How do print media influence Caucasian and African-American teen girls' opinions of their own bodies in the United States? In the United States, teen girls seem to be the most affected by print media. Both Caucasian and African-American women are affected in this case. The reason for this is because the teen girls of the two groups are still developing. By being shown this print media of older women, teen girls get the wrong idea. They believe that they can no longer be accepted in society. This type of media shows up everywhere in these girls' surroundings. The only difference is the reaction of these teen girls.

The results show a general decline with body self-esteem within female teenagers when shown images of models who are extremely thin. The top chart presents results of 180 teen women, 80% Caucasian and 13% African American, who were split in 80 Experimental and 80 Control. The experimental were shown two videos: one of supermodels and a second of how photos are edited to make women appear slimmer. Results showed that weight concerns rose within both groups, but body esteem rose when the second video was shown. Measurements were made using the BES scale developed in 1984.

The way our question relates to John Jay is how we as students are always aware of some sort of media. In media we see many models being idolized, and women are always expected to look their best. Society pressures them to look like the models in magazines. Some women seek the attention; others may not. This is how the media influences women's esteem. Another way media influences women's esteem is how they depict the model. The model could be a black woman and the media could be saying the "Most Beautiful Women in the World" as the headline. This could be positively interpreted in many ways. But to some of the Caucasian women, this is not right. They would see this black model and maybe say "What about the white women?" This scenario can go both ways; either way the model is being idolized and the consumer's esteem is being influenced. Many women wish they could be on the cover of the latest fashion magazine. Some women just don't care about how they look. Overall, the media plays a big role on how women view themselves. This can relate to the functionalist theory because clothing has a function in society by expressing one's self. As of right now we are using clothing to create conflict within our society. We all try to look a certain way and ostracize others for not being able to fit into our perceived norms. This causes people to feel negatively about their bodies on the whole.

## Findings

The experiment that we are interested in designing is going to test female esteem regarding their own body after a presentation of models in popular fashion magazines. However, we will add another presentation which describes how photos of models are retouched. We will measure the results using the Body Esteem Scale (BES) developed by Franzoi and Shields in 1984.

Participants will be African-American and Caucasian women aged 15-22. The experiment will have a Control Group: gets nothing. We will measure the current esteem of their own bodies. Experimental Group: initially receives one presentation, a selected photo compilation of female models from popular fashion magazines. Shortly after, we will give them a presentation of how photos are retouched.

Hypothesis: If women see photos of fashion models, then their body esteem will go down. If they see the presentation of how the photos are retouched, then their body esteem will rise.

Procedure: We will randomly select a total of 100 women from both races—50 in control group and 50 experimental. Control group will give us their baseline scores from the BES. Experimental will give us their BES, and as they watch the presentations, it will give their BES after each.