimate grand supreme” winners, or the girls who win the entire pageants, but from the numbers the parents spit out about the cost to simply partake in the pageants, prize money would not cover half of their monetary outputs. Logically, there seems to be no other purpose to putting these children into pageants except for the parents own gains.

Social Media Models & Influencers

Other popular media outlets that are often overlooked are Youtube and Instagram. Many people have made their living off of being social media influencers. This can range from a variety of things from product reviews to simply posting about a pet. For this research, I will focus on three main Youtube influencers; Shane Dawson, Jeffree Star, and Trisha Paytas. And a handful of Instagram “fitspo” models, aka, people who maintain healthy lifestyles via exercise and diet.

“Shane Lee Yaw, known professionally as Shane Dawson, is an American YouTuber, author, sketch comedian, actor, film director, media personality and musician. He was one of the first people to rise to fame on video-sharing website YouTube, and has since maintained an online presence”(Wikipedia). Shane Dawson is an openly bisexual, 26 year old man who used to be very overweight, and he often talks about his struggles through his Youtube videos. Shane Dawson used to work for Jenny Craig before becoming a Youtube influencer, Jenny Craig is also known as a “weight loss guru.” Dawson talks in his Youtube videos often about how he was bullied for his weight and his personality as a kid, and mentions how he was often depressed and suicidal. Although being bullied for his weight was not the sole reason for his depression, it is unfortunate that something as trivial as weight was a factor in young Dawson’s depression. Recently, Dawson released a memoir video titled *I Hate My Selfie*. In this video, he pours his insecurities out to the viewers, stating that “you look at your Instagram and all the pictures you took that day of you trying to look attractive and ugh, it just makes you wanna die” (Mendez). Although media influencers are not always putting out perfectionism messages to us regarding beauty, it shows that nobody is exempt from feeling the strain of appearance anxieties in our society. However, it is reassuring in a sense that even famous influencers and actors are feeling the same effects of these anxieties that average individuals are feeling.

“Jeffree Star is an American Internet celebrity, makeup artist, model, entrepreneur, and singer-songwriter. He is the founder and owner of Jeffree Star Cosmetics. By 2006, Star had become the most followed person on Myspace. He frequently used the platform to promote his music career.” (Wikipedia) Star is currently 33 years old. Jeffree Star is described as having an “androgynous” style, often sporting colored hair, makeup, and gender-fluid clothing. “When he

was first making a name for himself, Star would often refer to himself as gay or androgynous, but now he recognizes that this was taking ‘an easy route.’ ‘I am attracted to both genders and I have been with transgender people and I just don't even know if there's a name for it,’ he told Paper. ‘And even with all these new labels out there, I still am just like, 'I'm Jeffree, and I'm attracted to whoever I want to be’” (List). Although Star doesn't talk much about appearance or specific anxieties that he has faced in his life, I noticed that the he is very open about discussing specific types of body enhancing plastic surgeries that he has undergone. Specifically, on Star’s Snapchat story, a form of social media involving posting photos and videos on your “stories” and sending photos and videos to friends, he mentioned that he had finally gotten something fixed that he had “always been ashamed of” - referring to plastic surgery. Although Star did not mention what he had done, the influencer was seen covering his face in all of his Snapchat stories for a number of weeks, presumably until his operation had healed.

Trisha Paytas, like Jeffree Star and Shane Dawson, is another Youtube influencer. Paytas, like Dawson, also struggles tremendously with her weight insecurities, and talks openly to her viewers about her struggles. “Trisha Kay Paytas is an American media personality, recording artist, actress, and entrepreneur. Born in Riverside, California, Paytas was raised in Illinois before relocating to Los Angeles in her teens. After moving, Paytas became a stripper and began acting on the side, primarily as an extra” (Wikipedia). Paytas often does videos for her Youtube account known as “mukbangs.” A mukbang is an internet fad that originated in South Korea, where an individual will do a live audio or visual recording of themselves eating a large amount of food in one sitting and interacting with their audience. Because of the nature of her videos, Paytas is classified as being “plus size.” Although often she is open and accepting of herself and her weight in her videos, she occasionally posts videos of herself reacting negatively to her weight as well- as she has spoken out about how her weight is a big insecurity for her. In one series of videos, Paytas completely breaks down and uploads a series of videos of her crying after she broke up with her boyfriend for “calling me [her] fat, because he knows that's such a big insecurity for me [her]” (appendix). Although many of us fluctuate between loving and hating our self image, weight related or not, is is surprisingly and slightly alarming when media influencers such as this post such public breakdowns regarding their insecurities.

On the opposite end of the spectrum from these Youtube influencers, there are many fitness models, on Instagram specifically, that will post photos and captions that have viewers believing that they have the “perfect” lifestyle. I use perfect in the context of fitting that ideal, thin, pretty [and/or handsome] standard that has been discussed throughout this research and in numerous researches prior. With a quick search of “fitness model” on Instagram, numerous accounts appear- most of them featuring young, skinny, white, women. The first one I clicked on is a model from Vienna, Germany; according to her account, and she has over 104k followers. All of this fitness model’s posts are photos of her in sports clothing showing off her abs, her perfectly combed hair, and a tan. Many Instagram fitness models such as this are paid by companies to promote their products, so they often will not post any behind the scenes photos or makings of their account. These models are paid to appear “perfect,” mostly to make us believe that the products they are promoting will in turn make us “perfect.” For example, an individual I know personally has a semi-popular fitness Instagram account where she was paid to promote a product similar to “tummy tea,” or a tea that is supposed to curb your appetite and lead you to become skinnier and more muscular- along with exercise. This individual never posts anything negative on her fitness instagram, although in real life she has many insecurities. Often her posts consist of photos of her with captions along the lines of “I can see the results of this tea in as little as a week- swipe up to try yours now!” These unrealistic photo expectations that are being fed to us by these Instagram models make consumers believe that purchasing teas and pills along the lines of “tummy tea” will give us instant gratifying results, and lead us to further disappointment when they don’t end up working.

Conclusion

“Beauty is believing in yourself. It’s knowing that you’re worth it. Beauty is confidence. If you feel confident about who you are, beauty will radiate from you. Beauty is when you are so connected with your own heart, you don’t need to explain anything to anyone, because you know that you are beautiful just the way you are.” -Queer Eye

Popular reality television shows like *Keeping Up With The Kardashians*, *Toddlers and Tiaras* and *America’s Next Top Model* all are evident in producing signs of appearance anxiety

and perfectionism tendencies among the actors. Social media influencers and fitness models show these signs as well. Influencers such as Shane Dawson, Trisha Paytas, and Jeffree Star were shown more often than those on reality television to be open about their anxieties, while fitness models more often than not were not open about their struggles regarding appearance. Beauty and body standards and the anxieties that they manifest are continuously changing as the years continue and trends emerge, yet they are also staying the same in some contexts. Although it is evident that companies and advertisements are working towards becoming more inclusive of women of color, men, those of different weights and abilities, and those of different genders or lack thereof- there is still significant evidence of appearance anxieties and perfectionism tendencies in social media and popular television. For further research, adding more media outlets would be beneficial for even more supporting evidence. Adding different media outlets as well such as magazines could prove beneficial. For further research I would also suggest a combination of media study and in depth interviews with average individuals so there can be comparisons drawn to the average individual and the media famous individual regarding appearance anxieties and perfectionism.

Next steps for research should include more television shows to research, and perhaps a comparison of modern shows (late 90's to 2000's)- as was the basis for analysis here; and older shows dating a few decades ago or more. I think that these comparisons could draw even more significant conclusions regarding change in appearance anxieties over the years. Although much evidence was gathered regarding women and their appearance anxieties, some question raised concern men and how they process their body anxieties. Although some data was collected regarding men, there is still a significant gap in male representation. Another question raised as well is how those in non westernized societies view themselves and their body image. Although the concept of non westernized cultures were discussed briefly in the literature review section, there was little research available on how exactly individuals in other cultures present and feel about themselves appearance-wise. Another question presented by this study that was difficult to answer as well was that how perfectionism played a role in individual appearance anxieties. It is difficult to measure one's perfectionist tendencies without presenting some form of survey or psychological rating chart for the individual to fill out. This proves difficult to do when

analyzing celebrities whom many of us will never meet in person. For further research if possible, I recommend distributing some form of chart for appearance anxiety and perfectionism, as there are several psychologically recognized charts to measure these tendencies available. I think that the combination of one on one interviews, surveys, and content analysis will solidify research of the effects of appearance anxiety, perfectionism, and socioeconomic status anxieties in individuals in westernized cultures.

Appendix

<p><i>Keeping Up With The Kardashians</i></p>	<p>Perfectionism/ Appearance Anxiety S1E1- 10 seconds in “don’t you have a photoshoot tomorrow? Stop eating. I think she has a little junk in the trunk” told Kim she needs to do cardio. S1E1- Intro for characters- “I think you should tighten your bikini top because your tits look really saggy.”</p> <p>Social Appearance S1E1- Having an anniversary party, Kris got angry when her young daughters were making drinks behind the bar- potentially worried about what people think. S1E1- Kim wants her first interview with Tyra Banks to “be perfect” (perfectionism), stressing about what to wear- “I don’t want to look too boring.” S1E2- “It doesn't matter how beautiful your body looks if you don’t get the face right.” S1 E3- “I’m already fat enough I don’t need to be put on steroids because of a spider bite.” -Kim Kardashian S1 E3- “What’s most important is that you guys look your best tomorrow.” -Kris Jenner</p> <p>Socioeconomic Status S1E1- Kim owns a clothing store and is a wardrobe stylist. S1E1- Kourtney on a date, her boyfriend Scott says “at least your hair looks nice with your 5k extensions.” S1E1- “I run Dash with my sisters, it’s a high fashion women’s boutique.” S1E3- “The only thing that will make me feel better is shopping.” -Kim Kardashian</p>
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	<p>“Positive” Moments S1E1- Khloe Kardashian was mad at her sister for telling Kim that her “ass looked fat.”</p>
<p><i>America’s Next Top Model</i></p>	<p>Perfectionism/ Appearance Anxiety S1E1- “I’m looking for all colors, all shapes, and all sizes”- although most of the models shown were skinny. First commercial to come up was for Versace Eros perfume- showing an extremely muscular and handsome man in underwear to promote the product. S1E1- “I’m with my kind, a bunch of Amazon women with big feet.” S1E1- “I was hoping everyone would be short and fat and ugly, but all these girls are tall and thin and beautiful.” S1E1- “I’m not confident at all, I think I’m out” -med school model S1E1- “I think I did okay, I wish I was a little taller.” S1E1- “I used to weight 204 pounds, so I’m thankful for this body right here.” S1E1- “I’ve always been real tall and skinny, got made fun of a lot for it.” S1E1- Tyra Banks hired a physical trainer for the girls, he said “we are going to see how your body weight changes.”</p> <p>Socioeconomic Status S1E1- All refer to themselves all “small town girls” - low socioeconomic status? S1E1- One constants is going to med school- she was asked what is she had to choose between modeling and med school- she said she'd choose modeling because “med school can be deferred, but i’ll only be 20 for a short amount of time” -indicated a comfortable socioeconomic status? Can afford to go to med school and not worry about deferring admission. S1E1- “I come from a really broken home, my mother has eight kids and i’m the oldest”</p>

	<p>mother was on drugs- her and her sisters raised in foster care. S1E1- “I live almost in the boondocks, nothing going on, you can go cow tipping for fun.” S1E1- “I come from pageantry, and pageantry put me through school.”</p> <p>Positive Moments A good range of women of color and white women. S1E1- “I love my body”</p>
<p><i>Toddlers and Tiaras</i></p>	<p>Appearance Anxiety S8E1- Mostly white children, a few black children, but no other ethnicities present. S8E1- “My worst fear going into the pageant is that Alexa is going to bomb beauty for the third time.” S8E1- Making four year old Brooke do push ups and bench presses S8E1- “Bodybuilding and pageants have a lot in common. I’m judged on how I look on stage and on my body, and when Brooke does pageants she's definitely being judged on how she looks.” S8E1- Gives four year old protein shakes. S8E1- “I have type two diabetes so I try and monitor everything Janeyah has. We try to instill in her now that you can’t just eat what you want” -as she is in the drive through getting her a kids meal (chicken nuggets and fries). S8E1- “Personally I don’t have a problem with a fake smile.” S8E1- “Do you like to do beauty?” “No I’m not happy.” S8E1- “I loved Alexa, I thought she had the prettiest dress.” S8E5- “When I grow up I want to be skinny.” -mom</p> <p>Socioeconomic Status S8E1- “This is our fourth pageant.”</p>

	<p>S8E1- Keeps putting Janeyah in pageants because she “has yet to win ultimate grand supreme.”</p> <p>S8E1- “we are all going skating so we can get into the disco theme for this week's pageant.”</p> <p>S8E1- Brings child to dance studio to practice with her coach.</p> <p>S8E5- Built her kids a personal stage to practice on.</p> <p>S8E5- “We have spent a ton of money of pageant stuff. Probably near a million dollars.”</p> <p>S8E5- Kids have a tour bus, a body guard (even though they are five), a stage to practice on, etc.</p> <p>S8E8- “I hate to say but she has a fat ass” -referring to her toddler.</p> <p>Noteworthy</p> <p>S8E1- Mom gives three year old coffee and “tinker tea” every day -mix of iced tea, soda, and pixie sticks</p> <p>S8E1- Four year old Brooke has a body builder as a dad and a professional fitness model as a stepmom.</p> <p>S8E1- Janeyah has two moms- LGBT representation</p> <p>S8E5- “I always said if I had a girl I would make her do pageants.”</p> <p>S8E5- Lesbian grandparents- LGBT rep.</p> <p>S8E5- “It’s important for them to be their best because they are rock stars.”</p>
<p>Shane Dawson</p>	<p>73 Questions Video</p> <p>Has an in ground pool and owns a house.</p> <p>Jokes about having “inner demons.”</p> <p>Has a boyfriend</p> <p>Said Christmas was a bad time when he was a child.</p> <p>Reacting to Compilations Video</p> <p>“I don’t like looking at myself.”</p> <p>“This one is titled ‘is Shane Dawson okay’ it should just be a really short video that says</p>

	<p>‘nope’.” “I love that someone saw the real darkness in my videos.” “I feel like this video is something I should use when I get a new therapist.” “I have been a pig since you’ve been born.” “What if i’m just getting fatter and it’s getting harder to breathe.” “I’m an asshole.” “I just have a resting ‘why am I alive’ face.”</p>
<p>Jeffree Star</p>	<p>Reacting to Hate Videos “He’s an obnoxious looking mother fucker-- that should be me.” “I’m an extraterrestrial.” “What’s your pronoun? Umm..ew” “Now that I have my lesbian orange county haircut.” “Refers to themselves as gender neutral.”</p>
<p>Trisha Paytas</p>	<p>Answering Your Assumptions About Me Video “I am insecure obviously, especially with relationships.” “I lack a lot of willpower.” “I am a lonely person” “My confidence fluctuates.” “My heart is big like the rest of my body.” “I have so many insecurities.” “I could probably buy a two million dollar house.”</p>
<p>Fitness Model 1</p>	<p>@juliachavanne Vienna, Germany</p> <ul style="list-style-type: none"> - Mostly body photos, angled - Blonde hair is neat in every photo, and long - Skinny - White - Appears young, although there is no age on her profile - Modeling a few designer clothes -sponsored? - A few food sponsored ads- although in German- one appears to be an energy

	<p>bar.</p> <ul style="list-style-type: none"> - Numerous bathing suit/underwear photos. - 850 posts with 108k followers
<p>Fitness Model 2</p>	<p>@cblum1 NYC</p> <ul style="list-style-type: none"> - Women of color - Skinny - Brown, long hair. - Mostly underwear/ bathing suit photos - Multiple travel photos - Does not appear to sponsor anything - Photos look professionally done - Although fit, she does not have many gym photos or workout routines posted. - 184 posts and 57.5k followers - A lot of travel photos posted in her stories.

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[1] Appearance anxiety refers to social anxiety surrounding overall appearance, including body shape, and fear of negative evaluation by others (Koskina, 2011).