Storyboard

Problem statement:

We need to interrogate young women's perceptions of beauty and self in order to combat the social and economic cost of poor self-perceptions.

Research questions:

a. How do young women perceive themselves?
b. What are the social, financial, and medical costs of poor self-perception?

How I found data:

Search for scholarship and reports on beauty statistics, such as the following:

1. The 2017 Dove Global Girls Beauty and Confidence Report (Diedrichs and Weiner, 2017)
2. The Real Truth About Beauty: A Global Report (Etcoff et al., 2004)
3. The Real Cost of Beauty (Austin and Slaughter-Acey, 2022)

Data visualisation (non-exhaustive)

More girls with low self-esteem felt pressure to be beautiful

- Percentage of girls that did not feel pressure to beautiful
- Percentage of girls that felt pressure to beautiful

Costs of body dissatisfaction (in USD billions)

Financial, 84
Non-financial, 221

Disability weights by condition for body dissatisfaction, weight discrimination, and skin colour discrimination

WD Anxiety
BD Anxiety
WD Suicide attempts
BD Suicide attempts
WD Eating disorders
BD Eating disorders
SSD Depression
WD Depression
BD Depression

Surgical and non-surgical cosmetic procedures worldwide

Surgical procedures — Non-surgical procedures — Total procedures