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Instagram Ideals: How Social Media Has Worsened Unrealistic Beauty Standards

Tessa Bertine, Staff Writer
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Throughout history, unrealistic beauty standards have been imposed on women and social media has increased that pressure. Social media platforms, such as Instagram and Snapchat, claim to be spreading positivity to women; however, most posts do the opposite.

Amy Hanson, a Spanish teacher at Woodside High School, has recognized how social media has affected her female students. “I think that Instagram influencers project an image that is unrealistic,” Hanson explained. “I think young girls who are trying to create their own identity don’t know how to create their own identity because they are presented with false perceptions of beauty.” Amy Hanson is scared that social media will not allow girls to form unique identities.

It seems that girls strive to look physically perfect no matter if the pressure is coming from the community around them or social media. “They tell you to be skinny. You can’t be fat or big or anything. But you can’t be too skinny and you have to wear makeup to look pretty but you have to look all natural,” Lena McDonough, a junior at Woodside High School, explained.

McDonough sees how truly impossible these standards are to meet. “Even like normal girls on Instagram, [t]hey take like 30 different pictures, they edit it, they make it look perfect. You see it, and you’re like ‘oh my god, they’re so pretty,’ but that’s honestly, that’s not even the real picture.” Unfortunately, girls have been expected to reach these ridiculous standards for decades, but hopefully social media can evolve into a platform that empowers women.



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