

OVERVIEW

To be filled in by students aged 18-25 year-old at The University of Huddersfield in Spring/Summer 2023, for MA Graphic Design research on 'Beauty and the Media'. Looking at social media, web and other media channels that influence appearance and mental health and well-being, resulting in 'compare and despair'

syndrome. This is for a good-cause campaign which will unpick how culture and community support young consumers and bring new insights for the beauty industry to support a positive change. **This form is private and confidential for research purposes only.**

For anonymity, you can leave the name fields blank if you wish to.

<input type="text"/>	<input type="text"/>	<input type="text"/>
First Name	Last Name	Age
<input type="text"/>	<input type="text"/>	<input type="text"/>
What Course are you doing?	Date	

ABOUT SOCIAL MEDIA

How many social media apps do you have on your smartphone?

How often do you use these apps?
Daily 1 up to 6 up to 12 up to 24 N/A

- Instagram
- Tik Tok
- Snapchat
- Facebook
- Twitter
- YouTube

(Please select appropriate circle)

Do you feel you should use the apps less often?

Yes No

Which app is your favourite?

Do you follow any cosmetic or fashion brands?

Yes No

Name which brands?

How do these brands make you feel?

Do you compare yourself to others on these apps?

Yes No Sometimes

If yes, how does this make you feel?

How could social media help to promote a positive outlook on your appearance?

Could beauty and fashion brands use holistic approaches, if so what would you like to see?



ABOUT BEAUTY IN THE MEDIA

How does beauty in the media affect you?

Do you buy beauty and fashion magazines by:

Online subscription Retailer

Which magazines do you read?

Who influences your appearance?

Friends/Family Colleagues Top music artist/s

Models Brands

Do you use app filters to look better? Yes No

Would you post selfies or be seen in public:

With make-up Without make-up Either

Designer fashion High street fashion Second-hand

Do you keep up with beauty trends? Yes No

How confident are you? Very Quite Shy

Do you visit beauty and fashion websites for ideas?

Please state which websites

How can brands help to promote a positive outlook on your appearance?

Is there anything you like to add to encourage positive mental health and well-being on body image and beauty within media?

I am happy to be contacted for further research and come to a focus group meeting on this date:

12th May 10am

(Meeting place will be confirmed by email)

18th May 2pm

Please submit name and email address.

Please email completed form to:

U2261310@unimail.hud.ac.uk

Christine Gale, MA Graphic Design

For anonymity, you can leave the name fields blank if you wish to.

Name

Date

Signed

Thank you for taking the time to fill in this questionnaire!