

Guardian Princess Alliance

Be Your Own Kind of Beautiful

Social media has rapidly grown to become a part of our everyday lives, but it has also become a weapon of mass destruction to self-esteem and self-image especially of young girls. Our one-hour workshop called “Be Your Own Kind of Beautiful” (BYOKB) for up to 35 middle school girls (6th to 8th grade) addresses issues of low self-confidence and negative ideas of body image that come from social media’s culture of unrealistic beauty standards and body expectations. We educate students about the realities behind what they are viewing, equipping them with strategies on how to navigate through those images and their thoughts, and empowering them to empower themselves and others to be confident and love themselves. At this workshop, we strive to create a safe space for students to discuss sensitive questions, deconstruct social media and its influence, and understand our ideas on beauty standards and where they stem from. We encourage young girls to be critical and healthy users of social media and encourage their peers to be the same.

Content Area Keywords/Searchable Terms:

advertisements, altered reality, beauty standards, body expectations, body positivity, confidence, dysmorphia, eating disorder, editing, empowerment, Facetune (photoshopping app on phones), female representation, female objectification, filters, media, media literacy, media profit cycle, misogyny, people of color, Photoshop, race, self-care, self-esteem, self-image, self-love, social media

Target Audience: Middle School

Learning Objectives/Outcomes:

By the end of this program, students will:

- Be informed and equipped with strategies to be healthy users of social media that promote diversity, healthy self-image, and anti-bullying.
- Learn to critically deconstruct the unrealistic images promoted on social media (i.e. Spotting photoshopped pictures).
- Redefine their ideas of beauty and body standards to be more realistic and accepting.
- Recognize female objectification in the media such as TV advertisements and magazine photos.
- Understand and be aware of the media profit cycle that advertisements utilize to influence women to conform to certain beauty standards that lead to companies gaining profit.
- Be empowered to appropriately discuss with their peers about beauty norms that are discriminatory against women or promote racial and body discrimination online

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Files included:

EI_BYOKB-Introduction.pdf, mp4

EI_BYOKB-Calendar.pdf

EI_BYOKB-Action-Items.pdf