

Beauty Standards: Damaged by Instagram

A recent **report** on *ITV News* said there is a negative impact of social media on the younger generation. Children's Commissioner Anne Longfield said that schools should warn children of the emotional impact popular apps like Instagram, Snapchat and Twitter can have.

Social media has transformed ordinary teens into online celebrities. However, their glamorous lifestyle shows an image of perfection that isn't entirely real. Longfield described the impact as "an avalanche of pressure."

Likes and comments create a subconscious sense of validation, and young people compare themselves to their favourite online celebrities. Kids are growing up with this being normality. So, we wanted to speak to an older group of millennials who have seen the growth of Instagram and felt its effects.

Artefact spoke to Diamond and Domi who are all active users of Instagram. We wanted to find out how stereotypes are affecting their lives and how they are overcoming them. The girls are making an effort to share their imperfections as they try to knock beauty standards over.

Diamond, 20

How does Instagram influence you?

"It's a source of inspiration. It makes me reflect on my life, you know? But I do witness the horrible side of it where women specifically are always comparing themselves. When I see a fitness post I often question my value but I guess every woman does it."

Do you ever feel the pressures of being perfect?

"Yes, all the time. I won't post sometimes because of wanting my feed to look perfect."



@Geneva_Diamond



@Domi_Anne

Domi, 19

How does Instagram influence you?

"It influences me in my everyday life, especially when I go out and I aspire to take cute pictures like everyone else. It makes me conscious of what I'm doing in public, how I act and what type of pictures I want to take."

Do you ever feel the pressures of being perfect?

"Yes, a lot actually. Especially for my skin; I don't have perfect skin. I sometimes see people with it and it makes me aspire to have it until a couple of days ago when I had the courage to post a picture with my natural skin. It made me stand up and say this is me and I'm going to have to embrace it and reclaim my beauty."