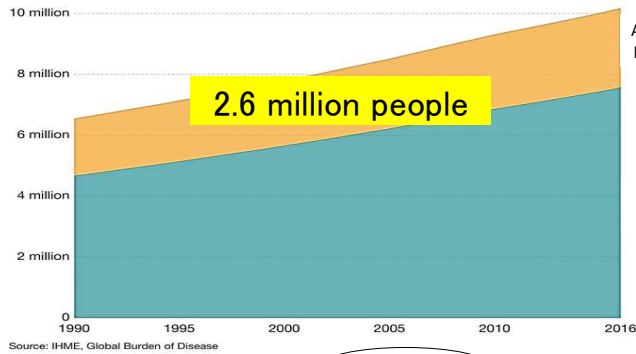


How Women's Sense of Beauty Affects the Onset of Anorexia?

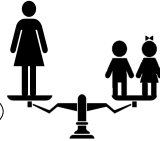
W201908-1 : Kobe Municipal Fukiai High School
Nayu Inokuma Shiina Kowata

Introduction



Negative Effects

Osteoporosis
Decline of strength
Stop of menstruation



-Causes of Anorexia-

Social & Cultural Factors

Biological Factors

Psychological Factors

Onset of Anorexia

Research Question

What can be done to reduce Japanese women's unnecessary desire to become thin?

Methodology



Data and Analysis

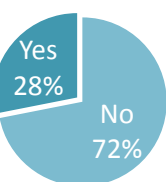
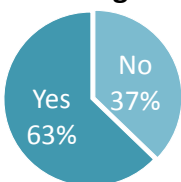
1-1 Dieting Culture

Want to lose weight?

国民健康・栄養調査(厚生労働省)

Average

Thin



Try to lose weight even though they are average weight.
⇒ Spread of Dieting Culture

1-2 Women's Desire to Become Thin

Why do you want to lose weight?

To Wear Favorite Clothes

70%

To Be Healthy

30%

To Gain Confidence

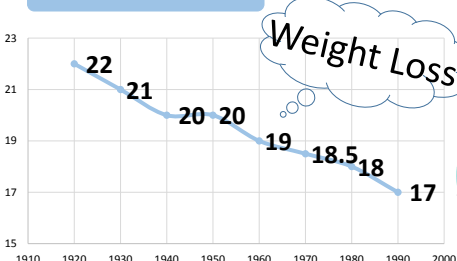
50%

(甲南女子大学、2012)

1-3 The Standards of beauty in Society

Miss America's BMI

Models in The U.S



31% Suffer from Eating Disorder

64% Have been asked to be more thin

(Rubinstein & Caballero, 2000)

2-1 Change of Beauty in Japan

• Historical Background • Foreign Culture
• Men's Values • Impact of Influencers • Media



Heian Period



Edo Period



Meiji Period



Showa • Recent

2-2 Change of Beauty in the West

• Economic Development • Men's Values
• Stimulation by Influencer



Renaissance Period



17th - 19th Century

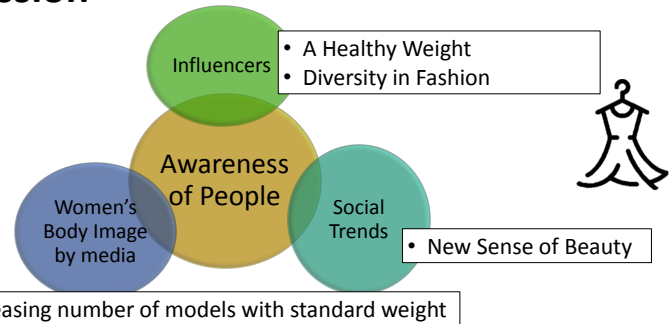


Early 20th Century



1950's

Discussion



Suggestion

Individual

People's Awareness

• Create a program

Create a diverse sense of beauty in society through diversity in fashion

• Young people's understanding
• Use Social Media
• Rethink trend of glorifying dieting

Hyogo Organization for youth contribution to society

Create a program based on our discussion

Government and Fashion Industry

Make Regulations and Laws

• Outlaw models below 18.5 BMI
• Create a punishment for images that are edited without notification

Media

Change the Standard of Beauty

• Reduce the number of women who want to lose weight

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