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THE "EVOLUTION" OF MEDIA: THE EFFECTIVENESS OF A MEDIA LITERACY CAMPAIGN

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For decades, society has criticized the media for instigating many of the physical, social, and psychological maladies that affect females of all ages. However, recent advertising approaches, namely the Dove Campaign for Real Beauty, endeavor to sell products by responsibly endorsing attainable beauty ideals. The present study seeks to determine whether campaign efforts like Dove's are successful at reducing negative female body image, or whether they are instead counterproductive to their goal due to what social psychologists term "sleeper effect" processes. 102 female undergraduates were either exposed to the Dove commercial "Evolution" in its entirety, "Evolution" in part, or a control commercial. These women then reported both implicit and explicit body image-related beauty perceptions of both self and others immediately following the commercial and again one week later. Results indicated that the commercial viewed influenced several explicit body-image related attitudes. The effect of time on these perceptions will also be addressed.