Body Image in Teen Girls

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Objective

• To investigate and analyse the attitude towards personal body image in 100 teenage girls aged between 13 and 17.
Survey Questions

• Are you happy with your body?
  • Yes
  • No

• Would you change anything about your body?
  • Yes
  • No

• If yes what would you want to change the most?
  • Legs
  • Arms
  • Tummy
  • Bottom
  • Breasts
  • Face
  • Other
Method

1. We decided on the topic body image for our survey, as well as the sample (teenage girls) and sample size (100).
2. We chose to use a survey website, www.kwiksurveys.com, as a tool to collect our data.
3. Once we designed the survey and questions, we launched the survey on social network sites, asking people to complete it and then share the survey with friends.
4. After 14 days of the survey being active, we reached our target response number of 100.
5. Using Microsoft Excel we entered the data and organised it into graphs.
6. Finally, we analysed the data and designed a poster and Power Point Presentation.
Are You Happy With Your Body?

- No: 51%
- Yes: 49%

Would you change anything about your body?

- No: 19%
- Yes: 81%
Analysis & Discussion

• We hypothesised that a large majority (80%+) of teenage girls would not be happy with their bodies, however the results were almost split halfway. This could be due to the fact that girls who are unhappy with their bodies are less discrete about their feelings as it appears to be a social norm, whilst girls who are happy have no need to voice concerns.

• The second response was also surprising as there is a disparity in relation to the first question. Just because people are happy with their bodies does not mean they do not want to change it.
Analysis & Discussion

- Over 60% of teenage girls said they would want to change either their legs or tummy. This could be because Australia is a very beach orientated society and there is a lot of pressure from the media and society to achieve long legs and flat stomachs, the industry’s ‘ideal’ body image.

- Another 17% wanted to change their face and breasts. The least popular part of the body to change is tied with bottom and arms. Another 12 percent chose other.
Conclusion

By conducting this experiment, we are able to show that teenage girls have varied responses and attitudes towards their personal body image.