

Ethnicity and Body Image CONT.

Table 2. Most American traits mentioned on the ideal list by ethnicity and gender

| Group | Gender | |
|---------------------|------------------------|---------------------|
| | Males | Females |
| African-Americans | Tall or taller | Long or longer hair |
| | Tanned | Tall or taller |
| | Dark or darker skin | Dark or darker |
| | Medium nose | Tanned |
| Asian-Americans | Brown eyes | Brown eyes |
| | Tall or taller | Tall or taller |
| | Tanned | Thin or thinner |
| | Brown hair | Brown hair |
| Caucasian-Americans | Thin or thinner | Long or longer hair |
| | Light or lighter skin | Dark or darker skin |
| | Tall or taller | Tall or taller |
| | Low | Thin or thinner |
| Hispanic-Americans | Thin or thinner | Shore hair |
| | Dark or darker skin | Dark or darker skin |
| | Blonde hair/rain teeth | Tanned |
| | Tall or taller | Tall or taller |
| | Dark or darker skin | Thin |
| | Tanned | Dark or darker skin |
| | Brown hair | Long hair |
| | Brown eyes | Brown hair |

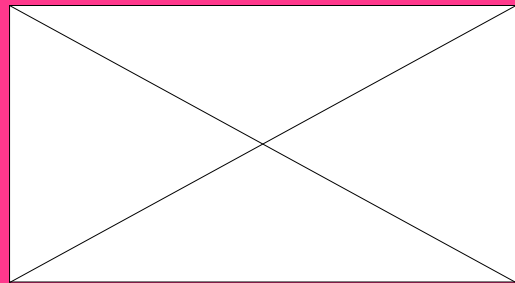
How "Learning Femininity" is done

- Watching and imitating people
- Stories/ Books
- Television/ Movies
- Media/ Commercials
- Magazines
- Play (Toys and Barbies)
- Etc.

History of Barbie

- Creator: Ruth Handler
- Chief Designer: Jack Ryan
- Original: "Pornographic Bild-Lili" doll
- Symbolize: Teenage American Middle-Class Culture Perfect Woman

Barbie Commercial



Diversity

- "Colored Francie"
- Whole Line: Asian, Hispanic, Afro- American, etc.



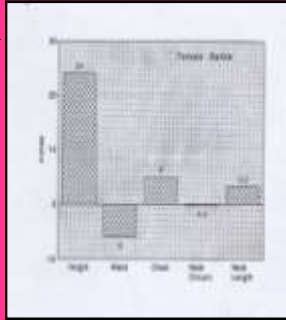
Barbie and Shani from behind Photo by Elizabeth Chins 1998.

- Measured
- Underneath unrealistic standards
- Anthropologists Mimi Nitcher and Nancy Vuckovic
- ideal woman: "5'7", 100-110 lbs, good figure, long blonde hair, and big blue eyes"
- Culturally unattainable



Actual Size

- **Distorting Reality of Children: Body Size Proportions of Barbie and Ken Dolls**
- Authors: Kelly Brownell/ Melissa Napolitano
- 24 in taller 7'2"
- Chest 5 .in
- Neck 3.2 in.
- Waist 6 in.



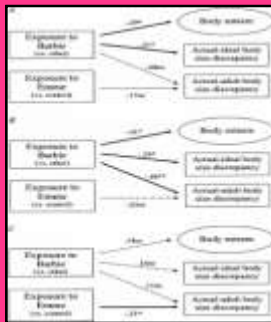
Put to the test

- Does Barbie Make Girls Want to be Thin? The Effect of Experimental Exposure to Images of Dolls on the Body Image of 5-8-Years-Old Girls
- Authors: Dittmar, Helga; Halliwell, Emma; Ives, Suzanne
- Year: 2006
- Sociocultural Theory:
 - mass media/dolls= reinforcers
 - dolls= role models/mirror
- Participants: 162 girls 5.5 to 6.5 (n=57)/ 6.5 to 7.5 (n=49)/ 7.5 to 8.5 (n=56)
- Groups= Barbie, Emme, Neutral
- Methods:
 - From: Dittmar: Dev Psychol, Volume 42(2), March 2006, 283-292 (Body Self-esteem)



Put to the test Cont.

- **Body Shape Dissatisfaction**
- Results:
- Barbie
- 6.5 to 7.5= lower self-esteem / thinner
 - 7.5 to 8.5= no pessimistic
 - internalized idea
- Emme
- 7 or more= neg. /unattractive
 - threat (future)



Links

- Articles are separate
- Correlation
- Impact one another
- Brief Informal Questionnaires

Works Cited

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