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«ACCRESCERE LA CONSAPEVOLEZZA CORPOREA E LA COSCIENZA DEL SÉ»

A cura di Dott.ssa Federica Patrnicola Biologa Esperta in nutrizione clinica



IL FIJI STUDY

E come l'influenza dei media abbia un impatto sul nostro benessere psicofisico.





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Antropologa e Psichiatra

Television, disordered eating, and young women in Fiji: negotiating body image and identity during rapid social change

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Affiliations

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IL POPOLO DELLE FIJI È
CULTURALMENTE LEGATO
AD UN'IDEA DI BELLEZZA
RAPPRESENTATA DA CORPI
MORBIDI



TELEVISION, DISORDERED EATING, AND YOUNG WOMEN IN FIJI:
NEGOTIATING BODY IMAGE AND IDENTITY
DURING RAPID SOCIAL CHANGE

ABSTRACT. Although the relationship between media exposure and risk behavior among youth is established at a population level, the specific psychological and social mechanisms mediating the adverse effects of media on youth remain poorly understood. This study reports on an investigation of the impact of the introduction of television to a rural community in Western Fiji on adolescent ethnic Fijian girls in a setting of rapid social and economic change. Narrative data were collected from 30 purposively selected ethnic Fijian secondary school girls via semi-structured, open-ended interviews. Interviews were conducted in 1998, 3 years after television was first broadcast to this region of Fiji. Narrative data were analyzed for content relating to response to television and mechanisms that mediate self and body image in Fijian adolescents. Data in this sample suggest that media imagery is used in both creative and destructive ways by adolescent Fijian girls to navigate opportunities and conflicts posed by the rapidly changing social environment. Study respondents indicated their explicit modeling of the perceived positive attributes of characters presented in television dramas, but also the beginnings of weight and body shape preoccupation, purging behavior to control weight, and body disparagement. Response to television appeared to be shaped by a desire for competitive social positioning during a period of rapid social transition. Understanding vulnerability to images and values imported with media will be critical to preventing disordered eating and, potentially, other youth risk behaviors in this population, as well as other populations at risk.

KEY WORDS: body image, eating disorders, Fiji, modernization

INTRODUCTION

Eating disorders—once more prevalent in postindustrialized and Westernized societies—now have global distribution. Moreover, population studies demonstrate that transnational migration, modernization, and urbanization are associated with elevated risk of disordered eating among girls and young women (Anderson-Fye and Becker 2004). Despite advances in treatment, up to 50% of individuals with eating disorders do not recover fully (Keel and Mitchell 1997). Similarly, primary prevention programs have not yet yielded strategies for achieving sustained behavioral change in young women that would protect them from an eating disorder. This is undoubtedly tied to the complex and multitiered ways in which the social environment underpins the values and behaviors that contribute to risk. On the other hand, there has been great interest in how media imagery may be one means by which sociocultural context impacts risk. To this end, a more nuanced understanding of the pernicious nature of the impact of media exposure and its

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Viene valutata l'incidenza di disturbi del comportamento alimentare e di soddisfazione corporea

- Prima dell'arrivo della TV satellitare
- E dopo 3 anni dall'arrivo della tv satellitare

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LE RAGAZZINE COMINCIA AD ESSERE ESPOSTE AI MODELLI DI BELLAZZA OCCIDENTALE



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Dopo 3 anni dall'arrivo della TV satellitare

- 74% delle ragazze intervistate espresse la volontà di voler cambiare il proprio corpo.
- Gli episodi di vomito autoindotto passarono dallo 0 all' 11%.
- Le adolescenti che vennero valutate a rischio DCA passarono dal 12% al 30%.

- Questo studio, pioniere ma rappresentativo, dimostra quanto potente possa essere l'influenza dei media sulla percezione del proprio corpo e dunque sulle proprie scelte alimentari: **in 3 anni è stato possibile modificare l'ideale di bellezza di una cultura millenaria.**

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IMMAGINIAMO
L'EFFETTO CHE PUÒ
AVERE OGGI
L'ESPOSIZIONE
CONTINUA AI
SOCIAL MEDIA AI
NOSTRI GIORNI

Instagram Ranked Worst for Young People's Mental Health

Younger people 19 May 2017

Young people back RSPH call for pop-up heavy usage
warning on social media in a new report



<https://www.rsph.org.uk/about-us/news/instagram-ranked-worst-for-young-people-s-mental-health.html>

**I SOCIAL, LA TV E LE RIVISTE
HANNO UNA NOTEVOLE
INFLUENZA SULLA PERCEZIONE
DELL' IMMAGINE CORPOREA E DI
CONSEGUENZA ANCHE SULLE
SCELTE E SUL COMPORTAMENTO
ALIMENTARE.**





- l'esposizione all'enorme quantità di immagini sui social sta avendo un effetto sulla nostra identità personale, sull'autostima, sull'ansia da confronto e sulla salute mentale.

Danae Mercer is a new kind of influencer — sharing real pictures of herself alongside the ‘perfect’ shots that usually get posted. She reveals the cheats and techniques that influencers use to take those perfect photos



- E molto spesso non ci si rende conto che la maggior parte di quello che vediamo non corrisponde alla realtà e ci si paragona ad ideali di bellezza irreali e irraggiungibili.

**ANCHE L'AMBIENTE
FAMILIAR E COME CI
RELAZIONIAMO
RISPETTO A TEMI COME
ALIMENTAZIONE E
CORPO HA UN RUOLO
CHIAVE...**



**E PUÒ GENERARE DEI
CONDIZIONAMENTI...**





COME COMPORTARSI?

- Promuovere conversazioni aperte sulla salute mentale e l'immagine corporea.
- Educare sul riconoscimento delle immagini ritoccate e la distinzione tra realtà e finzione online.
- Promuovere una visione sana e positiva del corpo.
- Favorire un dialogo aperto sulla percezione del corpo e l'importanza della diversità corporea.
- Essere modelli positivi per i propri figli, promuovendo una relazione sana con il corpo e l'alimentazione.





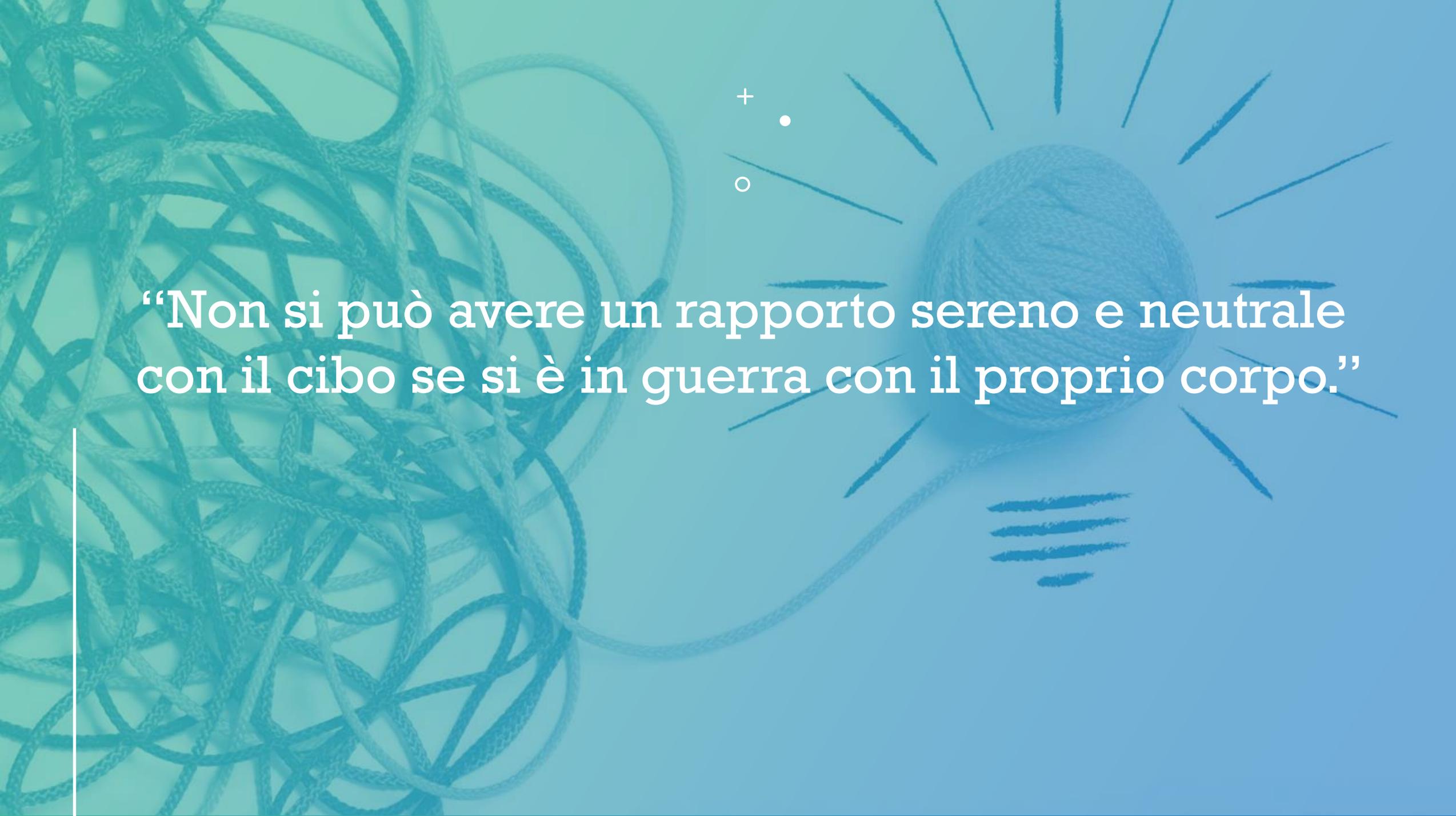
COME COMPORTARSI?

- Attenzionare il linguaggio che si utilizza quando si parla di corpi (il proprio e quello degli altri) e scelte alimentari.
- Essendo consapevoli che il linguaggio che utilizziamo può rappresentare «un trigger emotivo» enorme in una fase di cambiamento come lo è l'adolescenza.





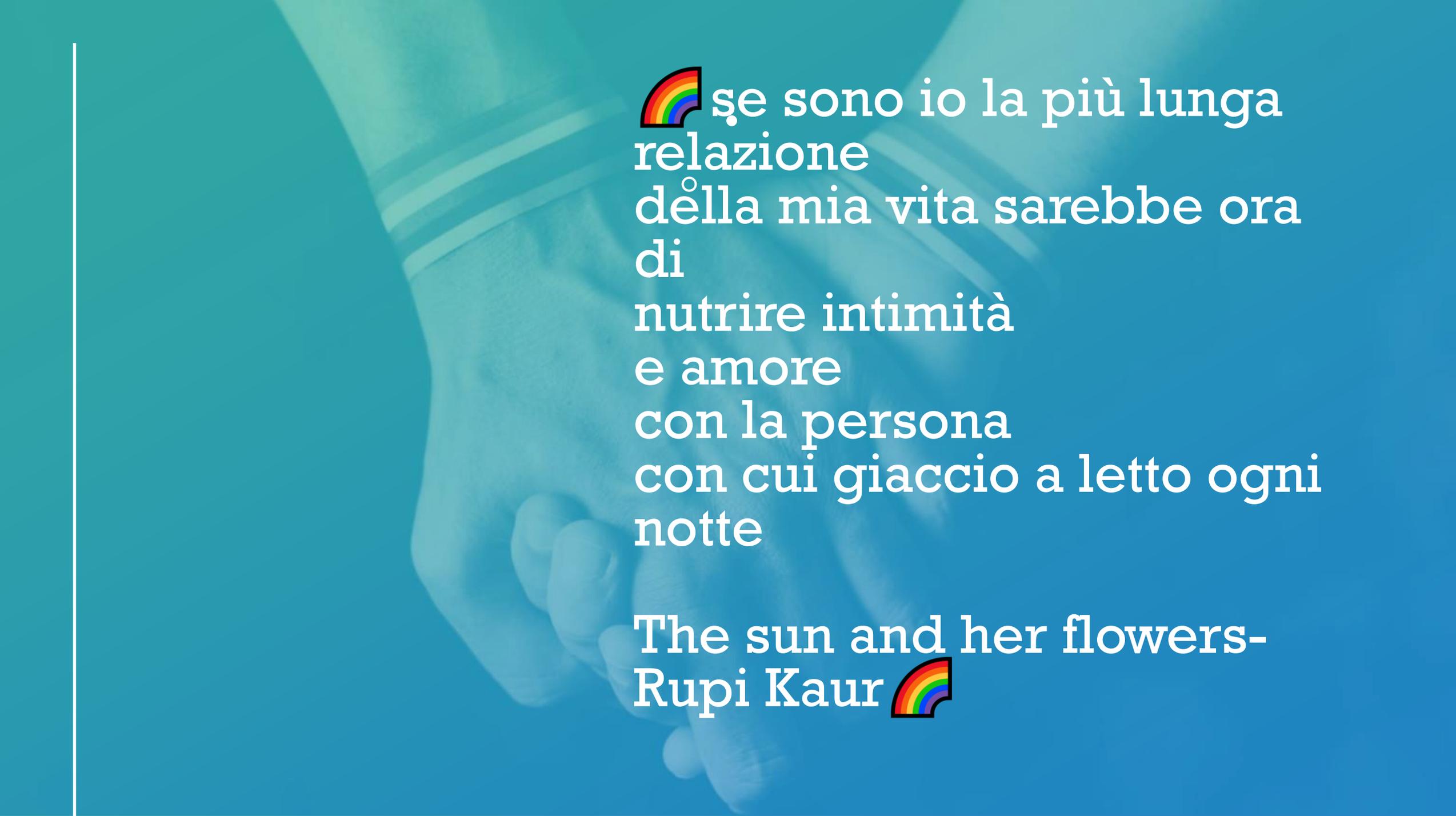
L'ESEMPIO
DEL
MANDARINO



“Non si può avere un rapporto sereno e neutrale con il cibo se si è in guerra con il proprio corpo.”

Dati che ci fanno riflettere...

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 - -  I Dca affliggono oltre 55 milioni di persone nel mondo e oltre 3 milioni in Italia, pari a circa il 5% della popolazione.
 -  L'incidenza recentemente è aumentata del 30% per effetto della pandemia e il picco è soprattutto tra i giovanissimi, colpiti fino a quattro volte di più rispetto al periodo pre-Covid.
 -  Si stima che solo una percentuale che va dal 20% al 40% chiede aiuto per iniziare una cura.
 -  Guarire è possibile ma parlarne è fondamentale.



🌈 se sono io la più lunga
relazione
della mia vita sarebbe ora
di
nutrire intimità
e amore
con la persona
con cui giaccio a letto ogni
notte

The sun and her flowers-
Rupi Kaur 🌈

**GRAZIE PER
L'ATTENZIONE!**

