People are constantly aware and conscious about their appearance. Always wanting to look their best. The world is now full of technology such as; phones, television, and the internet. These technologies give us access to social media, film, news, and commercials. From these platforms we pick and choose who to compare ourselves to and how to change to be perfect. There needs to be more positivity when it comes to the way we think of ourselves.

Social media specifically is something that gives women the opportunity to change the norm from idealizing women's bodies to normalizing normal ones. An excellement hashtag campaign on instagram called #normalizenormalbodies is a perfect example. This hashtag is used by women who do not post edited, perfect, blemish free photos of themselves. Body positivity is the message these women are trying to portray.

Body image, which is affected by the media could also be phrased as having negative body image. The term body positivity means having a positive relationship with your body. The #aeriereal campaign is screaming that message to the public. The models do not portray women in idealization. The models are all real, they are portrayed naturally no matter their height, weight, race, or hair color. That is what social media should be used for, promoting body positivity.

If campaigns like these can change the lives of women all around the world then it is important to appreciate social media. While it can be useful, it still has many negative effects on the mental and physical health of women's lives. In a study that was done on the impact social media has on women with eating disorders, the results showed very high numbers of women said they compared themselves to someone that they follow on instagram, or a tik tok star. Social media is just one of the examples among many opportunities for a woman to compare and judge herself based on those around her.

There needs to be a change in what is considered normal. It is honestly sad that people feel the need to edit their bodies and faces to look perfect. Eating disorders can develop from constantly undereating and overexercising. The body can only handle so much and it does so much for us everyday so self love is important.