



## FAMILY ACTIVITY

**GRADES  
4–5**

### Timing

20 minutes

### Materials

- **Glossary** Family Handout
- Magazines, catalogues, mailers, etc.
- Television and internet access
- **Coloring Sheet** family handout
- Markers

## Confronting Comparisons to Build Body Confidence

### BODY IMAGE AND THE MEDIA

#### Did You Know?

Body image can be defined as a person's thoughts, feelings, and behaviors related to appearance. In other words, body image is how we view our bodies.<sup>1</sup> Many things can affect body image, including family, friends, and the media.

Research shows that exposure to celebrities and the media can cause children to believe that you have to look a certain way to be attractive. This problem becomes complicated when children do not realize that most of the images on the internet are heavily edited. Many of the bodies and figures they see online or on TV are not achievable. They may strive to meet body expectations set forth by the media and feel badly when they are unable to do so. This can lead to lowered self-esteem and unhealthy eating behaviors.

Children become critical consumers of media when they can identify the tactics used to edit online images including photoshopping, posture tricks, and photo filters. Parents can help kids tell the difference between real and edited images. Kids can then use this knowledge to celebrate realness.

#### Activity Overview

In this activity, families will work to identify several examples of altered images that are being promoted in the media.

<sup>1</sup> Cash & Pruzinsky, 1990; Cash & Smolak, 2011

## Learn & Grow Together

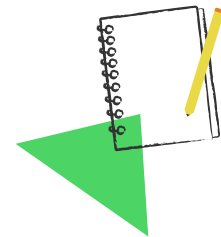
### Discuss

With your family, discuss the saying, “what you see isn’t always what you get.” How do you think that applies to what you see on television, in magazines, on the internet, etc.? As an example, view the video from Dove labeled “Evolution of a Model.” After watching the video, discuss the concept of appearance ideals and if the model in the video had her uniqueness taken away. You can also discuss how our culture tells us is the ideal way to look at a certain moment in time.<sup>2</sup> How do family members feel after viewing images of celebrities or advertisements in the media?



### Do

- As a family, review two common photo altering techniques used in media: image filters and photoshop. Definitions have been provided for you on the **Glossary** family handout. What techniques are family members familiar with? Where do they notice each technique used the most?
- Each family member, working independently or with another member, should browse magazines, view television commercials, and browse the internet or social media to try to find an example of each technique.
- Family members can share these images and discuss the ways they may have been altered and why. Are the alterations supporting or promoting the appearance ideal?
- Together, color and decorate the **Coloring Sheet** family handout. Decide on a strategic place to hang it as a reminder that what you see isn’t always what you get. Consider posting it near the computer or television screen.



<sup>2</sup> [https://www.dove.com/content/dam/unilever/dove/global/english/personal\\_care\\_unidentified/all/appearance\\_ideals\\_-\\_student\\_activity\\_sheets-717945.pdf](https://www.dove.com/content/dam/unilever/dove/global/english/personal_care_unidentified/all/appearance_ideals_-_student_activity_sheets-717945.pdf)

## Glossary

### Image Filters<sup>3</sup>

Transforming, altering, or enhancing a photograph using apps or programs to achieve desired results

### Photoshop<sup>4</sup>

A software application for editing and retouching images, artwork, or illustrations



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<sup>3</sup> American Graphics Institute, 2019

<sup>4</sup> <https://www.readersdigest.ca/health/beauty/how-to-look-better-in-photos>

Coloring Sheet



WHAT  
YOU SEE  
ISN'T  
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