

**The Effect of Social Media on Perception of Beauty in Adolescents Girls
Between the Age of 9 - 19 (Audience Profile)**

Jada Williams

Nov 2025

Writing for Social Sciences

Caitlin Geoghan

I-Search Project

CCNY

1. Cover Page
2. Who is my Audience?
3. What type of language do they use, tone, register, diction, genre
4. Proof that my genre is appropriate for audience with sources
5. Reference List

My audience are adolescent girls ages 7 -19 who follow popular brands and influencers on instagram with the goals of learning beauty methods including skincare routines, makeup, fitness, clothing, hairstyles. This is all to resemble role models they found online instead of real life. As adults know social media is cut up bits of the best parts of your identity. This means its not real, but kids don't fully understand that so they look up to these influencers because they see their success and want to recreate without truly understanding what goes into their success beyond the looks.

Kids use casual language, very friendly and fun, short sentences and mainly emojis. Where there can be pictures there should be pictures for the attention spans of 8.25 seconds. Users now spend just 1.7 seconds on average viewing a piece of content on mobile before deciding whether to engage or scroll past. (Elad, 2025) The genre I aim to use is instagram because instagram provides the quick visual medium that is most appropriate for preteens and teenagers to intake emotions such as jealousy and insecurity based on looks. Instagram is the primary app used to take pictures of yourself being pretty and making other jealous of their looks and life

Instagram has a heavy emphasis on pictures and that is the strategy to become an influencer, unfortunately for young girls they believe their strategy to become an influencer based on trends and what is popular is to be the prettiest. (Forsey, 2024) This causes the desire to keep up to date with trends and follow them despite if the trend will harm them in the long term or not. Adolescent girls will prioritize their social lives over their well being and as they continue down this path it becomes ingrained in their mindset causing even worse mental health struggles.

So I wanted my piece to convey the final stage of this dystopian world we are moving toward something for shock value but also easily believable that it is real based on our trajectory. It would be a brand sponsored post since today brands have no discernment between what is an appropriate audience to target and what isn't. They only target potential customers based on the sephora kids epidemic in 2024. So this brand will be targeting really young girls from baby to toddler and inspiring them to be the "baddest bitch". This language is very popular with the youth and consistent with their desires despite it being extremely inappropriate to describe themselves as. This will be an idea that they even young girls who are just a little older than toddler will feel weird about because it seems to cross a line. This will hopefully be the first step to opening the mind that just because it is trending on the internet doesn't mean it is a good thing.

Precaution is the first step for responsible internet use, understanding that companies and brands and even other people tend to be there to exploit you rather than support you.

Reference List

Elad, B. (2025, May 8). Social Media Attention Span Statistics 2025: By Platform, Age, and Content Type. SQ Magazine. <https://sqmagazine.co.uk/social-media-attention-span-statistics/>

Forsey, C. (2024, May 30). How to Use Instagram: a Beginner's Guide. Hubspot.com. <https://blog.hubspot.com/marketing/how-to-use-instagram>