Beauty Standards and the Internet

Maya Kapur, Bianca Curiel, Fiona Luo
Professor Riman
PSDS 3100 B
13 May 2019

Presentation

beauty standards and the internet
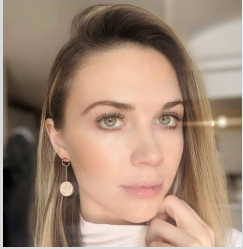
by maya kapur, bianca curiel, fiona luo

professor riman | PSDS 3100 B | 13 may 2019

in what ways might we explore how the internet determines standards of beauty that we use to evaluate ourselves?

in what ways do we use visual identities from the online world to shape the constructions of beauty that we aspire towards?

personas: voice of the user

- young adult in 20s
- small town, midwest
- grew up with stereotypical "mean girls"
- comparison to unrealistically beautiful
- doesn't feel confident
- beauty standards don't really change but rather profiles society looks up to

- 23-year-old beauty influencer living in Los Angeles, California
- recent graduate from FIDM with a bachelors in business management
- runs a fashion blog
- feels restricted online, forced to cater more towards my fans than what she truly wants to post

- 25 year-old editor at Who What Wear in New York City
- passionate about fashion publications and fashion images
- learned about beauty and taking care of appearance through her mother
- values diversity in appearance, race, and bodies but does not feel like she has the power to change the status quo

secondary research

- *Restricted Visions of Multiracial Identity in Advertising* by Robert Harrison
- *Beauty Up: Exploring Contemporary Japanese Body Aesthetics* by Laura Miller
- *Aesthetic Resistance to Commercial Influences: The Impact of the Eurocentric Beauty Standard on Black College Women* by Dia Sekayi
- *"Why do Beauty Standards Change? This Study Shows That Just One Image Can Warp Your Beauty Standards"* by JR Thorpe
- *"Biceps and Body Image: The Relationship Between Muscularity and Self-Esteem, Depression, and Eating Disorder Symptoms."* by Roberto Olivardia
- *"Beauty, Body Image, and the Media"* Jennifer S. Mills
- *"The Internet Is Screwing Up Your Perception of Beauty" by* Julianne Ross
- Makeup is used to increase symmetry in faces by fixing flaws
- Makeup can be used to validate things about the user or manipulate feelings
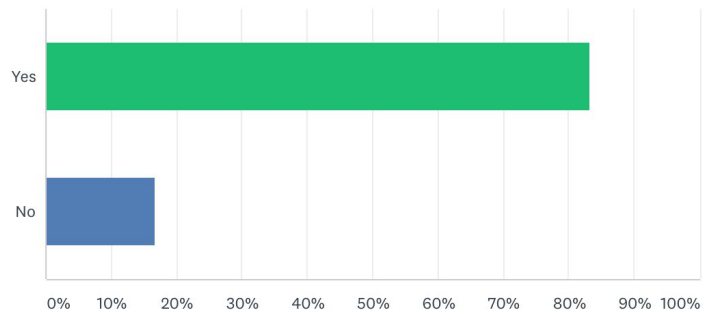
survey data

responses: 12

mixed ethnicities, mostly ages 19-21, mostly female

Do you consider yourself to be beautiful?

Answered: 12   Skipped: 0

Q7

What is the ideal beauty standard in your culture? Are you pressured to fit that ideal?

Answered: 12   Skipped: 0

RESPONSES (12)   WORD CLOUD   TAGS (0)   🔒 Sentiments: OFF

☐ Apply to selected ▾   Filter by tag ▾   🔍 ❓

Search responses

Showing **12** responses

☐ caramel skin, slim thick, feminine dress, curly hair, I absolutely do. I think it's especially heightened for second and third generation people because as we get farther and farther from the things that bring us together like it being harder to be latinx through language or food or whatever else we hold on more and more to the visual indicators of our culture

4/22/2019 1:40 PM   View respondent's answers   Add tags ▾

☐ Skinny. Yes

4/22/2019 1:37 PM   View respondent's answers   Add tags ▾

☐ Growing up in a conservative part of Europe, where the beauty standards were blonde hair with blue eyes and fair skin, I always stood out. I used to feel pressured to fit in, but I then realized it's best to just be yourself and maybe look into other cultures that are similar to yourself.

Q9

📌 Save as ▾

If you could change something about your natural appearance would you? Also what would you change?

Answered: 12   Skipped: 0

RESPONSES (12)   WORD CLOUD   TAGS (0)

🔒 Sentiments: OFF ⬤

☐   Apply to selected ▾   Filter by tag ▾

🔍 ❓

Search responses

Showing **12** responses

☐ I would add 4 inches to my height. Besides that, I wouldn't really want to change anything

4/22/2019 2:05 PM   View respondent's answers   Add tags ▾

☐ The only thing I would change is to make my hair a little bit more coarse then it is. It's curly but really fine like my moms

4/22/2019 1:40 PM   View respondent's answers   Add tags ▾

☐ Yes, my height. Standards say be tall

4/22/2019 1:37 PM   View respondent's answers   Add tags ▾

☐ I guess I would be a bit taller

4/22/2019 1:14 PM   View respondent's answers   Add tags ▾

Q8

📌 Save as ▾

How do you feel about the way you look in terms of what you see online?

Answered: 12   Skipped: 0

RESPONSES (12)   WORD CLOUD   TAGS (0)

🔒 Sentiments: OFF ⬤

☐   Apply to selected ▾   Filter by tag ▾

🔍 ❓

Search responses

Showing **12** responses

☐ not at all like what I see. It makes me feel ugly

4/22/2019 1:37 PM   View respondent's answers   Add tags ▾

☐ I generally feel alright-good about myself, sometimes I wish I was taller and more muscular but it's all good.

4/22/2019 1:14 PM   View respondent's answers   Add tags ▾

☐ It definitely doesn't feel good to compare yourself to other people online, and what really sucks is finding out someone has edited their photos and realizing I even dwelled on trying to look like a representation of someone that is not even real (Arguably).

4/22/2019 11:41 AM   View respondent's answers   Add tags ▾

Which top 3 public figure do you regard as beautiful and what aspects make them beautiful?

Answered: 12   Skipped: 0
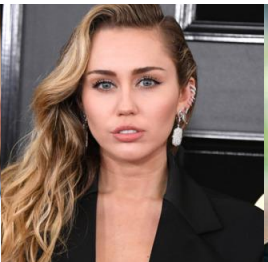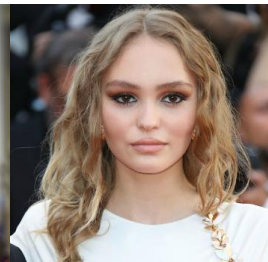
cultural probe

I woke up late today and I really don't feel energetic at all, but now I'm alright as I get dressed up and everything else.
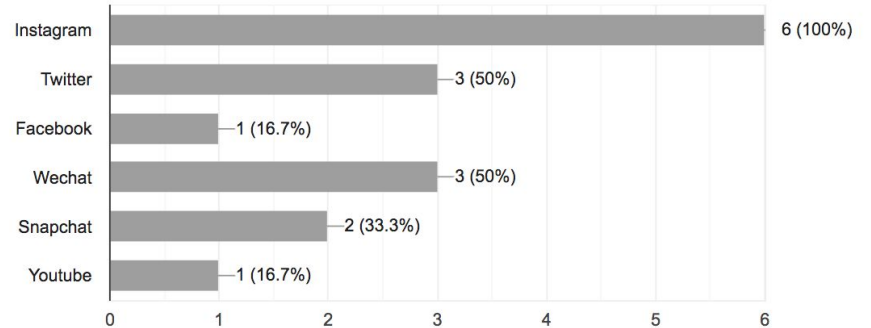
I think looking at my phone, looking in the mirror and looking at other people impact the way I feel about myself throughout the day.

Work exhaustion and general overstimulation

I had a productive day and I drank one (1) beer with my friends after work

I felt lazy today and didn't get as much done as I would've hoped.

My confidence usually depends on how I'm feeling about my body that day. Certain days I wake up feeling bloated, and I am always very idealistic about my diet. Today, I don't feel like I ate the healthiest foods, and in turn just feel less confident in my skin.

Platform	Count
Instagram	6 (100%)
Twitter	3 (50%)
Facebook	1 (16.7%)
Wechat	3 (50%)
Snapchat	2 (33.3%)
Youtube	1 (16.7%)
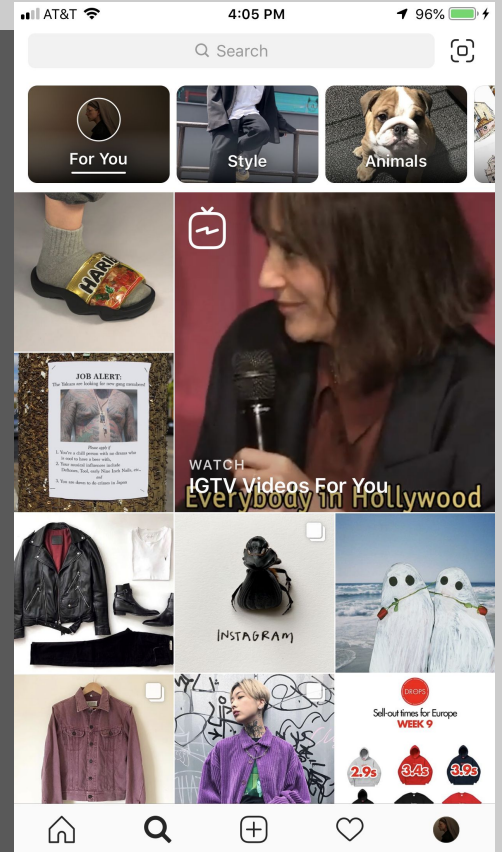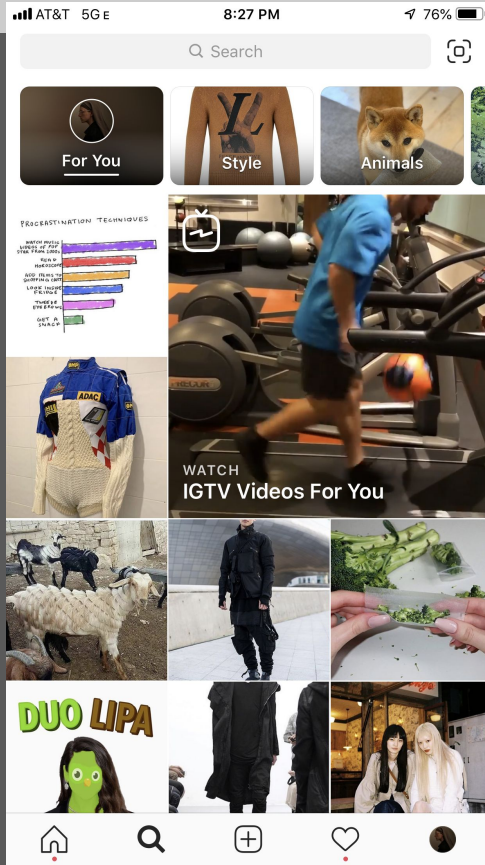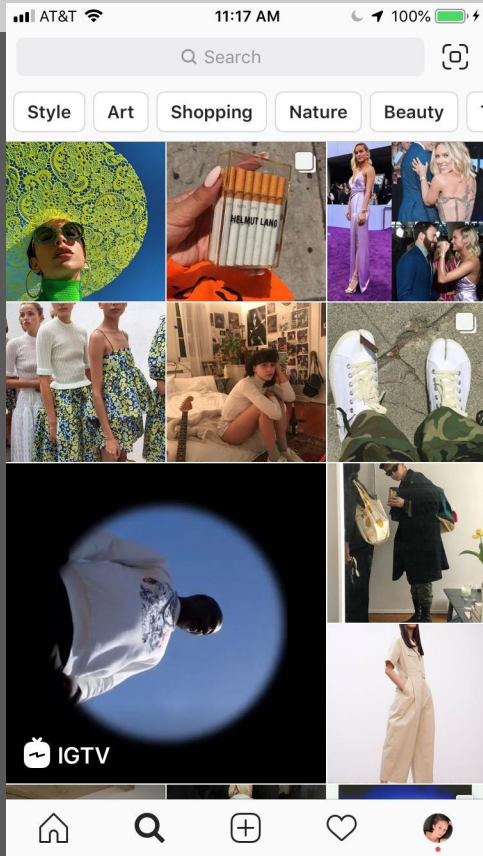
interview: calista

- compare to girls online
- social media is a platform to convey a personality
- curation of posts
- social media influencers = beauty standards
- inspiration from fashion, makeup, beauty, lifestyle
- ideal for female
  - young
  - less makeup
  - happy/glowing
  - well groomed
  - professional demeanor/presentable

- pressure to fit ideal
- behaviors
  - shy vs. talkative
- makeup hides imperfections
- choosing outfits expresses creativity
  - control
- a time you felt completely beautiful?
  - surprise party before leaving for NY
  - surrounded by strong group of friends
  - felt loved and supported
    - Stuck by me
  - celebration

interview: ariana

- junior at Amherst College
- struggled with feeling beautiful because of exposure to eurocentric beauty standards
- measured herself using beauty standards that idealised features that did not look like her own
- is very aware of the toxicity of social media interactions, but also makes light of the fact that everyone, no matter who they are, enjoys a level of validation through social media
- is focusing on holistic beauty as a way to feel beauty, chooses to follow people on social media who inspire her not just through physical beauty but beauty in character and accomplishments
- feels beauty through empowering herself and others as Asian Americans, and through redefining what feeling beautiful and what beauty means today.

interview: beatrice

- 21 years old currently attending community college
- although she understands that the portrayal of people online isn't necessarily realistic, she still feels as if those are expectations she tries to aspire towards
- as the only white person of her friend group she feels tokenized, (often seen as "special" or "pretty" simply for her ethnicity) which she believes comes from social media
- struggled with adult acne and felt that social media's perception of acne made her much more insecure about herself and her appearance
- feels that a woman's value is in some way always in relation to her appearance whereas a man's value is in success and material objects
- feels her appearance is not restricted to typical beauty standards but explains that she sacrifices conventional beauty for self expression
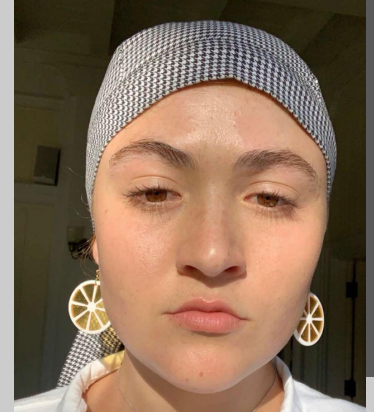
deconstruction

orange = survey, blue = interview, green = cultural probe
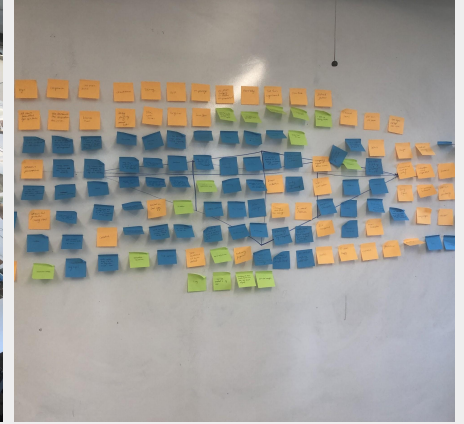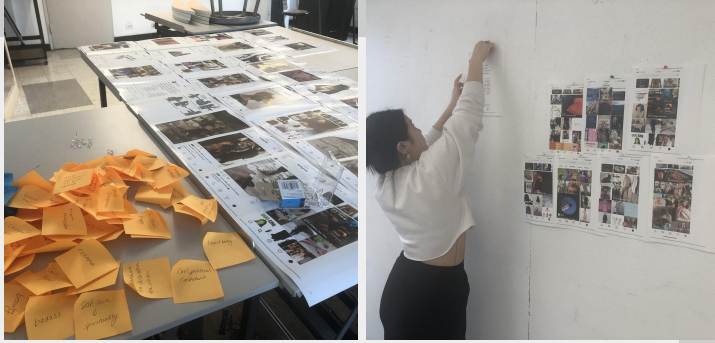
insights

1. search for authenticity, it is valued on the internet/social media
   a. it is a facade, and curated

2. comparing ourselves is a way of measuring their belonging

   a. all know it is toxic, but keep coming back

Kendall Jenner, Kaia Gerber, and Lily-Rose Depp - despite the fact that they are all models, I believe that there is a natural beauty that distinguishes them from all the rest of the so-called "beautiful" women on social media. Neither of them have ever relied on plastic surgery or other forms of enhancement to make themselves look even more beautiful than what they already are.

4/21/2019 10:24 PM   View respondent's answers   Add tags ▼

lilyrose_depp

Liked by **ligavin** and **207,552 others**
lilyrose_depp So nice meeting the sweetest and happiest puppy Daisy @underbiteunite 😍🌼🌸❤️🐷

kendalljenner

Liked by **bay_kimes** and **1,741,455 others**
kendalljenner brb 👽
View all 119,143 comments

insights

1. **overarching Eurocentric beauty standards in various forms across cultures**
2. **mature women are more respected because of their holistic beauty**

Growing up in a conservative part of Europe, where the beauty standards were blonde hair with blue eyes and fair skin, I always stood out. I used to feel pressured to fit in, but I then realized it's best to just be yourself and maybe look into other cultures that are similar to yourself.

4/22/2019 1:14 PM   View respondent's answers   Ad

Probably being slim but having boobs and butt at the same time, being pale is always a thing that comes up on both my white side and mixed sides of my families' various cultures. I am not so much pressured by my own family culture as I would say I am by my larger generation's culture if it can even be called that, but like social media, etc which all contributes to how I perceive myself within the spaces I try to navigate every day.

4/22/2019 11:41 AM   View respondent's answers   Ad

1) Jane Goodall: strong, cares so much about the environment, so kind to both humans and animals 2) Michelle Obama: strong, outspoken and respectful, also her amazing arms are a plus 3) Ezra Miller: unapologetically himself, expressive, kind

4/21/2019 8:08 PM   View respondent's answers   Ad
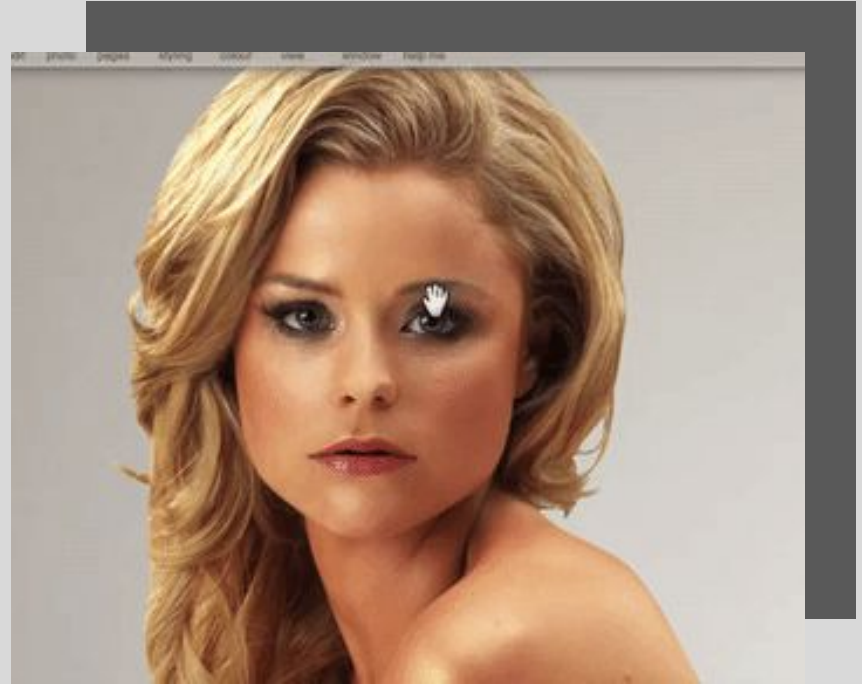
what would we do differently?

if we had more time...

we would have wanted to do a social experiment with Instagram or a more involved cultural probe to see reactions of people and pictures.

we also would have wanted a more diverse and participants in our survey.

thank you!

Documentation

- Most important aspect of design thinking is the person you are designing for
- by simply focusing on visual cues you deny yourself real experiences

1 Min. Exercise:
- heater/vent
- sound of paper flipping
- pen clicks
- chair creaking
- pen on paper
- elevator buzz
- body movements/shifts
- Jeffrey's fragrance
- cool from window
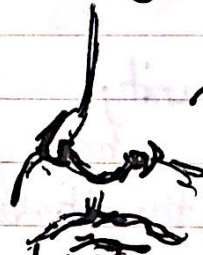
- Social constructs have a strong influence on our emotions
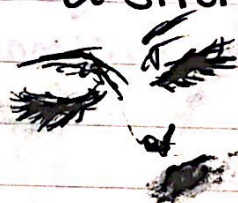
ESM Critique:
- creativity
- restraining because of quantatative needs
- Spent more time/find more data
- Shorter intervals
- more journaling
- aware of defects/flaws when discussing
- questions need to be more cohesive (clear narrative)
- Show n tell probe 5 people
- subjective research: experience research; biased
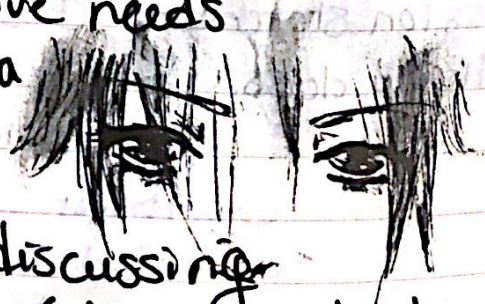
Cultural Probe:
- Simple, efficient, & effective
- convienient & sleek
- instructional sheet
- 3 tasks 4 days

- gender
- Social activities
- home

"the trusted 10"

12

Maya Kapur

Professor Riman

PSDS 3100 B

1 April 2019

<div align="center">IWWMW Individual Research Outline</div>

This is the next iteration of your Research Outline that is an individual effort which will be shared at our next class on During the workshop we will form interest based teams and prepare to move forward.

During our class, each group will have shared your primary idea for discussion and feedback and critical input. Take notes on the feedback, reflect on your concept you prefer and then write a simple summary of your thoughts as outlined below.

Write a new IWWMW more developed question. Explain your interest and how you plan to approach the problem.

Who are the stakeholders or subject of your research? Identify who/what you would like to study and how it relates to your question.

Outline the 5 research methods that seem to fit this project. List them in the sequence you propose to deploy them, each with a brief explanation of how they will inform your inquiry.

Review [Final Assignment Brief](#) to familiarize yourself with the key weekly milestones through the May 14th due date. Submit a PDF summary by classtime 4/01 Bring a hard copy to class!

Name your file as per this example.

PSDS3100C_Statement_V01_lastNameFirstInitial_S19

Response:

IWWMW-Explore how the power of identity versus anonymity influences data, statistics, and information. Does identity drive the truth?

- I was interested in this topic after learning about bias in some of my classes. Gossip is no different. If people know that information is anonymous, they give more information that is specific and the least amount of bias. Inspired by the app Blind, we can see how people can submit information anonymously and how it affects the data. This is a possibility to look into. This relates to my question because we can compare the data from an available identity to one that isn't shown and see if it actually matters in the grand scheme of research.
    a. Case study: The impact of social media/dating app profiles. Are they ethical/truthful? To what extent?
        ○ At first, I didn't like the idea of a dating profile. But I realized that being in New York, a city with millions of people, you still feel lonely. This is the new way of meeting people. I changed my mind after seeing how it works. However, I still haven't gotten to the point of using Instagram. In it interesting how nowadays, we put forth a portrait of who we are online. An exploration to study would be to see the differences between the profiles of curation versus those without. This relates to my question because it is a way of putting the power of identity to the test using apps and platforms that already exist and what our generation is already accustomed to.
- The stakeholders involved would be the subjects of the data and information, those who are conducting the research, and those who the research affects.
- Research methods:
    1. Secondary research
        ○ This allows me to understand the topic more if I see the research that has already been done.
    2. Interview
        ○ I can see the perspective others have on biased data and profiles and ask how they think their answers affect the research being done.
    3. Mapping
        ○ I can use this method to map the research and data gathered up until this point and see the connections between each part. This allows me to focus my later research methods much more specifically.
    4. Personas
        ○ I am able to predict biased data using personalities.

5. Probe
   - A probe allows me to test theories that come up through the personas research method. I can put the case study of profiles to the test with the power of identity versus anonymity.

Bianca Curiel

Jeffrey Riman

Int. Research & Dev.

25 March 2019

<p align="center">Research Outline</p>

1. IWWMW - explore ways to create a supportive environment for low income/minority students?

    a. This idea interests me because I myself am a lower income minority student and have felt that my experience at The New School is much different than many other students who have the privilege to attend. I have noticed that there is an overall dissatisfaction among low income/minority students at the school and am interested to further research these attitudes in an effort to shine light on the problems these students face. Many students in my position have faced struggles during their time in college that aren't only limited to financial struggles. I want to gain a deeper understanding on this dilemma and see what we can do to help.

    b. To research this topic I would like to conduct interviews on campus, or at least to students at TNS. I want to know first hand how these students feel about our school and their experience thus far.

2. IWWMW - explore how the emergence of AI will transform the workforce in the years to come?

a. I think many students are interested in AI today because of the large differences it'll make to society. Jobs that are available today will be taken over by these innovations, which is scary to think about. But AI will also open up many opportunities for people as well. The topic of AI is discussed daily in the media and will prove to be an interesting topic to research.

b. Other than reading articles and studies, I am not too sure how to go about getting primary research on this topic. If anything, I think it is worth it to talk to students and receive insight on their opinions and thoughts.

3. IWWMW - explore the importance of mental health and how depression has affected students in America?

a. Everyone struggles with mental health issues at some point in their life. Today, more than ever, kids are faced with mental health issues and struggling to cope with depression. Schools have tried to provide ways in which to support these students, but have fallen short of causing actual change. What many don't understand about depression is that symptoms aren't dramatic and limited to our emotions. Sometimes homework won't be completed, or attendance seems to fall, and this is all okay. Everyone should be able to go at their own pace and pursue a curriculum that helps them to succeed. The education system isn't made to help these kids, but rather, just push along those who are mentally stable towards success.

b. This idea gives me a lot of room to explore different research methods since it is such a general topic. Asking students, teachers, parents, or just about anyone could prove to be very helpful. Contacting student health services would be very helpful as well. I think even sending out surveys to get a broader audience to respond will be beneficial as well.

4. IWWMW - consider how Eurocentric beauty standards/popular media have affected WOC (self esteem, behavior, self hatred, actions, & beauty rituals/routines)?

   a. This topic is very personal for me as I have struggled with being comfortable with my features that aren't necessarily considered the pinnacle of beauty in the media. WOC have suffered many self esteem issues because they don't "fit the mold". Almost all WOC I have spoken to have felt some form of self hatred growing up.

   b. Like with my previous idea I feel that this topic is general enough that I could get a lot of responses and gain valuable insight on the topic. Talking to WOC and white women alike I can gather research as to how popular media has affected women.

5. IWWMW - explore how social media has affected women and their perception of beauty/self worth? Creation of the alter-ego, a fictional persona? Me but better?

   a. Similar to my previous idea, I am interested in the role social media plays in women and their own perception of beauty. Social media is flooded with images of women who are, quite frankly, unrealistic. Social media gives us

the opportunity to create a persona of ourselves that erases any blemish or imperfection of our being. Of course, we try our best to prove to others that this is who we really are, which in turn raises expectations and beauty standards.

  b. This idea is interesting because it involves a digital aspect. Although I myself don't really use Instagram, I would like to utilize the app to gather research and possibly create some sort of social experiment, similar to how my classmates did in the cultural probe activity.

6. IWWMW - explore the health industry and its effect on women, body image, science, and general health? Physical activity/exercise? Education on wellness with females? Business vs. science? Fitness industry and social media? Stigma against certain body types in the female body? Fad diets/detox?

-women and self worth

-changing beauty standards

-otherness

-body image

-social media

-the female body in media

-sexualization

-woc

-consumerism man vs women

-self worth man vs women

-augmentation of the self for men

-feminism vs appearance

-how men are raised to treat women

-gender dynamics

-how do I determine my self worth and place myself in society? Where do I stand as opposed to others?

-childhood development

- Too negative, research should be unbiased (look at what it is)

Fiona Luo

Jeffrey Riman

Integrated Research & Development

March 30, 2019

Individual Research Outline V01

➢ **Question**:

  ○ In what ways might we explore the metrics in which individuals use to assess their values and personal character, and what types of personalities are constructed from different types of metrics?

    ■ I would like to understand the categories which form each individual's "personal metrics" and how those metrics are applied to their behaviors and actions, as well as how they perceive themselves after being measured by those metrics.

    ■ The categories would also inform of their priorities in terms of values, ethics, and desires.

    ■ It would also be interesting to devise a way to understand their current selves, as well as their aspirational self - which is the person they want to become if they were to measure perfectly (ie. 10/10) under each metric.

➢ **Stakeholders**:

  ○ I would like to research up to 10 people at the same age as me, with a variety of career and personal goals, as well as a variety of sex. Because this research

question stems from my own curiosity about how and why I measure myself in certain ways, I would like to see the effects of that on people who are more or less at the same type of transitional period in life as I am.

- ➤ **Research Methods**:
  - ○ Secondary Research of related materials
    - ■ I would like to first look into research that may have already been done in the same vein, to see how their approaches and results could inform my research plan. I would also like to research more regarding the topic of using metrics to measure oneself and if it influences people's aspirations and the way they perceive themselves in present and future tense.
  - ○ Survey
    - ■ This initial deployment of research would serve to allow me to get to know the participants a bit. It would also allow me to see their descriptions of themselves and see a more visceral version of their self perception. This can also be used later on to refer back to, to see if their behaviors do match up to their initial self description.
  - ○ Cultural Probe
    - ■ This research method would reveal insights about each person's mental processes, inner thoughts and emotions over a number of days. Because this research topic is mainly about internal thoughts in application to real life, the cultural probe will be very helpful as a step in the research process.
  - ○ Interviews

- ■ Due to the nature of cultural probes being conducted with little guidance in the process, there could be topics that are mentioned or brushed over in diary entries or other self recordings that should be explored more, but that the participant did not realise at the time. An interview post-cultural probe would be a way to build upon the insights that would best inform the research question, after curation by the researcher.
- ○ Content Analysis
    - ■ This research method could create the opportunity to draw links between each participant, in order to find some commonalities within a group of young people who are the same age, and who are in the same educational stage as each other. By quantifying certain aspects of the data collected, we can verify what results are actually informative of greater insights and which are just more specific to specific conditions.

Maya Kapur, Fiona Luo, Bianca Curiel

Professor Riman

PSDS 3100 B

8 April 2019

<div align="center">The Voice of the User</div>

Maya

I am interested in studying how curated profiles with no relatable identity influences beauty standards.

- *My narrative is in the voice of a young adult in her twenties who goes to a college in New York City. She uses social media, like every other peer around her. However, due to moving from a smaller town from the Midwest, she grew up with kids who were the stereotypical "mean girls" who everyone else compared themselves to because they seemed unrealistically beautiful.*
- *To best express the goals of my research, she is remarking on how beauty standards don't really change but rather there are certain profiles society looks up to and how it can make others feel as if they do not compare.*

My name is Emma, I moved from the Midwest for college in New York City. In high school, I had a bad experience with the "popular mean girls". They were most known for being the most beautiful girls in the school. I often compared myself to them in terms of looks, but I never wanted to be their friend because of the way that they acted.

Now, since I moved to a different state and it is the norm to use social media, I no longer compare myself to the "popular mean girls" because they were pretty, but rather profiles online. They set the standard for "beauty" and I don't know anything about them except I am able to see their amazing photos. I don't feel as confident about myself because of how skinny and tall they are. Even though I know they are influencers and wear makeup, I know that no matter how hard I try, I can't look like they do.

Fiona

I am interested in studying the effects that beauty standards have on the people who hold the power to edit and curate the looks that define our beauty standards.

- *My narrative is the voice of an editor for the women's style website Who What Wear. After receiving a degree in communications from Drexel University in Philadelphia (where she's from), she moved to New York City to pursue her dreams in working in the publication industry (she has been reading Vogue for as long she can remember). After a couple of interviews that didn't go anywhere for Conde Nast and Hearst, she ended up at Who What Wear.*
- *While she really only gives her attention to industry news, such as WWD and Business of Fashion, she learns about social and political issues through Twitter and Instagram - which she spends most of her free time on. She has a good understanding that diversity in representation is quite important and that she may hold some responsibility in promoting that message. However, she feels generally powerless in changing the status quo of beauty standards that exist in internet culture.*

My name is Michelle, and I have been living in Manhattan for a little over 6 years now. I moved here right out of college because I have always been someone who had big dreams and wanted to pursue them. I grew up with two brothers who didn't care about their looks or appearance at all, so I'm very grateful for my relationship with my mom. She was the one who taught me everything I know about being a woman, and she was always made up and well dressed, even now. Growing up, I always dressed in ways that were different from the other girls at school, because I was always trying to emulate the looks I saw in magazines. Even if physically, my hair, skin, and body couldn't look like the models I saw on the pages, at least my fashion sense could be comparable.

I have been passionate about magazines and the publishing industry since I was a little girl, and remember reading my mom's copies of Vogue, Cosmopolitan, and Harper's Bazaar. I love the beauty and glamour that was captured in the pages and always knew that I would one day be able to contribute to it. Even though I wasn't able to break into traditional media, I truly enjoy the work I'm doing at Who What Wear as a digital editor, I think that I am able to speak to a new generation of women and teach them a new and fresh way to dress and look. I have noticed that most of the women I have been seeing and receiving copies about have been very similar, usually white, thin, and feminine in a very traditional sense, but it seems like these are the women that people want to see. Although I understand that not everyone looks like that (not even myself), and that many people on social media have been preaching racial and body diversity, I'm just not sure if I have enough power to create true change if this is what people want.

Bianca

- *My narrative is in the voice of a 23-year-old beauty influencer living in Los Angeles, California. After recently graduating from FIDM with a bachelors in Business Management, she decided to pursue influencing as a main source of income. Although she has interned at various media companies around LA, she realized that working in an office setting wasn't really for her. She takes her job seriously and tries her best to create content that her fans will genuinely enjoy. Although, she worries that her online presence is becoming inauthentic the more she caters to consumer demands.*
- *To best express the goals of my research she is remarking on how her online presence is carefully curated with monetary goals in mind but finds herself facing a moral and ethical dilemma concerning her online authenticity.*

My name is Yuritzi, I grew up in Riverside but decided to move into the city for college. In my family, I have both my parents and 2 older sisters. My sisters were responsible for teaching me about beauty and fashion growing up. Upon moving to LA, I started a beauty blog that observed emerging trends around the city. I worked alongside fellow FIDM students to create content that was relevant and interesting. The blog became increasingly popular and soon a talent agency reached out to me. Since being part of the agency, I have gathered a large online following and scored various brand collaborations. As I put more energy into my blog I realized that my other social media accounts needed to be "on trend" and marketable in order for my online presence to have a cohesive persona. Today, all my accounts are well curated and follow a cohesive theme, helping me to gain followers and have an easily identifiable online presence.

My career has been very fulfilling, but being in an industry that relies so heavily on my outward appearance has been really hard on my self-esteem and mental health. I feel restricted online, as I'm forced to cater more towards my fans than what I truly want to post. And although I in no way have to, I still feel inclined to reveal a lot of my personal information to my fans. I genuinely appreciate and love my fans, but in the process of upkeeping my image, I feel that I am stifling who I really am.

Maya Kapur, Fiona Luo, Bianca Curiel

Professor Riman

PSDS 3100 B

15 April 2019

<center>Revised Group Research Project Statement and Plan V2</center>

IWWMW:

In what ways might we explore how the internet determines standards of beauty that we use to evaluate ourselves? In what ways do we use visual identities from the online world to shape the constructions of beauty that we aspire towards?

Research Methodologies:

1. Secondary research
   ● This allows us to understand the topic more if we see the research that has already been done. It would also allow us to look more into the topic of using standards to think about oneself and if it influences people's aspirations and the way they perceive themselves in a more general sense.
2. Survey
   ● Surveys are one of the most convenient research methods, as you don't have to meet participants in person. This would be a great way to reach a wide audience but it also limits the depth of discussion. This research method would allow us to get a primary gauge of our participant.
3. Cultural Probe
   ● A probe allows us to test theories that come up through the personas research method. This research method would reveal insights about each person's mental processes, inner thoughts, and emotions over a number of days. Because this research topic is mainly about internal thoughts in application to real life, it should create some signposts to direct us in the next steps.
4. Interview
   ● Due to the nature of cultural probes being conducted with little guidance in the process, there could be topics that are mentioned or brushed over in diary entries or other self recordings that should be explored more, but that the participant did not realize at the time. An interview post-cultural probe would be a way to build upon the insights that would best inform the research question, after curation by the researcher.
5. Content Analysis
   ● This research method could create the opportunity to draw links between each participant, in order to find some commonalities within a group of young people who are the same age, and who are in the same educational stage as each other.

By quantifying certain aspects of the data collected, we can verify what results are actually informative of greater insights and which are just more specific to specific conditions.

Plan:

4/15/19

- Individual User Research Survey Design Response
- Individual Secondary Research
- Revised Group Research Project Statement and Plan V2
- Status Report 1

4/22/19

- Individual Deconstruction Analysis Techniques Response
- Individual Interviews
- Status Report 2

4/29/19

- Individual Turning Stress Into an Asset Response
- Mapping - coordinating by Maya, help from Bianca
- Personas - coordinating by Bianca, help from Fiona
- Probe - coordinating by Fiona, help from Maya
- Group data deconstruction
- Status Report 3

5/6/19

- Documentation
- Put together presentation
- Round Robin

5/13/19

- Final class and presentation

Maya

Makeup functions both as a way to improve body image and as a psychological tool to elevate confidence and self-esteem as well as empower women. The authors of the article "Cosmetics: They Influence More Than Caucasian Female Facial Attractiveness", professors at Buckinghamshire Chilterns University College and at L'Oreal Cosmetics research in France, conducted a study to assess whether women would be seen differently on a social level in regards to whether they were wearing makeup or not. Makeup was used to increase symmetry in faces by fixing flaws, which resulted in a healthier appearance. The data displayed that the women wearing makeup were perceived as more confident with "fit and dynamic characters", and have greater earning potential in prestigious jobs in comparison to those who did not.[1] This suggests that women can use makeup as a tool to change how they are evaluated, especially in situations based on appearance. In the *Journal of Social Psychology*, female college students participated in a study where scientists used questionnaires such as the Cash Cosmetics Use Inventory, rating fifteen products for twelve situations. When pictures were taken of the women, with and without their makeup, they were rated on a point-scale. Body-image measures increased with the application of makeup and the women's satisfaction with their looks.[2]

Makeup can not only change a person's physical appearance, but also their confidence and self-esteem. In a study published in the *International Journal of Cosmetic Science*, psychologists and cosmetologists explore the idea of a relationship between women and makeup. Through interviews conducted by researchers with different groups about their makeup routines, psychological patterns emerged. They found that makeup can be used to appear defensive through camouflage or extroverted through seduction. This article aims to show a correlation between the act of applying makeup and the sensory stimulation that it provides data from standard, validated questionnaires.[3] Their study can be used to show how women can use makeup to elevate their self-esteem and change the way the world views women. Referring back to the study conducted by Buckinghamshire College and L'Oreal Cosmetics, the scientists propose that "it is possible that by wearing cosmetics, women manipulate their mood and

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[1] Nash, Rebecca, et al. "Cosmetics: They Influence More Than Caucasian Female Facial Attractiveness." *Journal Of Applied Social Psychology* 36, no. 2 (February 2006): 493-504. *Academic Search Complete*, EBSCO*host* (accessed October 31, 2017).

[2] Cash, Thomas F., et al. "Effects of Cosmetics Use on the Physical Attractiveness and Body Image of American College Women." *Journal Of Social Psychology* 129, no. 3 (June 1989): 349. *Academic Search Complete*, EBSCO*host* (accessed October 31, 2017).

[3] Korichi, R., et al. "J. Cosmet. Sci., 59, 127–137 (March/April 2008) Why women use makeup: Implication of psychological traits in makeup functions." *International Journal Of Cosmetic Science* 31, no. 2 (April 2009): 156-157. *Academic Search Complete*, EBSCO*host* (accessed October 31, 2017).

behavior" which in turn "may enhance their perceived social position."[4] Thus, this research supports the argument that makeup can be used as a tool for empowerment.

The shift in gender roles during World War II, when women entered the workforce, was a pivotal moment for equality. This influenced the way they saw themselves, thereby changing their self-image. When makeup was finally introduced as an everyday product after having been stigmatized as a product for "working girls", women found the confidence to take control of their self-esteem. Studies show how makeup can psychologically improve self-respect which demonstrates how women can empower themselves. Ultimately, as long as it stands as a symbol of self-esteem rather than self-degradation, makeup will continue to be a tool of empowerment.

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[4] Nash, Rebecca, et al. "Cosmetics: They Influence More Than Caucasian Female Facial Attractiveness." *Journal Of Applied Social Psychology* 36, no. 2 (February 2006): 493-504. *Academic Search Complete*, EBSCO*host* (accessed October 31, 2017).

<div align="center">Status Report</div>

Below is a simple sequence to follow.

Team name: Maya Kapur, Bianca Curiel, Fiona Luo

Who is the group leader? (A different person each week).

Summary status-activity report for the period covering 1 7-day week.

Each person writes a brief personal statement of their activities and adds it to the report.

FIONA

1) Collaborator
2) This week, I contributed to the writing of our research outline and generated the methods and the sequence of methods that we would use for our research process. Our plan for the week was also to begin our initial secondary research in order to find resources that would touch upon our subject. While there are many article on the internet that covers very superficial ideas of beauty and body image, I wanted to dig deeper to consider not just the effects of the internet on the self but the correlation. I read articles including "Why do Beauty Standards Change? This Study Shows That Just One Image Can Warp Your Beauty Standards" by JR Thorpe, "Biceps and Body Image: The Relationship Between Muscularity and Self-Esteem, Depression, and Eating Disorder Symptoms." by Roberto Olivardia, "Beauty, Body Image, and the Media" Jennifer S. Mills, and "The Internet Is Screwing Up Your Perception of Beauty" by Julianne Ross. What many of these articles touches upon is that exposure to the internet can very quickly warp an individual's sense of beauty and sense of beauty ideals, and that it can also take it a step farther because of the traditional beauty standards in Western societies, to warp that ideal into that of masculinized men and slender, feminine women. Moreover, many people who find themselves exposed to these images aren't just passive viewers, but also actively seek out these images as their general use of social media. All of these articles lead to insights about the relationship of the viewer to their exposure to traditional and social media, and how the anxieties of body image are created through that as well as possibilities to combat those anxieties in some way.

MAYA

1) Group Leader

2) I wrote in our Google Doc on the components of the Revised Group Research Project Statement and Plan. I listed details for the methodologies and wrote the plan with bullets on what is due each day. Also, I found 3 articles on makeup and wrote the main points. The articles I chose were "Cosmetics: They Influence More Than Caucasian Female Facial Attractiveness" by Rebecca Nash, "Effects of Cosmetics Use on the Physical Attractiveness and Body Image of American College Women" by Thomas Cash, and "Why women use makeup: Implication of psychological traits in makeup functions" by R. Korichi. I chose these articles because this will help us to understand the psychological background of using makeup and the reasoning that people use makeup. The article identifies how makeup is used to increase symmetry in faces by fixing flaws, which resulted in a healthier appearance. Furthermore, the resources talk about how women can use makeup to elevate their self-esteem and change the way the world views women. The articles show a heavy correlation with the use of makeup and the way that they feel. Even if some uses of makeup are positive, the fact that makeup can be used to validate things about the user or manipulate feelings may not be the best way to create a standard, especially if those standards are unrealistic. In class, we talked about who we would survey and interview. In addition, we came up with a few questions and asked the class what they thought.

BIANCA

1) Collaborator
2) Our group decided in class last week to focus on gathering secondary research, as per our schedule we created. Although we weren't able to discuss in class due to lack of time, we all focused on academic readings that were based on beauty standards. Maya initially made the google doc of the revised outline to which me and Fiona went through after and made any improvements we saw necessary. I worked on the IWWMW question with Fiona on Sunday evening to create a statement that clearly states our topic of research. We also took a look at the methodologies and decided which methods would work best. Although we are unsure if our final method, data analysis, is an appropriate method. The academic readings I looked at all explore beauty standards and its effect on WOC. I wanted to look at a more specific topic because I felt like my teammates had already covered more general ideas. I read *Restricted Visions of Multiracial Identity in Advertising* by Robert Harrison, *Beauty Up: Exploring Contemporary Japanese Body Aesthetics* by Laura Miller, *Aesthetic Resistance to Commercial Influences: The Impact of the Eurocentric Beauty Standard on Black College Women* by Dia Sekayi. Each reading talks about the media's influence on WOC and their self-identity. Common themes include the general whitewashing seen in media,

the sexualization of the female body through pornography, and the historical events that change preferences and tastes. One of the readings that were unexpectedly informative was the reading on Japanese women since I'm so unfamiliar with Asian beauty standards outside the US. For this week we plan on finalizing our survey, which is the next step.

<center>Status Report</center>

Below is a simple sequence to follow.

Team name: Maya Kapur, Bianca Curiel, Fiona Luo

Who is the group leader? (A different person each week).

Summary status-activity report for the period covering 1 7-day week.

Each person writes a brief personal statement of their activities and adds it to the report.

FIONA

1) Collaborator
2) This week, I contributed to writing the survey questions, writing the interview questions, and designed the cultural probe that we will send out to our classmates as well as each of our friends. In class today, Maya, Bianca, and I discussed and set up our schedule for the next three weeks leading up to the end of the semester. Before the class, I was a bit nervous about how we would ever get to the finish line, considering all the tasks that still need to be completed in the 5 steps of research that we need to accomplish, but after speaking to my group mates and mapping everything out, I feel a lot less anxious. My main task of the week has been creating the cultural probe, which will be a google forms survey with some simple questions for our participants to rate their feelings about their confidence as well as track their social media usage and a component of submitting photos that they are looking at social media. We're hoping to find some correlations between the two parts. I am feeling good about our progress and gearing up for our interviews, which will take place after our cultural probes.

MAYA

1) Collaborator
2) I edited and wrote questions as well as choices for our survey. We considered what the class said about our topic when creating them. Furthermore, we sent out the link to people we know and those who are in our classes. I also scheduled the interview I will conduct about beauty standards and what beauty means to them. In class, we planned out the coming weeks. Specifically, we finalized our cultural probe to send out and interview questions. So far, we have completed secondary research and the survey. Next, we are planning to conduct interviews, give out cultural probes, and data deconstruction with visualization. The week of 4/22-4/29

we are writing the interview questions and giving out our cultural probes. The week of 4/29-5/6, we are conducting our interviews and doing data deconstruction with visualization. We decided we would meet for an extended period of time on 5/4. 5/6 is our round robin with the class and we can make changes to our presentation. The week of 5/6-5/13 we are putting together our final PDF.

BIANCA

1) Group Leader
2) This week I took on the role as group leader, primarily because I was in charge of creating the survey using Survey Monkey. I have never used Survey Monkey before so it was a bit difficult to maneuver the program. I found Survey Monkey to be quite efficient and easy to use once I understood the basics. Fiona, Maya, and I all equally contributed to the survey questions through a shared Google doc. We also sorted out times to meet and deadlines we have to abide by from here on out in order to finish our project on time. Before class I felt quite anxious about the project as I felt lost and afraid we wouldn't finish on time. Once I discussed my worries with my group mates we sorted out a concrete schedule which i wrote down and was able to visualize. Now I feel much more confident in finishing the final project on time to the best of our abilities.

Int. Research & Dev. Survey

1. What is your racial or ethnic identity? (Select all that apply.)

- [ ] African-American/Black
- [ ] East Asian
- [ ] Hispanic/Latinx
- [ ] Middle Eastern
- [ ] American Indian/Alaskan Native
- [ ] Pacific Islander
- [ ] South Asian
- [ ] Southeast Asian
- [ ] White
- [ ] None of the above, please specify...

2. What is your gender?

3. How old are you?

- ( ) Under 18
- ( ) 19-21
- ( ) 22+

4. In a typical day, about how much time do you spend using social networking websites?

Hours

Minutes

5. What is your favorite feature on your body and why?

6. Which top 3 public figure do you regard as beautiful and what aspects make them beautiful?

7. What is the ideal beauty standard in your culture? Are you pressured to fit that ideal?

8. How do you feel about the way you look in terms of what you see online?

9. If you could change something about your natural appearance would you? Also what would you change?

10. Do you consider yourself to be beautiful?

○ Yes

○ No

DONE

<p style="text-align:center">Status Report</p>

Below is a simple sequence to follow.

Team name: Maya Kapur, Bianca Curiel, Fiona Luo

Who is the group leader? (A different person each week).

Summary status-activity report for the period covering 1 7-day week.

Each person writes a brief personal statement of their activities and adds it to the report.

FIONA

1) Group Leader
2) This week, after planning out the rest of the semester regarding our research project, and were able to finalise our cultural probe and secure subjects for it. We each were in charge of two people and had them submit survey responses and photos to document their internet usage. I had chosen a male participant and a female participant, both who use social media on a pretty regular basis. I think they were both able to submit interesting answers for our cultural probe. We also finalised interview questions, which I will use to conduct an interview as part of our next stage in the process.

MAYA

1) Collaborator
2) In class, we planned out the coming weeks. Specifically, we finalized our cultural probe to send out and interview questions. This week, we sent out the cultural probe to six participants. I also conducted one interview and have a voice recording. In class 4/29, I plan on creating a transcript. We have booked a library room on 5/4 from 3-7 pm. Then, we plan on doing data deconstruction, visualization, and creating our presentation. Our round robin is on 5/6 with the class. After that, we will edit the presentation and put together our final PDF of the documents we have accumulated throughout this project.

BIANCA

1) Collaborator
2) We finalized both our cultural probe, survey, and intended interview questions. We are on schedule and are aiming to finish everything by May 4th so were ready for Round Robin. I sent out the survey to all the students in the 6 classes I'm enrolled in and also sent out the cultural probe to 2 participants, Will and my roommate. For the interview I intend on interviewing my best friend as she has

had her social media deleted for over a year now. Although she doesn't have social media she is still on trend and I want to investigate how she manages to keep up without the presence of social media.

Int. Research & Development 4/29/19

- abstract
- meat
- conclusion
    - what can be improved
    - results/data analyzing

] presentation

- good variability?
- could questions be asked in a different way
- looking at it like it's a puzzle
- deconstruction analysis
-

     Socia_lies
     Social_eyes
     Social_ize
- enough for feedback

Interview Questions

Topic - In what ways might we examine how the internet has transformed the meaning of "beautiful"? How has the online world affected the physical and mental standards we hold ourselves to? What does it mean to be "beautiful" today?

1. Do you feel beautiful? Do you think of yourself as beautiful?
2. How do you feel about the way you look in relation to what you see online?
3. Do you think the internet has influenced today's beauty standards?
   a. Do you think the internet has influenced your beauty standards? Or how you feel about yourself?
4. What is the ideal beauty standard in your culture?
   a. Are you pressured to fit that ideal?
   b. Do you feel that you fit that ideal?
5. What are some things you do to present your own beauty?
6. Is there a time that you felt completely beautiful? When was it and why?

Maya:	Do you feel beautiful? Do you think of yourself as beautiful?
Calista:	Yes, I do think I am beautiful right now. I don't feel as beautiful because I just finished packing for six hours and I'm not feeling so great, but usually, I do feel beautiful.
Maya:	How do you feel about the way you look in relation to what you see online?
Calista:	Um, I definitely compare myself when I see other, you know, pretty girls online, but then I also think that social media platforms are a way for people to have this front or conveyed his personality that they want to show people and that they can control. So it's not necessarily always going to be true. I'm not saying that every photo, every person posts is fake. I think it's just, you know, that photo was most likely curated to make them look better. So really it's nothing to be comparing myself to because I know that, you know, I do the same thing.
Maya:	Do you think the Internet has influenced today's beauty standards?
Calista:	Yeah, I think so. Um, I think more it's, it's more of like social media influencers that have influenced beauty standards. Guess that's why they're called influencers because, you know, the word influence.
Maya:	Do you think the Internet has influenced your beauty standards or how you feel about yourself?
Calista:	Um, that really, I, I don't know. I, I usually just look at a post, like I said before, and I just like scroll past it. Um, I think I get inspiration from like fashion, makeup, beauty, and lifestyle. Um, social media is, but I don't think it's completely influenced like what I think is considered beautiful.
Maya:	What is the ideal beauty standard in your culture?
Calista:	Um, the ideal beauty standard in our culture is for female. Definitely, someone who looks very young and doesn't have a lot of makeup and is always like happy and naturally glowing and, um, well groomed. Hair always looks presentable, a very like, professional demeanor. I think at least that's what, like the Asian culture, um, has us practice for a, are you pressured to fit that ideal? Yeah, yeah. I think it's kind of just molded me into who I am today. It's a mix of like Vietnamese and American culture within me, but especially in front of my older relatives, I feel pressured to.
Maya:	Do you feel that you fit the ideal?
Calista:	Okay. Yeah, I think I do fit the ideal, but I mean if we're talking outside of beauty standards, like, like beauty standards and behaviors, I think no. Um, I'm kind of different from what would be considered as perfect and beautiful in my culture. Like I'm not that quiet and I'm pretty outspoken and I'm really talkative, so, and I'm not really that shy, so it's not, um, I don't really fit that, that ideal.

Maya:	What are some things you do to present your own beauty?
Calista:	Well, I usually put on makeup to hide my imperfections because that's what it's for. Um, I guess it like enhances my facial beauty and I primarily express myself through why were, because when I feel most beautiful is when I can express my creativity through choosing my different outfits and feeling like I can present myself the way I want to and have control over that. And that's what Kinda makes me feel beautiful.
Maya:	Is there a time that you felt completely beautiful? When was it and why?
Calista:	Whoa, the deep question. MMM, completely. Jesus, this is such a, it's such a specific question I guess when I mean obviously I was wearing a great outfit. MMM. But I think it was when I was just surrounded by my really strong group of friends. It was like my going away, they threw me like a surprise going away party before I left for New York and I was, it was just like all my friends came together for me and it was just like this celebration of me, which felt like kind of weird, but it was just really nice because I felt so loved and like supported. So I think that's what made me feel really beautiful was that like I had these people around me who weren't like, they weren't like telling me I was beautiful, but it wasn't. It was more of like they just were there for me and that they stuck by me through many things and still saw me as beautiful as well. And I think that helped me feel like that as well. But yes, that is it. Okay.

Speaker 1:	00:00	Oh, I have to ask this. Are you okay with me recording you?
Speaker 2:	00:05	Yeah.
Speaker 1:	00:07	Okay. Question number one.
Speaker 3:	00:13	Do you feel beautiful? Do you think of yourself as beautiful?
Speaker 1:	00:21	Um, yes and no. Do you care to explain? Nope. Um,
Speaker 3:	00:39	how do you feel about the way you look in relation to what you see online?
Speaker 1:	00:51	Online? Like on social media? Yeah, just on anything
Speaker 3:	00:54	then. You know what I'm saying?
Speaker 1:	00:58	Even on like websites, like shawl seeing schizoid or whatever. Um, I know that I don't look like that, but I know, but
Speaker 2:	01:17	mmm.
Speaker 1:	01:22	I know that don't look like that. Um, but are you also have a pretty good sense that those people aren't, um, aren't normal but
Speaker 2:	01:42	like, mmm,
Speaker 1:	01:51	I think, I'm sorry, I can't talk right now. I'm trying to say, I know that they're like photo shopped at, they are
Speaker 2:	02:11	not, not,
Speaker 1:	02:12	I can't think of the word I'm trying. They're not realistic. Yeah. Yeah. They're like, they're not like real everyday people, so I don't really like, I don't tend to like compare myself to that. I mean I do, but not, um, not a lot like compare myself to them and think like I'm ugly because I don't want like, do you think other people do? Yes. Especially on like, um, like Instagram and Twitter and stuff. Do you notice like, did you feel more calm
Speaker 3:	02:52	then after like kind of the leading your social media and like you don't really have to deal with people, you know what I mean? Like seeing all that stuff all the time.
Speaker 2:	03:02	Okay.

Speaker 1:	03:03	Yeah. I mean even our friends. Yeah, Sorta I didn't, I mean not that I really, it's like, you know, that everyone, I don't know. I feel like I'm just saying saying stuff that everyone knows. Like when you're looking at the US asking, you know, even if you're comparing yourself, like you know that everyone that's closely anything, it's like putting their best like shit on there. So obviously everything's going to look good. That's the entire point of it. But so like then when you have those social medias, when you go on it, you're literally just scrolling through and like, you're just seeing like one post after another. I'm like everyone just like, like all these beautiful people. I'm like, you try not to, but obviously you're going to compare yourself like so I guess it depends like yeah, it's a lot of pressure. I guess that's also, I guess it depends on what kind of person the choir, but like I can make you feel pretty shitty. Do you think it's more so for girls rather than guys?
Speaker 2:	04:15	Yes. Why?
Speaker 1:	04:19	Because it's like girls worst is more based on like what you look like and guys works is, I mean as also, but it's also a lot to do with like how much money you have and like the stuff you have rather than or what kind of girl you have. Yeah. And girls is like your body type like here, but you look by your make up, you know, that kind of stuff. Right.
Speaker 3:	04:58	Do you think the Internet has influenced today's beauty standards? Yes. Your beauty standards.
Speaker 2:	05:09	MMM.
Speaker 1:	05:12	Excellent. You got probably,
Speaker 3:	05:16	do you think it's negative or like just it is, can I think what's negative that the Internet has so much influence over like how we view ourselves and others?
Speaker 1:	05:34	Yeah, I think for, not all, but I think for the most parts it's not good news.
Speaker 2:	05:43	Hmm.
Speaker 1:	05:47	I think it's like stifled a lot of, um, like unique cause there's like a certain look, it's basically Kylie gender. Right. And every bitch either looks like that or wants to look like that. So it's like you don't see a lot of different types of people.

Speaker 2:	06:21	What do you think, um,
Speaker 3:	06:24	is like the ideal beauty standard and like art culture, your culture, your area, community
Speaker 1:	06:43	like specifically
Speaker 2:	06:46	mmm.
Speaker 3:	06:48	You can start general and go into specifics.
Speaker 1:	06:55	Beauty Standard in my community.
Speaker 2:	06:59	Okay. MMM.
Speaker 1:	07:12	I, I'd say,
Speaker 2:	07:27	I don't know. MMM.
Speaker 1:	07:40	I guess it'd be like first of all, slipping thick. Um, like no, it's true though. Like I feel like that's the body that every girl wants to have a small waist, big hips and a file to us. Like I think
Speaker 3:	08:00	like with something that was really specific towards like people of color, but now it's like transgendered into like everyone.
Speaker 1:	08:10	Yeah. Because that's part of social media too is like a lot of like, um, like black culture and like culture of like colored people made more mainstream by social media. So it's like, now's that like, like I feel like previously it would have been more like being so skinny and like tall, like more like European standards. But now like those sort of, um, parts of like other people's cultures is like becoming sort of like a trend. So it's having a fat ass is like in right now or like having big lips is like it or like, you know what I mean?
Speaker 3:	09:02	Yeah.
Speaker 1:	09:05	It's like made popular.
Speaker 2:	09:09	Okay.
Speaker 1:	09:10	By, yeah. By social media and also by like famous people.
Speaker 3:	09:16	Right. Do you feel pressure to fit that ideal or do you feel that you've kind of fit that ideal in ways?

Speaker 1:	09:31	Um, I guess science sort of sink. I do like in like a couple specific things, but otherwise not really do I? Yeah, you kind of do because it makes you feel like that's what people like, like that, that's what everyone likes. That one, that's what everyone wants to have. So it's sort of like, if I don't have that, like I feel like if I, I feel like if I didn't have an ass, like I feel like I'm even more insecure. I'm not sure.
Speaker 3:	10:08	I kind of have to agree.
Speaker 1:	10:11	Yeah.
Speaker 3:	10:14	Which is sad. But like most of my like confidence in like where I find like a lot of myself like vain self worth is like, I mean both of us are blessed with good bodies.
Speaker 1:	10:29	Yeah. So it sounds like a super conceited, but it's true. Like if you, it's like if you look different than you, well he just don't fit it. Right.
Speaker 2:	10:58	Okay.
Speaker 1:	10:59	Oh, like I guess I wouldn't like I can't, I mean I can because like I'm sure every girl, like I know I'm not every girl feels that pressure. But also, yeah, I am lucky because up to a certain level I know that like I am like attractive and I have a nice body. So
Speaker 2:	11:26	yeah.
Speaker 1:	11:28	So I can't really like, I wouldn't know what it feels like to be a girls that like looks really different from what is supposedly like pretty or attract over, I dunno.
Speaker 3:	11:50	What are some things you do present your beauty, that routine set.
Speaker 1:	12:01	Oh, okay. These questions are like, so they um, present. What do you mean? Like how I dress or like how I know?
Speaker 3:	12:14	Well, it makes me feel confident in like how do you glam up or not doing them up but just like accentuate what you already have.
Speaker 1:	12:33	I still don't understand.
Speaker 3:	12:37	Mm.

Speaker 1:	12:41	Like how
Speaker 3:	12:45	I didn't bring, I didn't make that question. Um, like wearing flattering clothes are like wearing flattering makeup. Like, like let's say like even though like the whole instant brows in like you don't feel that you need to do that. But in some ways you feel like you do need to wear like tighter fitting clothes and going out or something like that. You know what I mean?
Speaker 1:	13:12	Yeah. I don't really, I don't really wear makeup unless like I'm going out. And even then it's more of like a pressure thing. Like, like if they're going to a party in Boston milk, I know that I can't show up with no makeup on. Like even if I look okay like even it's like my skin is clear, whatever. Like it would just be like not acceptable to show up. Not Looking like you're best, which means wearing makeup.
Speaker 3:	13:52	Yeah, I think a little definitely have like kind of like an unsaid like fed of walls. In terms of beauty you really do have to like look a certain way. And it's the same in Santa Cruz too.
Speaker 1:	14:11	Yeah. People like act or dress like kind of Bougie like you know or like I can't wear, I can't wear 'em like cause you know how I like you know how I dress, I wear like a lot of different colors. I'm like I dress weird. I I always have class but like I could never wear that if we're going out. Cause I would just be like the odd one out. Like I wouldn't feel confident in what I usually feel confident and because I could feel the pressure of everyone else. There is also will also cause I'm like, it would be like extra, extra weird, but when I'm, when I'm by myself or like when I'm with, you know what, I'm just going out for the day. I would dress way different. Like I'll dress how I liked to dress.
Speaker 3:	15:13	Do you feel like there's like more pressure on you because you are the minority in this case?
Speaker 1:	15:27	I guess sort of not really. I wouldn't say more pressure cause like every girl really like just silica certainly. But yeah. Um,
Speaker 3:	15:47	do you feel that you're just treated differently or like kind of tokenized I guess?
Speaker 1:	15:54	Yeah. Yeah. Especially if I guys, yeah. Bye. Yeah. Bye Bye. Um, men of color. I would say I like pretty much every guy that I've been with has made some sort of comment about the fact that I'm white, but like it's supposed to be in a good way, but it feels like,

Speaker 2:	16:23	yeah,
Speaker 1:	16:27	it's just like, why do you, why do you have to say that? Like, why can't I just, why can't I just look good? Like, yeah, not for what? For a white girl or like,
Speaker 3:	16:54	uh, is there a time that you felt completely beautiful when and why?
Speaker 2:	17:06	Hmm.
Speaker 3:	17:10	You'll, that you're in your primary now.
Speaker 1:	17:18	Yeah. Like this is the best. You'd look
Speaker 3:	17:28	for an external thing or an internal?
Speaker 1:	17:33	It's both. Like, I finally feel like not a teenager anymore. I feel like more of like a woman, I guess. Like, I don't know, like I, I've always liked lift really young for my age. Like I still do, I look like a baby. So like I always felt like really young, like a teenager, like sort of not a lot of people take me seriously or
Speaker 2:	18:05	mmm.
Speaker 1:	18:09	Or like I didn't, even though I did, I didn't feel like I had a lot of independence. But now I feel more like that. Like I feel, you know, like I have, I'm in college, I have a job, like I paid for all my own stuff. I have a car, like sorta stuff like that. Like I feel like more like an adult and like I can make all my own choices.
Speaker 3:	18:40	And in terms of like your appearance? Um,
Speaker 1:	18:50	yeah, I feel like I'm like, I'm starting to look a little older too.
Speaker 2:	18:56	MMM.
Speaker 1:	18:58	That's always been like,
Speaker 2:	19:01	yeah.
Speaker 1:	19:01	I mean, I still do like him, but that's always been sort of like an insecurity of mine. Like I, I look really young okay. With 12. Um, but also,
Speaker 2:	19:15	mmm.

Speaker 1:	19:18	Also with my, with my job and also like working out, like I feel, even though like my body isn't exactly what I'd want it to be. Like, I feel confident about it. Like I feel like strong and like healthy.
Speaker 2:	19:38	MMM.
Speaker 3:	19:40	Why isn't it what you want it to be if you don't mind me asking?
Speaker 1:	19:44	I mean, like there's always room for improvement. Like if I, if I could have like exactly the body I wanted, it wouldn't look like this, but I still like, I still like my buddy.
Speaker 3:	19:59	What would it look like?
Speaker 2:	20:02	MMM.
Speaker 1:	20:06	I Dunno. I just, I don't really like, I feel like really skinny jeans.
Speaker 2:	20:14	I don't like that. And like,
Speaker 1:	20:23	you know, like flat, static, small ways, nice thighs. Um, and also like it has a lot, a lot to do with my skin on it. Like how many acne relief release fucked me up. Awesome.
Speaker 2:	20:50	Yeah.
Speaker 1:	20:50	Like I was so self conscious, like,
Speaker 1:	20:57	like so, so forth. I felt so ugly. And like also that's another thing with social media is like that like skincare really became like a huge trend. And so even though like I was doing stuff but I didn't have my skin and then I just, you see like all these things like oh just do lesson plans. They're like, oh I'll show you my skincare team. Some girls that just like always just like have my skin or I mean because that's like the first like okay your body, like whatever. But your face was like the first thing you're presenting to ended up in.
Speaker 3:	21:39	Right. And how did you feel about like the way like acne, it was presented in social media. Like for example, they had like retweet and it was like a picture of someone with acne.
Speaker 1:	21:56	It's just fucked up. Like it's just one of those things that like you can't, there's nothing you can do about it. I mean there is but like it's just like if you don't have it like good for you, you're lucky but like you don't know.

Speaker 1:	22:20	Yeah. Like you can't help. They're like there's nothing I can do about it though. Fuck that. I look like this but it's so right. It's so right there and obviously it doesn't look good. Like it looks bad. It looks like you have a fucking disease of your face. Like I would like, I hate, I hate wearing makeup but when I had acne I would like wear like a full phase to school because like I just like, I would always like want to hide my face. Like I didn't want to look people in the eye. Like it feels horrible. It really brought myself confidence down so much. Like I felt like there was times like there was times where I said like no to going on with you guys are like no to hanging out because like I felt so ugly. I didn't want to like I literally didn't want to leave my house.
Speaker 3:	23:15	Okay. Do you think like that being like your gender really affect like enhance those feelings too? Like being a woman with activity rather than a man with acne?
Speaker 1:	23:31	Yeah,
Speaker 3:	23:33	get away with it sometimes.
Speaker 1:	23:36	Yeah. Because like I said, there's other things, there's a lot of other like not saying that guys don't have pressure to look a certain way. There's a lot of others things that also matter. Whereas girls it's like all about a periods. So like, I don't know, like if you're not pretty, and also, I don't remember where I heard this, but also like there's a lot of like celebrity raise are people that have like scars on their face or mad men, men and tech men that have like scars on their face like acne scars and it's almost like a sexy thing. Like it's almost attractive. It just so disrespectful. Um, yeah. I don't know. Yeah, like girls just have like so much more pressure on their periods.
Speaker 2:	24:40	Right.
Speaker 1:	24:42	That guy is like, there's like guys that are found like very attractive by the Mitchell, like a majority of women and they have acne or like they have,
Speaker 2:	24:56	yeah.
Speaker 3:	24:57	Like, I'm not going to name names,
Speaker 1:	25:00	but we know, we know like just one example. But there's a lot of others or like, yeah, like guys don't,

Speaker 3:	[25:16](#)	or even guys, guy on guy if they don't care about that kind of stuff. But like girl and girl care.
Speaker 1:	[25:22](#)	Yeah. Girls are very judgmental to each other. Yeah. I mean guys are guys are very judgmental of girls and not to each other. I feel like, oh, maybe about other things. I'm not really sure. I mean obviously like, I don't know, I can't speak on that cause I'm not a guy. But, um, but um, not so much. I mean, yeah, I wasn't aware how, we always talk about how like guys like don't even like
Speaker 1:	[26:09](#)	wash their face. Like there's such a, like a vanity about girls that's not even because we're very, I mean it is, but it's like ingrained into us. Like from, from fucking Burger I like we have to look a certain way and we have to look that way. Like until we fucking die. Like, like dude, my grandma is like crazy. Like she's so vain. She's like 90 something. But she like will not leave the house as I was looking at a certain way, like she goes to get her hair cut twice a week. Like, you know, and man, it's more about like success, like financial, financial success, and um, you know, what, what kind of things you have, what kind of people you're with. Well, that was my last question. Do you have any final comments?
Speaker 2:	[27:34](#)	No.
Speaker 1:	[27:36](#)	Thank you for this interview. I am going to stop recording.
Speaker 2:	[27:41](#)	Thank you.

Speaker 1:	00:00	Okay. Um, just as a beating to this interview, could you tell me your name, your age, and your occupation
Speaker 2:	00:16	at Amherst college?
Speaker 1:	00:18	Great. Um, okay. So let's just jump right into the question cause I know you need to sleep. Um, so the first question that we have is in your life in general and just in terms of how you think about yourself and how you conceptualize yourself in the world, do you feel beautiful? Like do you consider yourself as someone who is beautiful?
Speaker 2:	00:46	I feel like my perception of whether I consider myself beautiful has changed throughout the years. I think when I was younger growing up with like, um, social media and other forms of media constantly be stratted surrounding me. I feel like I kind of adopted a very euro centric, um, years. Patrick Standard of beauty. And when I looked at myself I looked at like certain features of my face that didn't fit the Eurocentric standard of beauty. I, I had trouble like thinking of myself as beautiful, but I think as I got older and matured more, I think I learned a lot more about my own identity and like being Asian American, being an Asian American woman, I think I've learned to accept different parts of myself and kind of learned to accept that definitions of beauty is the deaf, like beauty's to be defined by like one specific standard and that um, and that the standard that society has set for us, um, is problematic in many ways and is toxic to how a certain women or people in general are like are looking at themselves and like how they view themselves in terms of like beauty standards and stuff like that.
Speaker 2:	02:00	So I've kind of learned to set that over the years and to set my own identity and like different parts of myself. And so I think now I just have that like, you know, I am beautiful and just the way that was so cheesy.
Speaker 1:	02:13	No, I think that's really important. I think that like people who are not white, it's really important to learn about like beauty not being like this very exact archetype and think about like beauty as something that's a lot more, I don't know, like less physical and easy lady into our second question. Um, because our projects about beauty and the Internet, I wanted to ask you, how do you feel about the way you look in relation to what you see online and like the kinds of people that you see online, the kinds of beauty that you may see online. Um, like how do you feel about yourself in relation to that?

Speaker 2:	02:55	Definitely very easy to get trapped into a certain beauty standard when you look at things online. Like obviously people who have a lot of Instagram followers or like Instagram likes and stuff, their pupils are people who like usually white, like certain body size, like very slim, like very toned, lean, whatever. Um, so I think it's very easy to like compare yourself to that and, and to, and to use that as a standard to judge yourself. Um, but I think right now like what I've been trying to do actually is like on Instagram or different forms for like social media where you can like follow people. Um, I try to follow people that I feel like don't fit beauty in terms of like a physical definition, but also in terms of like the work they do that they're doing really impressive work. They have a lot of like really innovative ideas, like different ways of defining beauty as opposed to just like a physical standard.
Speaker 2:	03:52	And I think that's honestly been a much more inspiring way of like looking at myself and these are people I can you like look up to and like, um, and I find myself like being inspired to like similar or to achieve similar goals in life has stops. I feel like I'm no longer just like defining beauty, like physically now. I think duty also, um, is a lot more like multifaceted and I'm trying to look at it, looking at it more holistically by also, um, kind of just like consciously making an effort to change. Like what I'm seeing on social media, like influencing like who, who I'm seeing, like who I'm following. So I don't get sucked into that. Like very Eurocentric, like physical
Speaker 1:	04:37	there you do have power and you do have control in a sense to what you subject yourself to and the tea and the types of people use it to see like you do have power in deciding ultimately what sort of informs how you think about beauty is that it's really with like so much information beyond the internet.
Speaker 2:	04:57	Yeah. Yeah. No, for sure.
Speaker 1:	05:00	Um, I know that we were talking about like beauty and hers like character. Um, and I guess that that would be relevant to this question too, but do you think that the Internet has influenced today's beauty standards? Like if we think about like sort of the past decade or so, or if we think about just like in the past couple of years, do you think the Internet has an influence on what we think about as like proper beauty standards?
Speaker 2:	05:23	Oh, for sure. Like, I feel like there's definitely a very typical like a woman and men are trying to fall into. Like for guys it's like the very chisel body Tan muscular and the best way you see a lot of

guys like going to the gym or trying to fit this very like masculine beauty standard and as soon as you don't fit that beauty standard like you kind of, you get marginalized where a lot of guys from making comments and stuff like that. I mean that was like very prevalent within our high school and like even sometimes in college and stuff like that. And I feel like for women it's about like he slim, it's felt like working out. It's probably being tan and like having certain like European like a beauty features and features and stuff like that. And so I think it's definitely influenced like um, in terms of like social media I think is also influenced like what we put onto social media, like the content that we're putting out, it's at like in order to fit this beauty in it, we're also putting up photos. I kind of like reflect this beauty standard or like we're putting up photos at least like, like show some sort of like image of us like appearing kind of beauty standard when in reality, and I realize that we have days when we're just in our PJ's like eating ice cream, but like if you don't really need it because like that doesn't fit the image of like the image of like the perfect beauty standards.

Speaker 1:	06:45	I think that the Internet has created this pressure of curation sort of many people to edit themselves to, to see like this norm or like this person, this archetype of a person that maybe doesn't really exist. Yeah.
Speaker 2:	07:03	I mean you have like phase two and and stuff like that or may tool where you like change your eye shade. You like lift your butt up a bit.
Speaker 1:	07:13	No, for sure. Um, and, and that behavior is definitely like a push pool sort of eight because I think that people learn it from each other and like that sort of the danger of social media. Like, do you think that's true in your life that like the people in your life with the people that you see, like they're informing you of how you should like portray or Somali Internet and then like you, the way you portray your cell phone, the Internet is like then informing the next person. Like do you think there is that sort of like back and forth?
Speaker 2:	07:44	The question is do I get influenced by what people are?
Speaker 1:	07:50	Yeah. Like do you think there's like this like continuous like you know, like I don't really know how to stop it. Yes. Yes.
Speaker 2:	07:57	Well I think the thing is like, especially with like Instagram, I think that's like the main thing is that like obviously like everybody feels validation when they have a lot of followers where they get a lot of legs. And I felt like it always feels good.

Like even if you tried off the care. And so I think like what we're noticing is like on Instagram, the photos that are getting a lot of likes or like are getting a lot of followers, like have like a certain type of like Instagram aesthetic or they're posting like certain photos where they look a certain way. And so like obviously like when we want that kind of validation, like we start putting out content that's very similar. So like we post like beach photos, I shower abs and like we take a hundred photos to make sure we get the perfect abs and stuff like that.

Speaker 2:   08:37   Or like we like use apps like plaid or feats, like make it beautiful and stuff like that. So we're definitely putting up content that will validate us in a certain way. Like on social media. And like a lot of that content does fit this like very like Eurocentric, like QB standard. Um, like when people like when we do get follows me to get likes, like obviously like when other spill, like notice that and they'll see like what kind of content that we're putting up. And they're like, okay, like I feel like I need to follow that as well. And so like they'll also, and I think obviously like what we post, we'll also be influencing other people like younger generations and stuff, which I feel like as a prelim toxic culture. Yeah. And I just think that's like part of like people trying to like seek validation on Instagram.

Speaker 1:   09:27   Oh that's a really big part of it. That's why people like, oh that's my library, influence it to behave the way they do on the Internet. You know. And going back to the idea of beauty also being part of like culture and how you didn't feel like you were beautiful because of like, I guess in relation to race and to Eurocentric beauty standards you were mentioning, do you feel like a pressure to fit a certain type of ideal, especially being caught between like Western beauty standard and then like an Asian beauty standard and kind of living between the two? Like do you feel the pressure to assimilate to either, and how so? Or do you feel like there's like some kind of anxiety being between the two?

Speaker 2:   10:14   Yeah, there's probably a difference between the two different standards of like Asian, like European or Western beauty standards. But I think like my first, it's funny cause it's like totally opposite. It's like in the West be tagged in Asia really Pale but like um, yeah like stuff like that. But I think like what's interesting is that like I guess for me like go into like an international American school, I like watching mostly like western forms of like the western movies and TV shows and be surrounded by mostly like Western media. I feel like I identify with like, I don't know, like I find myself like feeling sometimes and I need to like fit the western beauty standards or the Asian

beauty sooner. I think it's because it's like maybe I'm a little bit more the Taf, I'm like my Asian or like Chinese identity because I haven't really been surrounded by that much like Chinese or like Asian media, which I mean I guess like that's also like I wish, I wish I did surround myself more because like we're like, I wish I was more in touch with that side of my identity.

Speaker 2:   11:22   But like the reality of like high growth, like I am more in touch with like Western media, I know more about like Western shows and TV shows like movies and stuff like that. So I feel, I find myself often trying to fit the western beauty standard more. And I feel like especially with like Instagram because it is like, it is like a western App. Like it's, you know, so I feel like that's also where I find myself like feeling, I need validation from like a toxic way of thinking. But I feel like I do Instagram, I was like the main form of like social media that I feel like I'll audition from. And because Instagram's like beauty standard is like more of a Western or European, like I find myself trying to fit that.

Speaker 1:   12:01   Yeah, I feel, I kind of feel that way about myself too, that I liked trying to conform to a very western standard of beauty because of like this disconnection. But sometimes I wonder how I would feel like my beauty would value in terms of each sort of cultural beauty standard. You know what I mean? Like if I were to measure myself with like a more Asian like beauty standard, like how would I feel about myself in that sense? But like I wouldn't really, cause I find myself more so conformed trying to conform to this like very western sense of beauty. Um, and do you feel like you fit, you're successfully fitting the ideal or

Speaker 2:   12:43   I think, yeah, I mean I think like I do have certain features thought to fit with what the like what society has like beautiful. Like I am taller, like I am on the slimmer side, like I am Tanner. But then there's also like being an Asian American woman. Like there's also, I also do have features that don't fit with that. Like I had mono Lids, like, um, what else? I mean like I'm a little like I'm not like models. Um, and so I think like, I think I've learned to accept that. Like, yeah, I do have certain qualities that do for the convention, like beautiful standard or whatever. Polit I do have like physical features that like I know I myself that are beautiful but don't always fit with that state. And and learning like a set dot and kind of view yourself as beautiful. Like though like you might not fit well. It's like conventionally beautiful

Speaker 1:   13:44   for sure. In terms of like presenting yourself as and thinking about yourself as like a person who feel the need to be, to look and feel beautiful. What are some things that you do in your

daily life to present your own beauty and this can be in terms of your physical beauty or in terms of the beauty and your character. Like what are some things that you do that allow you to feel like that beauty in you?

Speaker 2:	14:11	Things I do every day, like daily
Speaker 1:	14:16	we have to be, I guess it can be things that you've done as well.

Speaker 2:   14:19   Okay. I feel like for me, like I'm just someone who kind of use like I feel like I get a lot of validation as a person, like from like academic or career success and that's all like physical people. Like that's also like when I say like, oh she's so beautiful. Like sometimes I do also refer to like academic or like career interests, like success in life, which I think can have a little bit toxic sometimes when you feel like you always need to be like at the top or you feel like always have to be like succeeding at everything. But I think like just like whenever I do like have some sort of like academic or career shifts, I was like that's something I feel like that's like made me feel beautiful in a way. And I think also, um, and I think also just like being really involved in like Asian American advocacy and trying to influence like people are like, yeah, like people of younger generations, like what it means to be in and like how to be like a centering yourself and your identity.

Speaker 2:   15:24   I feel like that's a way for me to also reflect. It's not only influence others but also waves. Like we're fucked on myself and like Tom Looking at myself and like that, I'll have that in a way. I hadn't also made me feel more beautiful because I've learned to accept myself and like my features as well. I mean those are like bigger things, but just in terms of like everyday like, yeah, like I mean like I definitely care to some extent about like what I'm wearing every day. Like also like makeup and stuff like that. Just like little things. But like, I mean I think like, even though sometimes people like do their makeup or dress in a way, the to try and fit like a European like beauty standard. Um, I feel like in some ways it is also a way for you to express your own, your own self and like your own personality and like stuff like that. So I feel like, yeah, those are just more like everyday thing.

Speaker 1:   16:14   You wear makeup on an everyday basis or no. Like, and do, they'd be like, you feel differently? Like in terms of like I make up not wearing makeup, like getting dressed up and

Speaker 2:   16:26   I mean I think I'd like to, I don't wear, I don't usually wear makeup every day. Like sometimes I'll just wear like very

minimal, but like I definitely don't do like a full thing every day. Um, I think I, I think obviously like wearing makeup definitely more beautiful like I guess physically in a way, but it also just like makes me feel more confident. It puts you in a better mood. You're like more focus, you feel like you're like more put together and everything. Like when you do dress well and like having makeup on, um, I think it definitely has some sort of influence on yourself and like the way you look at yourself. Um, and I think that's a good thing in some ways. Like I feel like definitely being more comfortable with yourself and like how you look and being competent as a good thing but also like also going to stop that. Like even if you aren't wearing anything and like you are just your natural soft like learning to accept that as like being beautiful as well.

Speaker 1:	17:17	Sure, sure. I just have one last quick question. Then there's interviews over. Um, I'm wondering if there is a time in your life that you can really specifically remember that you felt really completely beautiful and wonder when was it and why do you feel that way? It can really be like even like a tiny moment where like an exchange with someone like that in your life, they can identify as feeling genuinely beautiful.
Speaker 3:	17:50	Um,
Speaker 2:	17:57	I'm trying to say be about dummy, like said it like, Oh, you're so pretty. Or something like that. But kind of think of a way that like,
Speaker 3:	18:07	mmm.
Speaker 2:	18:11	I think honesty, like, I don't know if this is like the moment I felt most beautiful but someone like a moment that I remember. It's like, um, I think just like at Amherst, like I'm pretty involved with like a lot of um, like Asian American advocacy work and like I worked with like the international student center and stuff like that and like I'm pretty busy every day. But I think it was just like when a freshman that came up to me and was like, oh, I really admire the work that you're doing on campus. I think pretty, you're like really smart. Like Bob. Like just I think, I think it was like, honestly like when a freshman just like told me that they really looked up to me. I think that made me like, even though it wasn't like in terms of like physical like how I dress, how I was like, you know, like like my big makeup or whatever. It was like a physical thing, but I think it was just like a lot more whole, let's say that they were like looking up to me like not only because of like what it looks like, but also because I went to work, I was doing how I was like interacting with like other people and just

like overall like being just like feeling like I was being appreciated. It's like a whole person and I think that made me feel like really beautiful.

Speaker 1:   19:21   More like a holistic beauty of just like your entire being kind of.

Speaker 2:   19:26   Yeah. Yeah, yeah.

Speaker 1:   19:28   Yeah. And I do think that that's like a more, a less harmful feeling of beauty then like feeling like Joe's physically beautiful, which I think sometimes can be like almost like falling into something that can, becomes sort of something that you addicted to. And maybe that's why people like to get to Instagram.

Speaker 2:   19:51   Yes. A lot of women would say like the most beautiful moments when that guy told them they were beautiful. We need to like stop kind of like, or like letting other people define whether we're beautiful.

Speaker 1:   20:10   Yeah, for sure. I hundred percent agree. I think that it really has to come from within, like come from yourself. Genuine. Thank you. Thank you for being interviewed by me. This is so helpful. For my final project. I'll be sharing this with, oh, this is a group project, by the way, so I will have to share this audio file with what group mates? Yeah.

Speaker 2:   20:38   I mean are we, are you still recording?

Speaker 1:   20:41   I was actually gonna talk to you about that, but after we stopped recording, so thank you. Thank you very much.

The Internet and Its Influence on Beauty Standards

Welcome to our cultural probe!
Please answer the following questions and follow the directions given at the end of the survey.
Please repeat for 2 days.
Do not hesitate to contact us with any questions!
Thank you so much for participating!

1. **How confident did you feel waking up this morning?** *
   Mark only one oval.

	0	1	2	3	4	5	6	7	8	9	10	
Not confident at all	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	Very confident

2. **How confident do you feel now, in relation to how you felt at the beginning of your day?** *
   Mark only one oval.

	0	1	2	3	4	5	6	7	8	9	10	
Not confident at all	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	⬭	Very confident

3. **If your rating differed between morning and night, what might have influenced that change?** *

   _____

   _____

   _____

   _____

   _____

4. **How long did you spend on social media today? (Hint: you can check your screen time through the activity tab on Instagram) ___hr___minutes** *

   _____

5. **What apps did you use today?** *
   Check all that apply.

   ☐ Instagram

   ☐ Twitter

   ☐ Facebook

   ☐ Wechat

   ☐ Snapchat

   ☐ Youtube

   ☐ Other: _____

6. **Please submit screenshots of your explore page on each day, "saved" page, and an assortment of photos that will contribute to a mood board relating to this topic. Screenshots can be submitted directly to this survey or texted to me.**
   Files submitted:

Name of Group: Maya, Bianca, Fiona Date May 6th

Reviewed By CSR Data

Constructive Peer Review

Listen to your colleague's presentations, fill out this brief form and put it into an envelope for them to read later. Be constructive and supportive of their efforts by being honest.

Concept 0-10 points each (15 = Perfection)

6 The topic is clearly defined.

6 Presentation is clear and well-articulated

Comments:
1. Missing one research method.
2. More details.
3. Not putting pictures of participants
4. More participants.
5. Cultural aspect.

Teamwork 0-10 points each (10 = Perfection)

9 All members participate in the presentation/discussion as a team

Comments:
1. More active.

Research process 0-10 points each (10 = Perfection)

Yes/10 Research narrative makes sense and is well described

5 Methods chosen are appropriate and well sequenced

5 There is a clear link between the research and the results

Comments:
1. More in depth results and new learnings.

Name of Group: _Beauty Standard_   Date _05/06/2019_

Reviewed By _Yair Xiang / Katrina_

Constructive Peer Review

Listen to your colleague's presentations, fill out this brief form and put it into an envelope for them to read later. Be constructive and supportive of their efforts by being honest.

Concept 0-10 points each (15 = Perfection)

_9_ The topic is clearly defined.

_10_ Presentation is clear and well-articulated

Comments:

Good overall, but wish could show more survey data

Teamwork 0-10 points each (10 = Perfection)

_10_ All members participate in the presentation/discussion as a team

Comments:

Research process 0-10 points each (10 = Perfection)

_9_ Research narrative makes sense and is well described

_10_ Methods chosen are appropriate and well sequenced

_9_ There is a clear link between the research and the results

Comments:

Add more connections between Readings & what you found from the Research.
How the secondary research influenced your research.

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