Bodyshaming und Social Media. Fokusgruppen mit 15- bis 19-jährigen Mädchen/jungen Frauen aus Wien.

Engl. transl.: Bodyshaming and Social Media. Focus groups with 15- to 19-year-old girls/young women from Vienna.

# Details

## Year

2017

## Scope

Local

## Countries

Austria

## Type

Empirical research – Qualitative

## Methodologies

Focus group

## Researched Groups

Children

## Children Ages

Adolescents (14-18 Years old)

## Funder

Stadt Wien: Programm für Frauengesundheit, Wiener Gesundheitsvorsorge

## Funder Types

Regional Government

## Consents

Consent obtained from children

## Informed Consent

Consent obtained

## Ethics

## URL

https://www.wien.gv.at/gesundheit/beratung-vorsorge/frauen/frauengesundheit/

## Data Set Availability

Data availability statement in the publication

# Goals

"It is not a new phenomenon, that popular media transport debatable ideals of beauty.And it is equally not new that young women in particular are often not measured by their competences, qualifications and "skills", but by their appearance and body. The "social media" popular with young people, i.e. Instagram, Facebook, YouTube and co., have brought a new dynamic into the debate about body ideals and their role as role models for young people. In professional circles as well as in the public debate, this development is being lively discussed under the title "Bodyshaming and Social Media". From the point of view of health promotion, it is important to counter the associated negative effects with strategies that positively strengthen girls' and young women's body awareness and defuse the dynamics of bodyshaming. This requires knowledge about the mechanisms and effects of bodyshaming in youth cultural environments, to which adults usually have little access." (Großegger/Fietz/Sedlacek/Schorn, 2017, 5)