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Coyne, Sarah M., et al. "The Effect of Media on Body Image in Pregnant and Postpartum Women." *Health Communication*, vol. 33, no. 7, July 2018, pp. 793–799. *EBSCOhost*, doi:10.1080/10410236.2017.1314853.

Evaluation of a Scholarly Article

The following critique follows that of an article on the study of the impacts of media representation of pregnancy on pregnant women. Critical examination of the article in question leads to the conclusion that it is indeed a scholarly article that can be trusted and deemed as a reliable source for information due to its clarity and thoroughness.

In the article entitled *The Effect of Media on Body Image in Pregnant and Postpartum Women*, authors Sarah M. Coyne, Toni Liechty, Kevin M. Collier, Aubrey D. Sharp, Emilie J. Davis & Savannah L. Kroff bring up how negative body image can cause significant health risks to pregnant women, such as depression and unhealthy eating habits, which can harm a developing fetus. The argument is presented that glamorized media representation of pregnant women results in body image issues among pregnant and postpartum women due to societal pressure to conform to impractical standards. The purpose of this study is to prove that viewing unrealistic portrayals of pregnant women will have a negative effect on participants. Magazines were provided with various images, including some with pregnant women. Throughout the study, participants were questioned about their reactions to content in the magazines and were also slipped questions about their body image to see if there was any impact made by these images on the groups who got magazines with images of pregnancy.

Off the bat, it is clear that the research and evidence presented in this scholarly article is strong and reliable. The authors provide their qualifications, and outline their findings in a way that is easy to read. This article comes from Taylor & Francis Online, a database that provides articles with specialized subject matter. The publisher, Lawrence Erlbaum Associates, is provided, along with 41 references listed that are used and cited throughout the article. Their research question of whether or not body image of pregnant women is impacted by viewing romanticized depictions of pregnancy is clearly stated in the abstract of the article and expanded on in the article itself. It is significant due to the increasing availability and popularity of media in today's world, and there are sufficient claims made as to why it is important to examine the effects this may have on women and their babies.

The methodology of this research is neatly organized into labeled sections which explain the reasoning, research, process, and results of this study. The manner in which the study is conducted is explained in depth with all the variables accounted for and listed, along with all of their conclusions. The convincing manner of their conclusions is stark, as they do not claim to have found the absolute answer to whether or not their findings are universal for all pregnant women, but that in their case, pregnant women describe their body image much more negatively upon seeing previously mentioned pregnancy images than the control group, which were not subject to these images. The sensible conclusion would be that unrealistic images do have an impact on pregnant women.

Suggestions as to how this phenomena can be reduced are remarked upon, such as providing means of educating pregnant women to be media literate and to realize that representation of pregnancy can be fabricated and to analyze what they are absorbing more

critically before allowing themselves to be subject to body image issues. Additionally, limitations of the study are indeed identified, which shows weakness in this article. Age and ethnicity are listed as variables that were not fully explored, along with disclosing that women with eating disorders and preexisting body image issues were not included in the study as to not skew results. The authors do however note that these differences are worth investigating further as to gain knowledge into how specific subgroups may be affected.

The usefulness of this scholarly article is evident, considering that it presents everything needed in a reliable source. In-depth, detailed research allows for confidence to be inspired in the reader. Furthermore, the exhaustive list of resources provided allows for access to further information about the impact of media on body image during pregnancy.