



**Combatting blood cancer drug resistance**

Associate Professor Susan Branford and her team are researching the rare blood cancer, chronic myeloid leukaemia (CML), to improve the lives of patients living with the disease and better identify those at risk of failed treatment and disease relapse. [more...](#)



**Gold for Australia – sports lawyer achieving Olympic feats**

Catherine Ordway's unwavering pursuit of a fair and equal sporting industry is inspiring. To look at her achievements in sport law, gender equality and educating budding sports administrators, one might think that a gold medal is certainly due. [more...](#)



**Dynamic new space for the UniSA Business School**

This impressive redevelopment features a four-metre dynamic display of ASX and Dow Jones stock market data, and South Australia's first simulated trading room - the *IRESS Trading Room*. [more...](#)



**Giving immune cells the codes to beat cancer**

PHD student Lih Yin Tan is working to enhance existing immunotherapy research and ultimately block tumours from growing. [more...](#)



**Physio to India's sporting stars**

In 2012 Anuja Dalvi-Pandit made the ultimate decision to put her career, in the vast bustling city Mumbai, on hold. Fast-forward five years and she is a physiotherapy consultant, owner of her own business, and is active in putting together programs to help the next generation of physiotherapists in India. [more...](#)



**The beauty myth puts big users of social media at risk of low self-esteem**

Researchers have discovered a link between increased use of social networking sites and the internalisation of the thin ideal—the degree to which women strive to achieve an ideally slim female body. [more...](#)



Photo Credit: Ben Dearnley colour

**Podcast – 'Tony Jones: The Twentieth Man'**

Listen to one of Australia's most respected journalists and host of Q&A, Tony Jones, debut his recent political thriller 'The Twentieth Man.' [more...](#)



**>> Image gallery: UniSA alumni events**

**Alumni events**

**03 OCT ICC Founder Talks: Joe Kochan on Smart Cities. What does this mean and how do we get there? - Adelaide**  
Adelaide has officially become the first city outside of the United States to join the US Ignite Smart Gigabit Community network. What does this mean for local businesses, startups and entrepreneurs? Innovation and Collaboration Centre (ICC) event.

**05-27 OCT Visualising Mental Health Exhibition 2017 - Adelaide**  
Facilitated by Match Studio, this exhibition presents clinical tools and product prototypes designed and developed by UniSA's Visual Communication students in consultation with practicing psychologists to 'visualise' complex mental health concepts.

**05-27 OCT R&R 2017 - Adelaide**  
Reflections of the Artist in Residency program at the Glenside Rural & Remote Inpatient Unit. Engagement with mental health facilities: consumers, staff and environment of the Glenside campus, and ongoing collaboration with the University of South Australia's Mental Health Research team has informed this exhibition. Bringing together academics, health care workers, artists and everyone in between to seek a better understanding of the process of recovery and the contribution of art.

**17 OCT VC Alumni cocktail reception - Perth**  
Hosted by VC David Lloyd this cocktail networking event in features guest speaker Assoc Prof Craig Williams who talks about UniSA's latest research and how citizens might be able to help in the fight against mosquito-borne viruses.

**17 OCT SCOUT: Connecting students and recent graduates with hyper-growth startups - Adelaide**  
Looking for an awesome-career opportunity? Come along to hear from some of Adelaide's best emerging local startups looking to attract talent. Innovation and Collaboration Centre (ICC) event.

**17 OCT Nusrat Durrani: Love in a Time of Hate - Adelaide**  
In this special event Nusrat Durrani takes you on a scintillating pop culture trip around the world and makes an urgent and passionate case for creating bridges of love and empathy in a world torn apart by distrust and fear.

**19 OCT 2017 Hawke EU Centre Annual Lecture: Does the European Union have a Future? -Adelaide**  
Professor Loukas Tsoukalis of University of Athens will examine the main challenges facing the European Union which has been buffeted by a succession of crises in recent years.

**26 OCT View from the Top masterclass with Bruce McColl, former Global CMO for Mars Incorporated - Adelaide**  
In this masterclass, Bruce will discuss the management grit needed to break free of an all too common boom and bust cycle of growth. He will hold a mirror up to the seductive straw practices that provide only a fleeting illusion of growth. It is not a session for the easily offended.

**26 OCT International Alumni Seminar: The role of education in building bridges of understanding - Jakarta**  
Join Professor Mohamad Abdalla, Director of UniSA's Centre for Islamic Thought and Education for a seminar and alumni networking event.

**26 OCT A Crowd of Digital Profiles: Privacy, Social Capital and Reputation in the Platform Economy - Adelaide**  
In this Hawke EU Centre seminar Ivana Pais of the Università Cattolica del Sacro Cuore in Milan examines responses to the use of digital technology to organize exchanges by companies such as Uber and Airbnb.

**03 NOV-01 DEC The Power of Illustration: A Legacy for the Future - Adelaide**  
This exhibition celebrates the contribution and legacy of UniSA alumni and staff to the practice of illustration. Spanning forty years, it documents the diverse impact of their work to innovation, culture and commerce - demonstrating the connect between illustration teaching and practice on a national and international scale.

**04 NOV UniSA Hong Kong Alumni Reunion Dinner - Hong Kong**  
Celebrate with your fellow alumni and make new friends at the Hong Kong Alumni Reunion Dinner at the InterContinental Grand Stanford- the Chapter's 20th birthday.

**30 NOV Deadly Alumni Cocktail Event- Adelaide**  
Join Professor Peter Buckskin, Dean Aboriginal Engagement & Strategic Projects and guest speaker Dr James Charles, Podiatry Masters alumnus and 2017 NAIDOC National Scholar of the Year and network with fellow alumni.



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## Combatting blood cancer drug resistance

Associate Professor Susan Branford

Head, **Leukaemia Unit, Department of Genetic and Molecular Pathology, Centre for Cancer Biology**

SA Pathology and University of South Australia

Associate Professor Susan Branford and her team are researching the rare blood cancer, chronic myeloid leukaemia (CML), to improve the lives of patients living with the disease and better identify those at risk of failed treatment and disease relapse.

Without therapy, survival for patients with chronic myeloid leukaemia (CML) is devastatingly poor. However, with the introduction of new targeted therapies over the last decade, most patients now respond well to treatment and many have a normal life expectancy. Some may even be able to stop therapy after many years and maintain treatment free remission.



Photo courtesy of Mark Fitz-Gerald SA Pathology

Unfortunately, not all CML patients respond well to treatment and some develop drug resistance. These patients are at risk of transforming to a potentially fatal acute leukaemia.

"Patients with CML have diverse genetic makeup which can make it difficult to predict who will respond well to treatment and who needs a different approach to give them a chance of long term survival," says Associate Professor Branford.

"We are exploring the genomic variations of the disease that are associated with these differences in response to treatment so that we can develop biomarkers to identify patients at risk of disease relapse."

CML is linked to two genes that mutate and fuse together to become an oncogene (a tumour inducing gene) called BCR-ABL1. If a patient develops resistance to drugs that bind with the BCR-ABL1 gene they are at increased risk of the disease progressing into the acute phase where the number of immature white cells (blasts) increases to high levels in the blood. Without appropriate treatment, these individuals have high mortality risk.

"By exploring the BCR-ABL1 gene defect, we can gain a better understanding of how well a patient will respond to therapy."

Assoc Prof Branford's team are also comparing the genetic differences between patient groups to better understand why there are different responses to therapy and outcome.

"Patients who respond well to treatment are being compared to those who had the poorest outcome. This work will also allow us to develop novel diagnostic tests to better predict response in order to guide appropriate drug therapy. It may also aid in the future development of drug therapies to combat drug resistance.

"Ultimately we hope to give haematologists the information they need to make the very best treatment decisions to maximise their patient's chance at beating the disease."

Earlier this year Susan was recognised for her work on molecular monitoring to improve the outcome for people with CML by the International Federation of Clinical Chemistry and Laboratory Medicine with an Award for Significant Contributions in Molecular Diagnostics.

To support important cancer research at UniSA, please visit: <https://donate.unisa.edu.au/donate-to-cancer-research>.



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## Gold for Australia – sports lawyer achieving Olympic feats

Catherine Ordway

Graduate Diploma in Legal Practice

Senior Consultant at Snedden Hall & Gallop

Senior Fellow at the University of Melbourne

After a life-changing opportunity to work for the Sydney 2000 Olympics, Catherine Ordway knew she had found her niche in sport law. She has since worked tirelessly to raise awareness and help create a fair and equal sporting industry internationally – for both men and women.

From reviewing sport disputes in tribunal hearings, lecturing at the Masters level at four Australian universities, travelling the world to present on governance and sports integrity, consulting sports organisations, and advocating for gender equality in a male dominated industry, Catherine has become an international leader in her field. She is also currently undertaking a PhD in governance and integrity while consulting to a number of sport association boards and ethics panels.



"My passion for sport came from the rush it gave me, the friendships I made, and the joy that comes from seeing people pushing themselves to be the best they could be. It was these feelings, combined with a childhood thrill I still have for murder mysteries and solving crimes, that gave me the desire to put my efforts into clean sport and anti-doping," says Catherine.

Catherine started out working in criminal law and personal injuries, but had a yearning to do something more closely aligned with her passion. After learning about the possibilities presented ahead in putting on the Sydney 2000 Olympic Games, she became determined to support the efforts of elite athletes and fuse her career path with the opportunity of a lifetime.

"The question that wracked my mind though, was how I was going to make that happen" she says.

"Everyone I asked says that it was impossible to work in sports law. But with the overconfidence of youth, I declared that 'if there was one job out there, I was going to find it'."

Catherine discovered the Australian and New Zealand Sports Law Association (ANZSLA) had recently been established, and were calling for first time presenters. Seeing it as a chance to impress potential employers, and drawing on insights from playing national level handball, she submitted a paper to the ANZSLA conference that posed the question 'how are foreign athletes in national teams being funded by Australian tax payers?'

"I won the conference prize, and my paper caused a shakeup of the Australian Sports Commission funding conditions. A short time later, when the law firm assisting the Australian Olympic Committee was looking to open a Sydney office, and wanted a fourth year lawyer, the then ANZSLA President, Hayden Opie, recommended me. That kicked off an amazing adventure, which is still continuing!"

This opportunity allowed Catherine to experience the Olympic Games in a way that is only accessible to a few. During this time, she prosecuted more than one third of all global anti-doping cases.

"I had the most incredible experience for four and a half years. Advising the AOC on issues ranging from how to best protect the image of the 'Boxing Kangaroo', to drafting and 'prosecuting' breaches of anti-doping policies for all the Olympic sports, and negotiating uniform deals with Nike. This culminated in the best two weeks of my life, when I got paid to go to the citywide party for the Sydney Olympic Games.



"While I didn't end up competing at the Games, I came as close as you can get to being an Olympian without having to sweat. I was given the uniform, attended all the pre and post game events with the team, supported sponsor functions and cheering at as many sports events as possible, including the swimming, athletics, water polo, and of course handball."

Since the Sydney Olympics, Catherine has worked with a vast array of major sporting events and associations. She has taken every opportunity that aligned her career with her passion: living in Norway for four years working with the Norwegian Olympic Committee, leading the Doping Control program for the Asian Games in Qatar, being consulted on numerous major sporting events including preparations for the Gold Coast 2018 Commonwealth Games, London 2012, and Vancouver Winter 2010 Olympic Games, as well as assisting in drafting the Olympic bids for Budapest 2024, Krakow 2022, Istanbul 2020, and Rio 2016.

While her career has been what many young lawyers dream of achieving, Catherine has witnessed a troubling bedrock of gender inequality for athletes throughout every level of sport leadership.

Frustrated by the International Olympic Committee's failure to achieve its 20 percent target for women on national Olympic boards, and the glacial pace in increasing board diversity in Australian sporting associations, Catherine co-founded Women on Boards (WOB) with Ruth Medd. From 80 attendees attending the inaugural mentoring dinner in 2001, WOB now has over 22,000 subscribers from all sectors and industries. Led by Ruth and Executive Director, Claire Braund, WOB has recently expanded into the UK and is growing in influence through connections across 85 countries.

Today Catherine continues to act as a spokesperson and advocate for gender equality in sport, and was recently recognised with a 2016 Edna Ryan Award for Sport for her efforts.

"The idea that it is hard to find women of 'merit' is insulting, one of my favourite anecdotes to demonstrate the fallacy of this argument is from the merger of Women's Cricket Australia and the Australian Cricket Board to create Cricket Australia."

"The men putting together the Cricket Australia board determined that there were no women of 'merit' available, despite the President of the women's board at the time being someone we now call the Honourable Dame Quentin Bryce. Then also a successful Queensland Barrister, who went on to represent us as the Governor General of Australia, Quentin wasn't seen to be sufficiently 'meritorious' for Cricket Australia"

Apart from being fair and morally sound, not surprisingly, the research supports the view that greater diversity in leadership creates better outcomes for everyone. We now know that bringing together different people with diverse ideas, lifestyles, and perspectives leads to improved innovation and performance."

Catherine is now exploring how gender equality could be a path to stronger integrity in sport by examining the Australian Sports Commission's mandated 40 percent gender inclusion policy for National Sports Organisations in her PhD. She has written and presented widely on the topic and seeks to broaden the awareness of how the culture of sports organisations are influenced by the values held by people at every level.

Catherine's academic work is now also leading her to a global stage of anticrime and corruption. In November this year Catherine will join the UN Office for Drugs and Crime (UNODC) Education for Justice (E4J) Expert Group aimed at corruption prevention education for primary, secondary, and university students.

"You never know when a chance meeting might lead to an opportunity for you, or one of your colleagues, to create magic together. Be curious, ask people about their passions, and see what you can do to help them to achieve their dreams."



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## Dynamic new space for the UniSA Business School

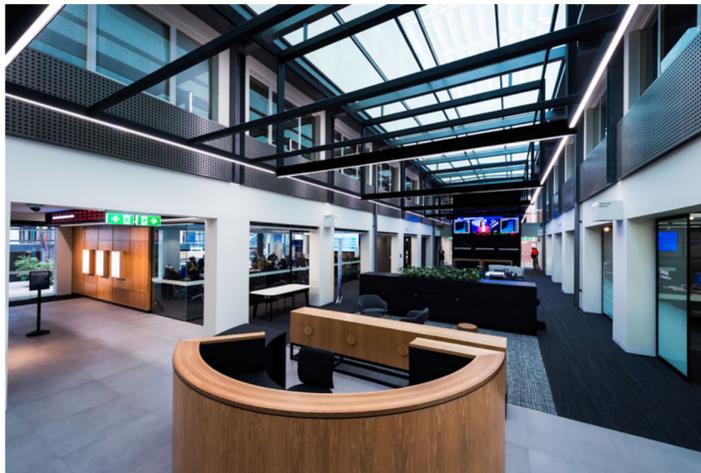
If you've driven down Adelaide's North Terrace anytime in the last year or so, it's unlikely that you missed the city's new health precinct taking shape. What you may not have noticed was the transformation of one of UniSA City West's original buildings—Yungondi Building—happening behind the scenes on North Terrace. Level 1 Yungondi was designed to be a world-class student service hub as well as a flexible, next-generation learning, teaching and meeting space for students, staff, alumni, industry and visitors.

This impressive redevelopment mirrors the innovative business culture at the heart of the UniSA Business School, featuring a four-metre dynamic display of ASX and Dow Jones stock market data, videoconferencing-capable meeting rooms, and South Australia's first simulated trading room, the *IRESS Trading Room*, which is sponsored by global leader in innovative technologies for the financial sector, IRESS. This new and valuable corporate partnership enables students, researchers and industry to use state-of-the-art technology to engage with the global derivatives trading industry through market simulation programs. Students, as well as alumni associated with the Finance Student Organisation, will be able to access IRESS's industry-standard software, giving them a distinct competitive industry advantage over other Finance graduates in Australia.

Level 1 Yungondi is marked by its distinctive ticker tape-wrapped North Terrace entrance that leads you into an airy atrium framed by a unique industrial steel beam lighting installation, allowing plenty of natural light to spill through. It is home to a range of key student services that enhance the UniSA learning experience and graduate outcomes for students and alumni—the *Business Student Hub*, a one-stop shop supporting business students right through to graduation, and the *Careers & Engagement Hub*, which provides a range of career, alumni, mentor and internship services to students, industry, and government partners.

Professor Marie Wilson, Pro Vice Chancellor (Business and Law), says the new learning and engagement spaces in the Yungondi building support the Business School's growing reputation as a leader in Australian business education.

'The update has significantly transformed the building. It is a highly professional space that brings a modern business environment onto campus and will encourage conversation and collaboration between business students, our staff, alumni and industry. This new home for the Business School provides us with a material environment that matches the quality and innovation of our business education and research.'



The aptly named *Enterprise Suite* will also host thousands of executives annually for executive education training and networking events, enabling the UniSA Business School to significantly expand our leadership development and executive education in the State. The UniSA Business School's flagship 5-star MBA program, which was recently ranked in the top ten MBA's in Australia for the tenth consecutive year by the *Australian Financial Review* BOSS MBA Rankings, also has a new home in the Yungondi Building.

Mr Peter Stevens, recently appointed Executive Director: MBA & Executive Education, couldn't be happier with the result.

'Our MBA has been consistently ranked in the top 10 in Australia for student satisfaction, graduate satisfaction and value for money,' says Stevens. 'We now have world class business facilities at the core of our MBA and Executive Education.'

Level 1 Yungondi is just the first phase of a more ambitious capital works project to transform the UniSA Business School's facilities and services. Phase two, scheduled for completion end 2017, will see the relocation of the Australian Centre for Business Growth, which unlocks the growth potential of Australia's small and medium enterprises, and enhanced facilities for the Ehrenberg-Bass Institute for Marketing Science, which grows global brands through evidence-based marketing. Additionally, Level 2 will feature a 20 pax executive education space, the *Paul Hughes Room*, named in honour of Emeritus Professor Paul Hughes AM, FACE, a Yunkunyatjajara/Narunnga/Kaurna Aboriginal Australian with a legacy of more than 25 years of pioneering Indigenous education.

Jade O'Donohue, Manager: Strategic Development felt honoured to lead Phase 1 to completion.

'It has been such a privilege to lead this project. Combined, these works will realise the intent of UniSA's *Crossing The Horizon* commitment—to create a high impact, physically and thematically integrated UniSA Business School, and a vibrant hub for the Business School's students, alumni, industry partners and the wider business community. The Yungondi Building will serve as a front-door to the University's City West Campus from North Terrace, but more than that, it will become the heart and home of the UniSA Business School.'

If you would like a tour of this impressive facility, please contact the Careers and Alumni Team [businessalumni@unisa.edu.au](mailto:businessalumni@unisa.edu.au)



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## Giving immune cells the codes to beat cancer

Lih Yin Tan

PhD Student, **Vascular Biology and Cell Trafficking Laboratory**, Centre for Cancer Biology  
SA Pathology and University of South Australia

PhD student Lih Yin Tan is building upon current immunotherapy treatment to ultimately block cancer cells and stop tumours from growing, specifically improving treatment for melanoma.

While immunotherapy, the idea of alerting immune cells to the existence of cancer in the body to allow them to find and destroy the disease, has been proven to be one of the most successful treatments for melanoma, it has significant limitations that need to be addressed.

The overall aim of Lih's research is to build on the knowledge already known about immunotherapy and take it to the next level. While cancer cells hide behind blood vessel barriers in the body, immune cells are only allowed entry if they have the right access code (aka proteins) to get through. Lih's work looks at finding and identifying these protein codes, and giving them to the immune cells so they can function effectively.

"The white blood cells need to have the right access codes that correspond to the protein locks on the blood vessels to get past the blood vessel barrier and into the tumour, where they can do the killing," says Lih Yin Tan.

"Apart from normal blood vessels formed by specialised cells, melanoma cells themselves can also form blood vessel like structures, a process known as vasculogenic mimicry. We've shown that the melanoma cells also express the same protein locks like the normal blood vessel cells, which provides extra assistance for the melanoma to grow and metastasise."

As well as this, Lih's research is looking at a key protein called desmoglein-2 (DSG2), which controls melanoma cell-cell adhesion.

"It is important for cells to be able to bond to each other to form these blood vessel-like structures. What we have identified is by blocking this DSG2 adhesion molecule, these melanoma cell lined blood vessels do not form.

"With collaborators in Melbourne, we have already identified that blocking DSG2 slows tumour growth.

"My PhD is contributing towards a bigger cancer treatment, but there is still a lot of work ahead and further research is required to combat tumours."

Just over a year ago, PhD student Lih Yin Tan gave a presentation at the University of South Australia Three Minute Thesis competition entitled Mission Immune Possible. The presentation put forth the idea of harnessing immunotherapy as a treatment for cancer by giving immune cells the right access codes to find and beat cancer cells. Lih won the People's Choice Award, as voted by the audience. Jump ahead a year, and her research is now well underway. Watch her video [here](#).

To support important cancer research, such as this, please visit: <https://donate.unisa.edu.au/donate-to-cancer-research>



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## Physio to India's sporting stars

Anuja Dalvi-Pandit

**Master of Musculoskeletal and Sports Physiotherapy**  
**Founder of PhysioConcepts Education**

In 2012 Anuja Dalvi-Pandit made the ultimate decision to put her career, in the vast bustling city Mumbai, on hold and make the journey to Adelaide to further her education at the University of South Australia. Fast-forward five years, and Anuja is a Musculoskeletal and Sports Physiotherapy Consultant and active in putting together programs to help the next generation of physiotherapists in India – all the while finding time to run her own business, LiveActive Physiotherapy and Sports Injury Clinic.

The clinic sees a variety of sports people walk in and out of its' doors. From cricketers, to gymnasts, to Kabaddi Players, and even pistol shooters – the clinic is a hotspot for many of India's high performance athletes.

"We believe these athletes have the potential to be the future of the Indian sporting industry and we are proud to do our part in helping them achieve their best," says Anuja.



Before her time studying at UniSA, Anuja had already established a very successful career for herself. She had spent time working with both the Mumbai Cricket Association and the National Cricket Academy, as well as working for the International Tennis Federation. Anuja says her time spent building her career not only helped when she opened her own business, but also proved crucial in her studies.

"The experience I gained during these years proved instrumental in successfully completing my studies. If you have already worked at a good platform, you can absorb the most."

In the years spent studying in Adelaide, Anuja says she was able to learn so much, not just about becoming a clinician, but also about appreciating the world around you.

"I never heard a clock ticking in Mumbai, but Adelaide taught me how life can be quiet and beautiful. I also met a few of my lifetime friends, and time spent with those beautiful souls will always be treasured."

Despite being a growing sports industry, Anuja says in the rest of Mumbai, and by extension in India, sports medicine is still a fairly neglected area, with a lack of specialists having a critical effect on the country's performance.

"There is a dearth of qualified professionals, which reflects on our sports performance as a country on the world stage. There is a constant need for good physios with international quality training and experience."

Anuja says her time spent at UniSA has made her determined to bring a global standard of sports medicine training to India and is doing so by founding educational venture, PhysioConcepts.

"We are hosting three of the IMPA students in Mumbai for sports internships while planning to promote CPD programs for physios through UniSA and the South Australian Sports Medicine Association. As well as this, we also run a short term observership program for young physios at our centre."

Anuja started LiveActive with a simple aim to improve people's quality of life by optimising their recovery and function, something which her and her small team of physios have adhered to the whole time they have been in business. Included in LiveActive's team is Anuja's Husband Niranjan Pandit, a renowned physio who has worked extensively in both cricket and tennis.

"He is a constant source of support and we work together at all our clinics. I always wanted to set up my own business as I knew it would not only give me an opportunity to grow as professional, but also teach me administrative, marketing, and networking skills."

"Having my own practice is the freedom I love, but it also comes with the added responsibility of overlooking admin, extended working hours, connecting with sports clubs and organisations, creating job opportunities for others, as well as forming and motivating team members.

"We are, however, blessed with a great young team at LiveActive, and it really makes the job all that much easier to love."

As well as running LiveActive, Anuja spends a lot of her time working as a consultant for Activ8 Pilates Altitude and Rehab Studio, one of Mumbai's leading studios in promoting the right to knowledge and fitness practice amongst the community. Here she establishes clinical and functional diagnoses, while planning rehab guidelines or referring clients on to other experts in the field such as orthopaedic surgeons or sports trainers.

With the art and science of physiotherapy rapidly evolving over recent years, Anuja says young physiotherapist's entering the field need to have ample information behind them.

"Young physios need to be well informed on the recent evidences and changing paradigms of the field, as well as learning from experts and their own treasure of clinical experience."

But above all else, she says the key to success is to respect those around you and take the time to find power from your surroundings.

"Sometimes it is hard to sustain, but look around you and I am sure you find your strength to keep going.

"A Poet says, there must be belief in the sun, otherwise no one would get up from bed."

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## The beauty myth puts big users of social media at risk of low self-esteem

John Mingoia

PhD student with [UniSA's School of Psychology, Social Work and Social Policy](#)

From movies to magazines, traditional media has long been criticised for perpetuating unrealistic beauty standards—thin ideals that generate low self-esteem among women and girls.

In a new meta-analysis study from the University of South Australia, researchers have discovered a link between increased use of social networking sites and the internalisation of the thin ideal—the degree to which women strive to achieve an ideally slim female body.

“When people regularly engage with social networking sites, like Facebook, the images to which they’re exposed encourage a psychological adoption of unrealistic beauty ideals, and this can lead to poor body image and low self-esteem,” says John Mingoia, PhD student with UniSA’s School of Psychology, Social Work and Social Policy.



“The greater the use of social networking sites, the more likely it is for women to be dissatisfied with their body. And given the rise of social media, this has the potential to place billions of female social media users at risk.”

The study assessed 1829 female participants, aged between 10 to 46 years, across six independent studies and found that those who predominantly used social networking sites for posting or viewing photographs, were at greater risk of body dissatisfaction, as opposed to those who used the sites more broadly.

“People using social media to post and view appearance-related items — things like photos, profiles, videos or selfies—were more likely to internalise the thin ideal,” Mingoia says.

“And despite the fact that social media lets users create, upload and control content themselves, the same unattainable body ideals we see in traditional media are also reflected in the online environment.”

Worldwide, across a day, the average person uses social media for more than 10 hours; over one billion people are exposed to Facebook, with 3.2 billion new photographs are uploaded onto social networking sites.

“The number of photos that are uploaded to social networking sites per day is astounding. And given the relationship between photos on social networking sites and the perceptions of body image, this should raise significant red flags for the wellbeing and self-esteem of its users.

“As a society, we must be aware of the role social networking sites can play in women’s internalisation of poor body image and we must seek interventions to help reduce the risk of body dissatisfaction.

“Media literacy training and educating users about the way photographs can be quickly and easily enhanced to portray idealised, but distorted creations, are critical if we are to disperse the toxic beauty myth on social media.

“And given the negative impact that unrealistic body images can have on women and girls, any action we take to help reduce the risk, can only be seen as a positive.”



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