Poster Presentation

Why Do I Want to Look Like Her Again?: Oh That's right! Society Told Me So…
A Critique of Body Image in American Society

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My research is on the critique of body image within American society and how it has no bounds on sex, race, or culture and is affecting everyone in a negative manner leading many into developing eating disorders or depression. This project has lead me start a Facebook page and website in the fall of 2012 called Real Women of the Quad Cities where I'm trying to change the image of beauty within society (similar to the Dove ads). A team of local photographers and I are asking local women to find a picture of a model and to replicate it with a REAL woman, unphotoshopped, who has done their own hair and make-up as they normally would -nothing "professional" and no special lighting. We also have blogs on our website for the women to share their very real thoughts, feelings, and lives as well. I've also attached a few of the replicates as examples and please visit Realwomenofthequadcities.com to look through the blogs and mission statement. I've selected quite a few books about body image, beauty, and advertising to have a better understanding of why so many people have conformed to think that such a small percentage of the American society should represent what is to be the ideal body image not only in the U.S., but everywhere. I've not only started a webpage and Facebook page, but also interviewed and generally spoken with many women and men from the site and working for the cause. I've also created a LLC to make it into an organization.