

FILTER PRESSURE – The Effects of Filtered Photography and Photoshop on Self-Esteem

- I. Introduction
 - a. The need to belong is a natural need according to psychologists
 - b. Teenagers are at their most vulnerable stages of personal development
 - i. Still developing individualism or sense of self-esteem
 - ii. Rampant bullying in schools
 - iii. Introduction to social media's impact on identity development
- II. Internet
 - a. Statistics on internet usage
 - i. Demographics
 - ii. Locational demographics
 - b. It's all about the buzz
 - i. Creating hype to sell – products, ideas, and personas
 - ii. The difficulty in sifting through the hype to get to the real information
- III. The social media factor
 - a. The current pervasiveness of social media
 - i. A source of information
 - ii. A form of expression
 - iii. A means of communication
 - b. The false standards social media set
 - i. Standards on Beauty
 1. Instagram and filters
 2. Unreal Photoshopped pictures
 - ii. Standards on lifestyle
- IV. The effect of photos on the Internet and social media on self-esteem
 - a. Studies show social media causes anxiety
 - i. Expanded perception of other person's life
 - ii. Weakened appreciation of personal circumstances
 - iii. Padded presentation of personal circumstances
 - b. Keeping up with the Joneses
 - i. Keeping up in real life
 - ii. Keeping up in virtual life
 - c. Cost implications of keeping up
- V. South Korean girls – a case study
 - a. The stringent standard of beauty in South Korea
 - b. Surgery often used as resolution
 - c. The vicious cycle of self-deprecation as standards get higher
- VI. Current moves locally and internationally to combat the growing problem
 - a. Information campaign
 - b. Participation of celebrities and influential people