

SOCIAL MEDIA & THE THIN IDEAL

Presented by Christine Carr

SLIDE 1: TITLE AND NAME OF PRESENTER

This is the slide I projected at the beginning of my presentation. Here, I introduce myself to my audience.



SLIDE 2: TOPIC

Here, I share my initial topic, as well as how I narrowed my topic. You don't necessarily need to do this, of course.



INITIAL TOPIC:

MASS MEDIA & BODY IMAGE

NARROWED TOPIC:

SOCIAL MEDIA & THE BODY IMAGE OF
ADOLESCENT AND YOUNG WOMEN

BACKGROUND

Traditional mass media has been shown to influence women's body image (Perloff).

Body dissatisfaction among teens prevails, yet the ideal is "increasingly unrealistic" (Common Sense Media 5).



SLIDE 3: BACKGROUND

Here, I provide some background on my topic, which will lead me to the relevance or importance of my topic.

Notice my parenthetical citations. The first one does not include a page number because the source was not paginated; however, the second source was paginated and, because I used a direct quote, provide the page number.



NOTE: Although I use complete sentences on the slide, they are concise—and then I elaborated when I presented.

WHY? (IMPORTANCE)

“Offline gender roles and gender differences may be reproduced in online spaces” (Common Sense Media 10).

Social media is ubiquitous and, therefore, potentially just as (if not *more*) influential (Common Sense Media; de Vries et al.; Perloff).

Body image impacts emotional well-being (de Vries et al.).

SLIDE 4: IMPORTANCE

Here, I provide share why I think that this topic is worth exploring. My reasons could have been personal, or they could have been based on previous research. In this case, they are based on previous research.

MY RESEARCH QUESTION

How are adolescent and young women's images of their bodies influenced by social media?



SLIDE 5: RESEARCH QUESTION

On this slide, I simply share my research question.

FINDINGS

(WHAT I LEARNED)

Feedback loop, i.e., interactions, add a layer to social media that young women did not encounter with traditional media (de Vries et al.; Perloff).

41% of teens admit they use social media to look “cool” (Common Sense).

“Exposure to thin-ideal messages online is associated with girls’ negative body image perceptions...” (Common Sense 9).

Increased social networking leads to increased body dissatisfaction (deVries).

Even fitness-inspired social media can negatively-impact women’s self-perceptions (Clark).

SLIDE 6: FINDINGS

On this slide, I share the most salient findings. Notice that I continue to use in-text citations to “give credit where credit is due.”

Also, on “busy” slides like this one, I like to animate my talking points so they come up one at a time and don’t “overcrowd” the slide.