

Beauty Ideals on the Internet

Adolescents under Pressure

65% see a connection between content on social networks and their own perception of beauty

53% have already changed their appearance due to social networks

51% are mindful of their figure

28% have already considered cosmetic surgery

71% think that people compare themselves with others due to social networks

33% feel more beautiful when using filters

Strategies against negative influences

Reality Check

go for a walk and meet real people

Recognize the discrepancy between edited images and actual appearance



Self-reflection

67%

working on accepting yourself as you are

55%

actively dealing with the causes of stress and pressure

59%

giving compliments within your circle of friends

Mutual support

38%

laughing together about stressful content

Sensible use of social networks

63%

spending less time on social networks

60%

taking breaks from social networks

60%

consciously seeking out content that is beneficial

49%

consuming content beyond beauty and fitness

Good looks are also important online



59%

make sure they look good in pictures



54%

pay attention to lighting, poses and phone angles



41%

edit their pictures (e.g. with filters)



34%

think it's important to portray themselves as sexy

51% think it's important that their online avatar resembles them



also: Content Creators

Influencers have an impact

