



## Knowledge Exchange Seminar Series (KESS)

*...is a forum that encourages debate on a wide range of research findings, with the overall aim of promoting evidence-based policy and law-making within Northern Ireland*

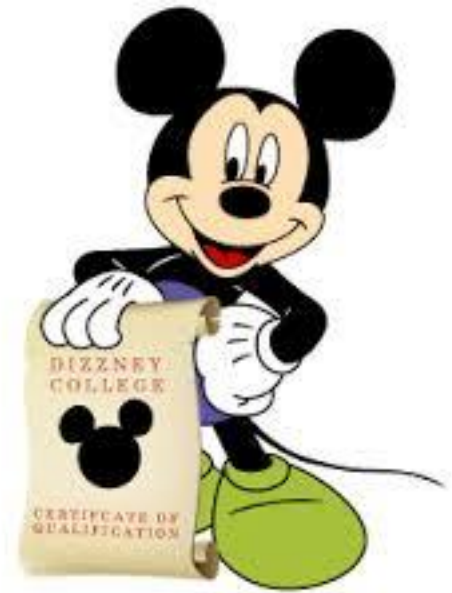


**Prof Sarah Edge (Ulster),  
Dr Helen Jackson (Ulster)  
& Dr Caroline O'Sullivan  
(DKIT) - Young People  
Mental Health and  
Modern Media**

The importance of Media Studies, visual literacy, health and wellbeing, identity  
and questions of power and inequality  
A short introduction Professor Sarah Edge



CHGate.com  
Fast Trading Marketplace



Stress for teenagers

'Exams' (selected by 81%) followed by 'school' (selected by 80%) were the most common stressors.

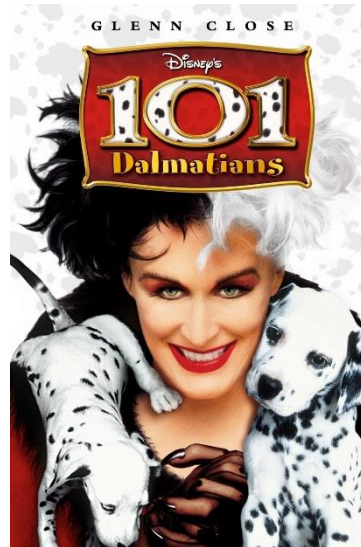
The next most frequently selected issue was 'body image' (72%), followed by 'friends' (69%) and 'family' (63%). 'social media' (43%) came up frequently as a source of tension between parents and teenagers.

'Body image' was selected as a difficulty by 81% of females and 52% of the young males.

<http://ie.reachout.com/parents/2017/04/teen-survey-in-mental-health/>

## Post Feminist Film and Excessive Femininity : Sarah Edge.

‘ ongoing research on how changing representations of masculinity and femininity in popular film can be seen to respond to the second wave feminist movement and the demands and challenges to patriarchy it fashioned’



Stereotypes of the feminist;

(anti beauty ) ugly, hairy legged ( anti fashion), dungaree wearing, (Lesbian), man hater:

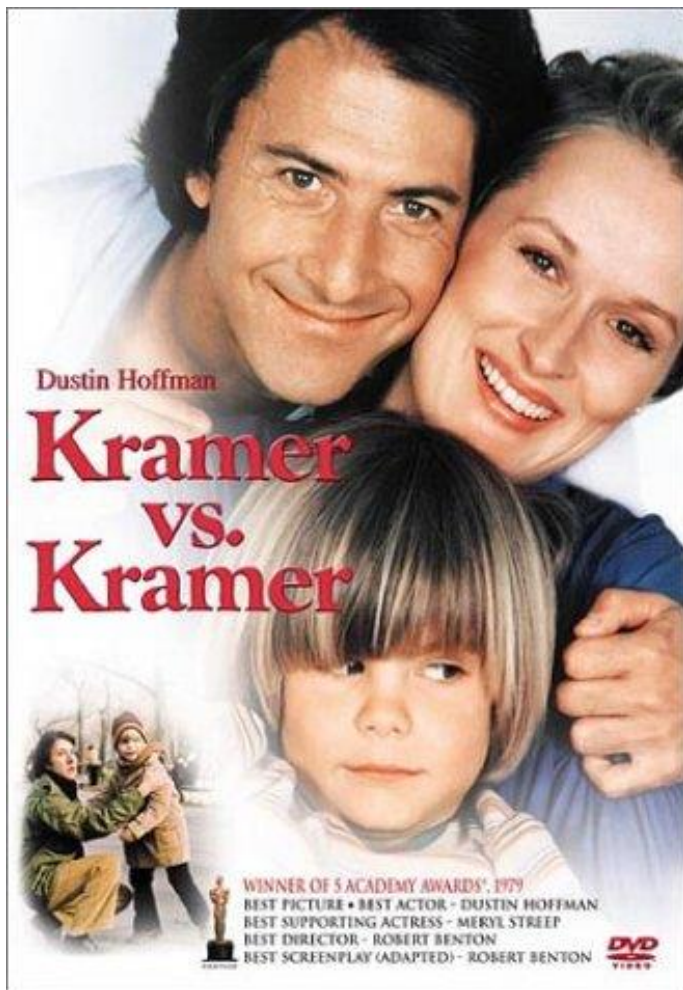
**Bitchy boss : competitive with men and women, unkind untrustworthy, ruthless to get on power dresser. 'Ball breaking career bitch' Anti women as house wife\mother**

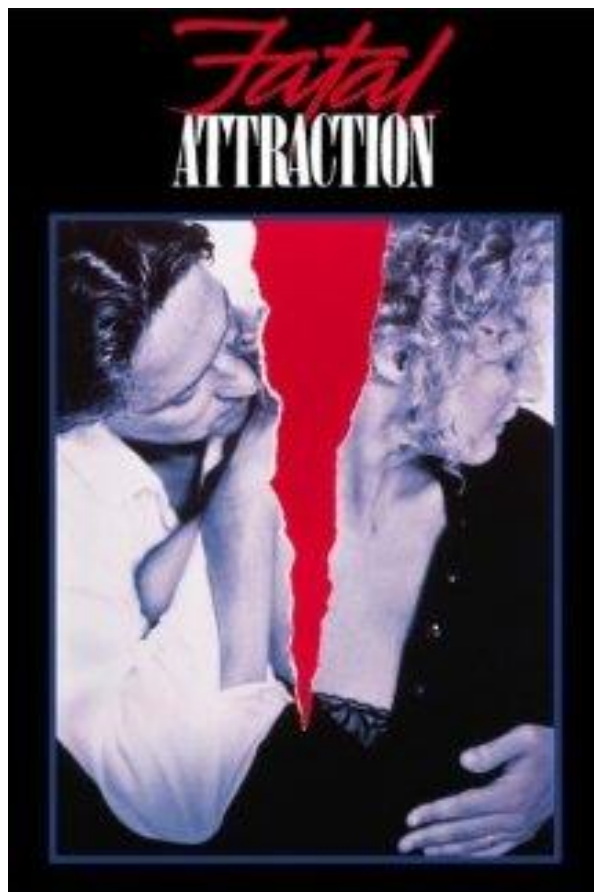
The ladette : beer drinking, equally sexist, aggressively sexual, looks like a pin up.

Women or men who believe in equality between men and women and for men and women.

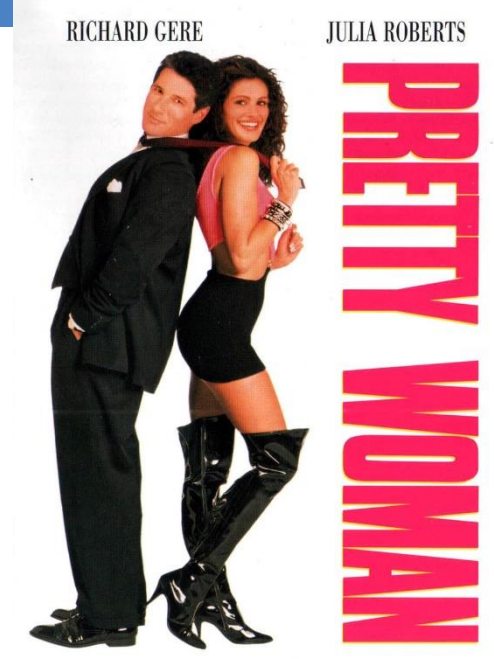
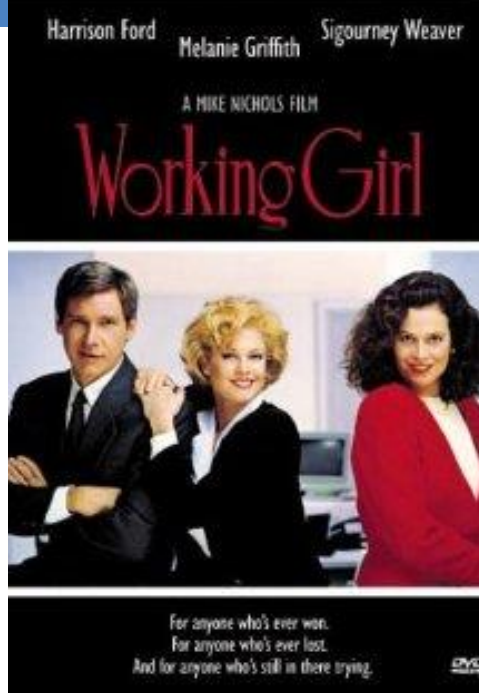














Dress, performance and natural femininity: set against the failure of feminism and 'love'

### **Working girl 197**

Sigourney Weaver : Career Woman

Melanie Griffith : clever feminine/sexy woman

Harrison Ford : love interests/husband

### **Pretty Woman 1990**

Absent Professional girlfriend

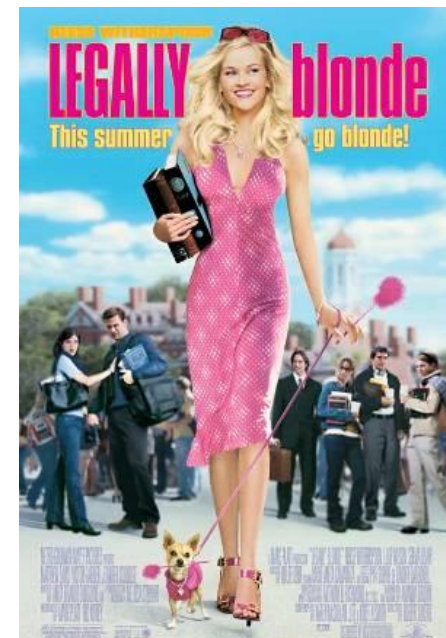
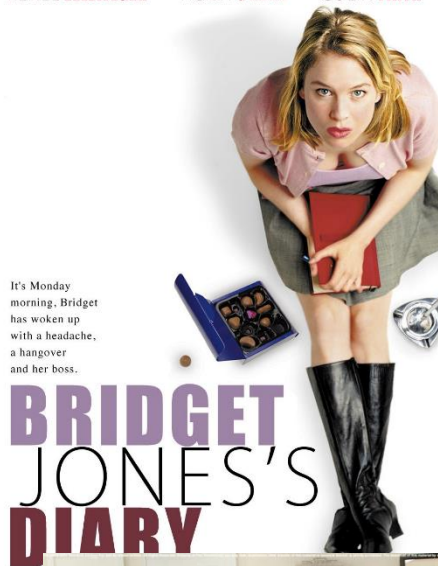
Julia Roberts : Prostitute/ wife

Richard Gere : love interest/husband



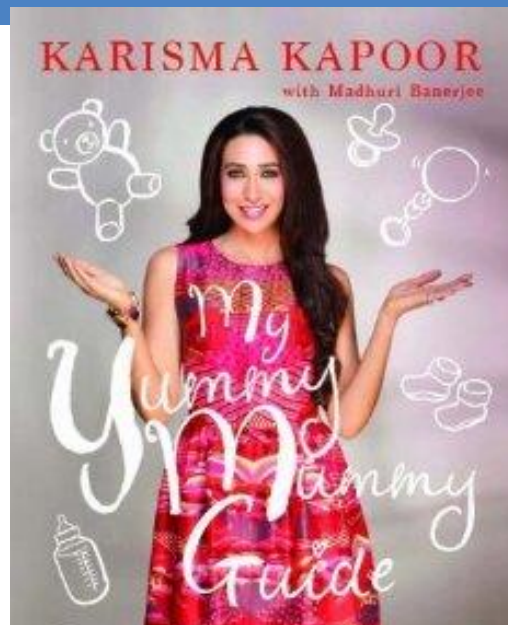


RENÉE ZELLWEGER HUGH GRANT COLIN FIRTH



Knowledge Exchange Seminar Series (KESS)







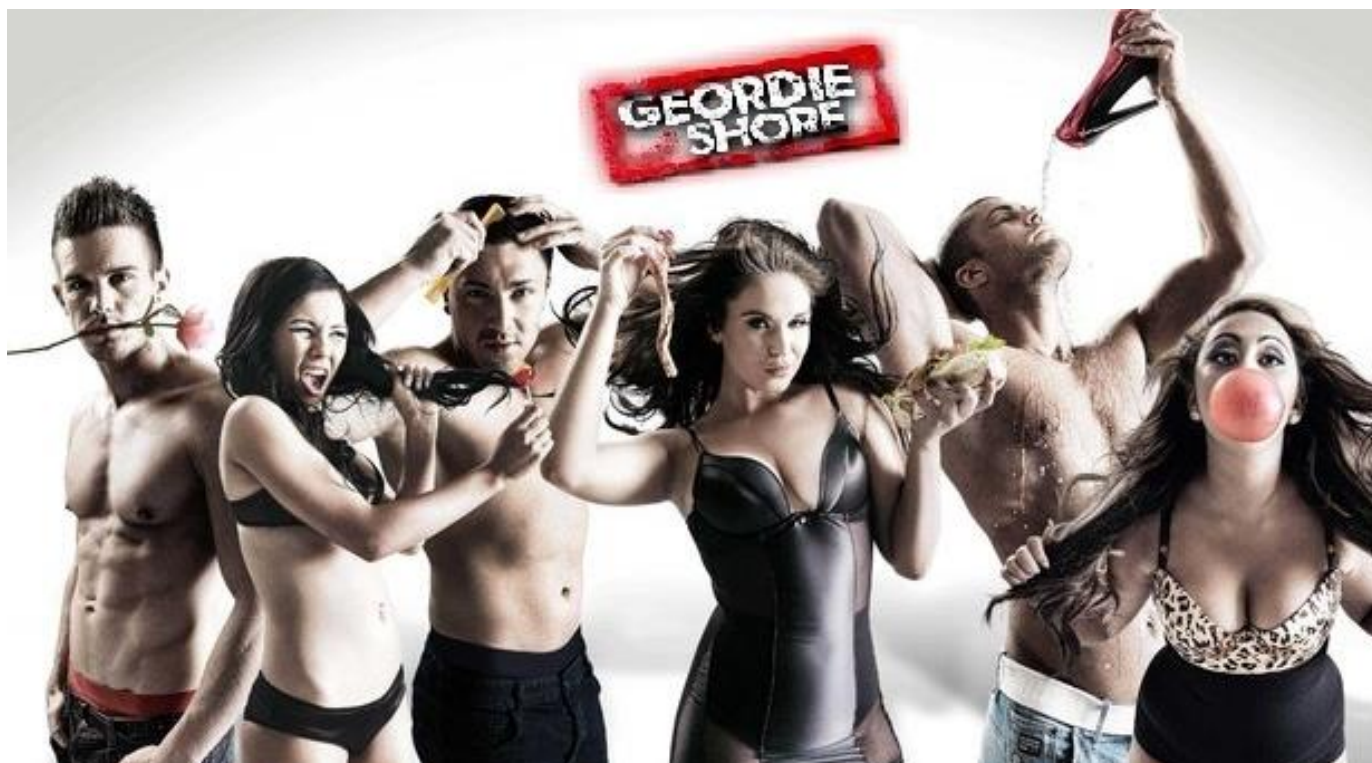
Promoting gender balance  
in Northern Ireland's media



## Teenagers, Identity and Reality Television

Dr. Caroline O'Sullivan  
Dublin Institute of Technology



















Displays a cultural message to viewers that it is appropriate to over-sexualize your lifestyle as well as revolve the majority of your life around dating and intimacy.



Not only culturally signify that subordination is acceptable, but they promote the embodiment of the media's version of attractive; tall, thin and beautiful.









# SELF[ie] REFLECTIVE PROJECT

Dr Helen Jackson



**Aim:** To capture student engagement data using self-reporting

**Skills required:** self-awareness, critical analysis, synthesis and evaluation

**The challenge:**

- Students are unable to identify the learning experiences that have worked well for them;
- Students are unable to convert experiences into appropriate verbal propositions;
- Students are unable to produce adequate accounts of their past behaviors



# SELF[ie] REFLECTIVE PROJECT

## - the methodology



### **Analogue photography:**

Photography has the ability to reveal important insights about the contested and negotiated nature of memory in relation to the self

Photography contributes to notions of personhood and self-knowledge

### **Digital photography:**

Acts of classification are required on the image for purposes of distribution and communication (hashtags, emoji, annotations etc.)

**Analogue + Digital = An intensified process of self-reflection**



# SELF[ie] REFLECTIVE PROJECT

## - the outcomes



### Students in general:

Have a very clear understanding of what is expected of them within a learning context

### Taxonomy of Control:

*“Trying to get more research done for my project, slightly lacking in motivation but the plan is to work hard to get everything done “*

*“Feeling anxious and confused for this year’s modules”*

### The significant emotional indicator for how they perceive their learning is negative:

*Anxious /Pressure/ Tired /Deflated/ Confused/ Hate/ Stressful/ More work/ Week 8 already?/ Lacking motivation/  
Starving/ Deadline day /#Mondayproblems/ Stressed/ Tired / #IStillHatePresentations/ #Nervous/ #Procrastination  
#Workworkwork*

# SELF[ie] REFLECTIVE PROJECT

## - the findings



### The selfie as reflective practice:

- Promotes a focus on emotional behaviors when eliciting information
- Creates a practice on which students can gain an enhanced sense of self-awareness
- Extracts information that captures the richness and variances in the student experience
- Facilitates pathways by which students can report experiences that are personally meaningful to them



Northern Ireland  
Assembly



The Open  
University



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