

Australian Women Lawyers 2018 Conference Sofitel Sydney Wentworth

Wellness
Body Image
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What do you Think of When you See this Image?



What do you Think of When you See this Image?



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Order of My Presentation

- 1.The Connection between Eating Disorders and Images
- 2.The Connection between Eating Disorders and Images on Social Media
- 3.Lawyers and Eating Disorders
- 4.Body Image Law
- 5.The Voluntary Code of Conduct on Body Image
- 6.Israel's Body Image Law
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Contrary to what you see
in the media



We are not all
supposed to look the same.

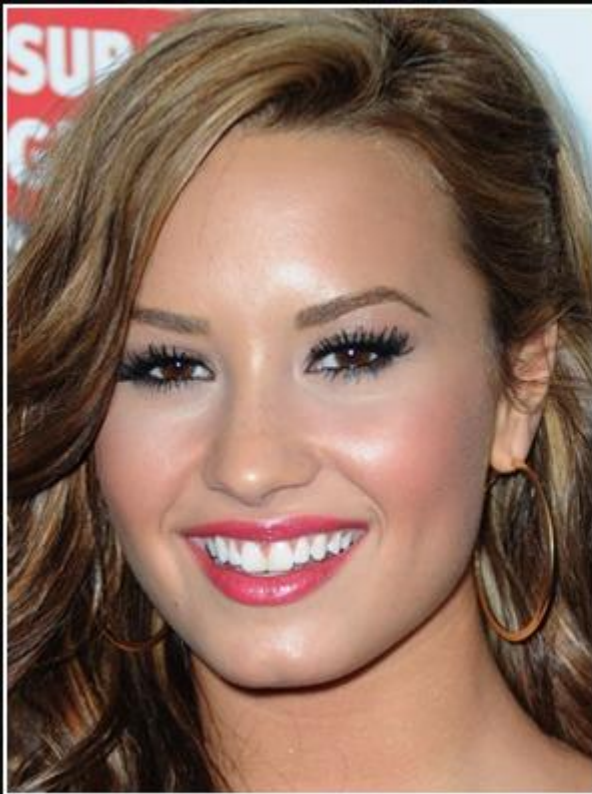
www.facebook.com/notadiet

The Connection Between Eating Disorders and Images

- Thin body image is perpetuated through images of models that are photoshopped so that models look thinner
- The images can hurt mental health and increase body dissatisfaction
- Study of women in Fiji



The Connection Between Eating Disorders and Images on Social Media



I allowed social media to define what I thought of my body. And now I realize that no matter how thin you are, someone will call you fat. No matter how beautiful you are, someone will call you ugly. But you can't spend your time worrying about that. You're just not going to please the world.

— *Demi Lovato* —

AZ QUOTES

The Connection Between Eating Disorders and Images on Social Media



“A substantial body of literature has demonstrated that the mass media are a powerful and influential contributor to women’s body dissatisfaction...[c]orrelational and experimental studies have confirmed that exposure to ‘thin-ideal’ images portrayed in magazines and on television is associated with body dissatisfaction among women... More recently, research has found similar effects related to exposure to ‘newer’ forms of media, in particular the Internet and social media.” (Continued on the next slide)



The Connection Between Eating Disorders and Images on Social Media

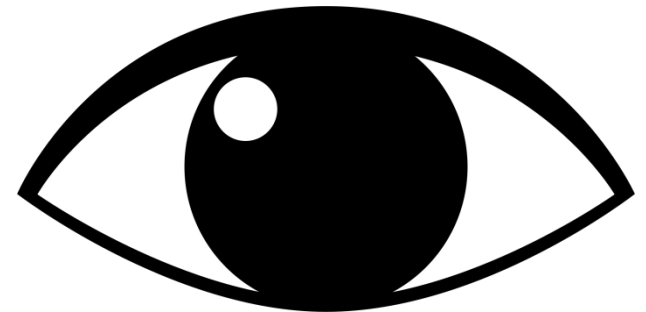
“Time spent on the Internet, and particularly on social networking sites such as Facebook, has been related to poorer body image outcomes for both adult women and adolescent girls” - Amy Slater, Neesha Varsani and Phillipa C. Diedrichs, ‘#Fitspo or #Loveyourself? The Impact of Fitspiration and Self-Compassion Instagram Images on Women’s Body Image, Self-Compassion and Mood’



Instagram

The Connection Between Eating Disorders and Images on Social Media

- Social media is highly visual
- There is more repeated exposure to images than usual, because can retweet, share, etc.
- Peers may have a greater impact on body image than models because peers are seen as more attainable



The Connection Between Eating Disorders and Images on Social Media

- Traditional media focuses more on the body, on social media women upload more facial photos, so there are more comparisons of face, skin and hair than body
- On social media people are more likely to be exposed to images that they did not seek out



Lawyers and Eating Disorders

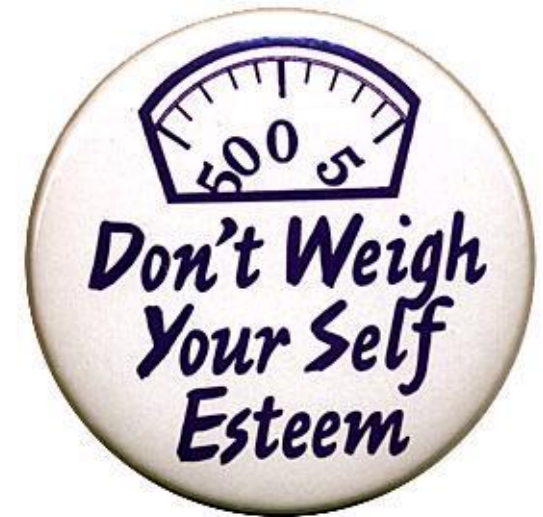
- Survey of 428 law students and 148 lawyers

NK Skead et al, 'Looking Beyond the Mirror: Psychological Distress; Disordered Eating, Weight and Shape Concerns; and Maladaptive Eating Habits in Lawyers and Law Students', (2018) *International Journal of Law and Psychiatry* 1.



Lawyers and Eating Disorders

- Restraint from eating
- BMI of lawyers and law students in comparison to the rest of the population
- '[Disordered thinking about eating and their weight/shape concern reveal that lawyers and law students did not differ significantly...both groups of participants were found to be much higher compared to Australian general population norms for the global score' p 5



Are there any legal measures that can be taken to stop the proliferation of images of unhealthily thin people on social media



Body Image Law

- (1) Requiring people to have a minimum body mass index to work as models;
- (2) Requiring editors and other relevant people to post a warning on images of people who they have photoshopped to appear thinner;
- (3) Forbidding the altering of images of the bodies of models to make them appear thinner;
- (4) Requiring retailers to sell clothes that come in diverse sizes (including clothes in larger sizes); and
- (5) Forbidding certain words from accompanying images of models or recommending that certain words do not accompany images of models e.g. government policy that recommends that the words 'plus size' are not placed beside a model's image

Marilyn Bromberg and Cindy Halliwell, "All About That Bass" and Photoshopping a Model's Waist' (2017) 18(1) *The University of Notre Dame Australia Law Review* 1.

The Voluntary Industry Code of Conduct on Body Image

“Realistic and Natural Images of People - do not use digital technology in a way that alters images of people so that their body shape and features are unrealistic or unattainable through healthy practices”

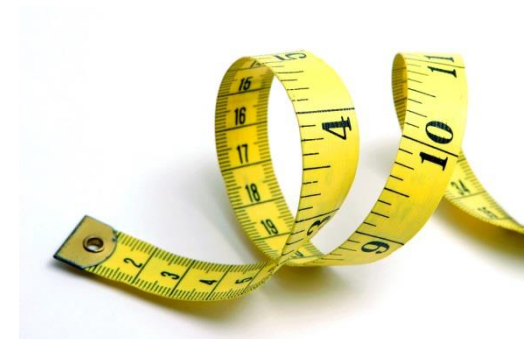
“Healthy models - use models who are clearly of a healthy weight”



Israel's Body Image Law

Translated by Joe Kaplan

“A publicist who produces a commercial which features the image of a person, which has been edited using graphical editing, including computer software, for the purpose of reducing the body width circumference measurement, will include in the commercial a clarification of the use of such graphical editing for the purpose of reducing the body width circumference measurement; an advertiser will not display such as a commercial unless it includes this clarification”



France's Body Image Law (2015)

“Any person whose Body Mass Index, calculated by dividing their weight by the square of their height, is lower than the prescribed levels, as proposed by the Higher Health Authority, and by Decree of the Ministers in charge of the Health and Labour portfolios, is banned from working as a model.”

“Any person who operates a model agency or who, in exchange for remuneration, enlists the work of a model, and who fails to ensure compliance with the ban provided in the first paragraph of Article L. 7123-2-1, punishable by six months in prison and a fine of 75,000 Euros.”



France's Body Image Law (2015)

“Commercial photographs of models..whose body appearance has been modified by image processing software in order to make the model’s figure appear thinner or heavier shall be accompanied by the legend: ‘Edited photograph’.”

“Implementation and control modes relating to the first paragraph in this article shall be determined by Council of State Decree after consulting the authority in charge of regulating professional advertising and the National Institute of Prevention and Education for Health.”



Any questions?

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