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Research Paper Proposal
Seminar II
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A Retrograde in Asian Beauty Standards

The topic I am studying is how western beauty standards have changed Asian beauty standards despite a retrograde in what is considered, “beautiful Asian features” in the West. Recently, in the fashion industry there has been an influx of Asian models with very primitive Asian features. I would like to study this topic because I am interested in looking into the irony of how Asians want to look more “western”, yet Westerners desire more “Asian” features. I want to help readers understand that no matter what ethnicity and social media prefers, everyone is unique and beautiful. Beauty standards in different cultures date back to ancient times and it is inevitable for certain values to be imperishable.

1. Leading Research Questions and Hypothesis
 - a. How has western beauty standards changed Asian beauty standards?
 - b. Why have Asian beauty standards faced a retrograde in the Western beauty industry?
 - c. What is your working hypothesis? That is, at this point in your research, what do you think the answer is to your main question?
2. Research Strategy
 - a. What do you intend to find out through research?

What is considered beautiful in Asia now?

- Having big double eyelids, high and thin nose, full eyebrows
- Doe-eyes or almond eyes, round forehead.
- Preferably a v-line chin.
- Clear **white skin**
- Long natural hair
- Above 5'3

What is considered a “beautiful Asian face” in the West?

- Thin, long eyes that stretch out
- Large small lips
- Strong facial features (cheekbones, jaw)
- Varies,

Why is it different?

- South Koreans get over thousands of dollars worth of plastic surgery in order to look more “western” however in the West primitive Asian features are favored more.

b. What assumptions are you bringing to your research?

- It is different due to social media projections
- In South Korea, Korean pop idols and actresses are known to be the most beautiful women in the country. They have the features favored by everyone in Korea and therefore regular people strive to look like celebrities.

c. What do you know so far?

- South Koreans get surgery in order to look western. They spend more than thousands of dollars every time they get surgery. Starting from their skin, to their foreheads.
- South Korea's plastic surgery industry is as lucrative as their I.T industry.

d.

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