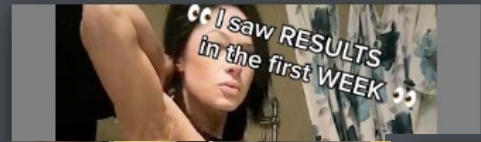
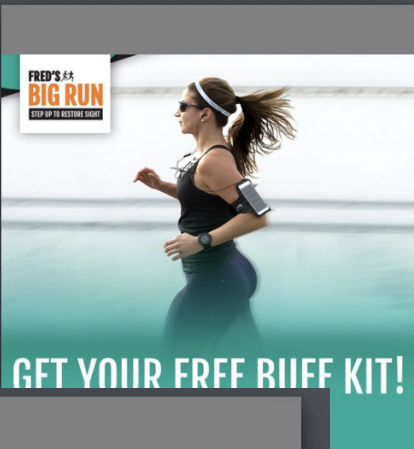
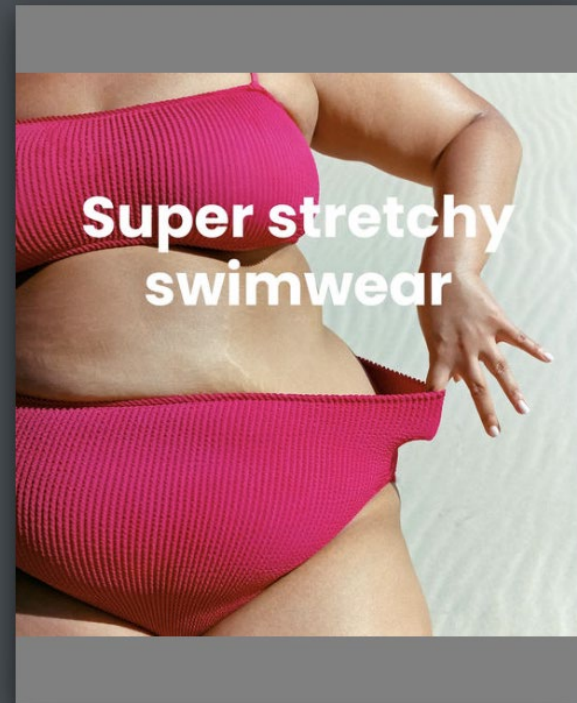


V Shred

I thought carbs were bad... but turns out I wasn't eating enough of them to lose weight! Once I took this free quiz and calculated the macros I SHOULD be eating... I started making REAL progress for the first time. I feel proud and confident again! The body type quiz below will help you figure out your body type AND give you the right macros + exercises for YOU Take th...



THE PELOTON BIKE+, NEW PRICE
\$3,695 \$2,995
PELOTON



40+ Freaky Photos of Olympians and Other... to Give You a New Perspective on the Human...

Body +

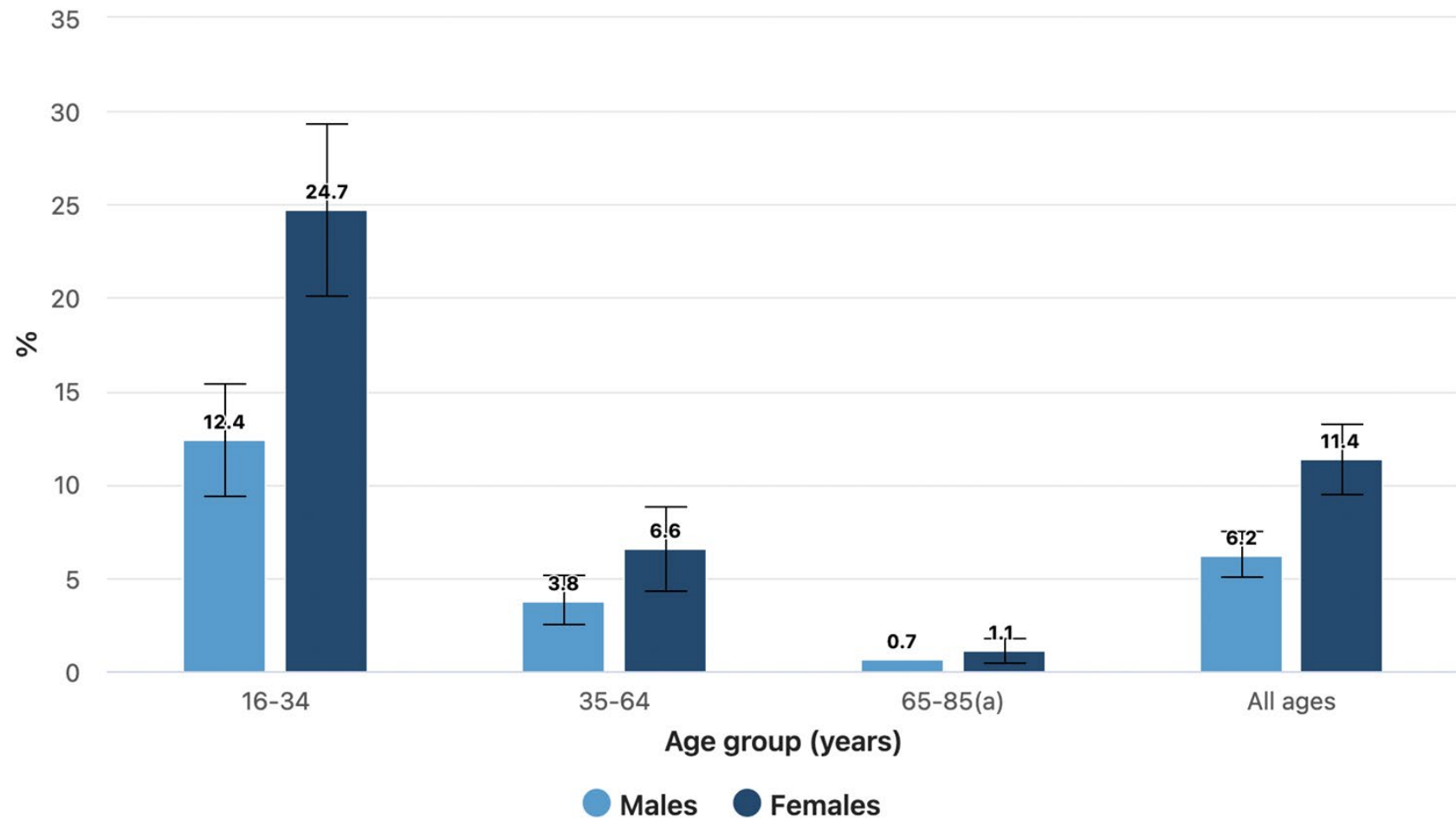
How well are digital platforms protecting vulnerable users?

Specifically those who are susceptible to body image issues?

Short term goals

- Reduce the amount of harmful content (dieting/losing weight/over-exercising/surgery etc.) Girls and young women experience on social media.
- Reduce the chance of users in this group developing an eating disorders or body dysmorphia.

Target group: 14-25 year girls



Who is at risk for anorexia?



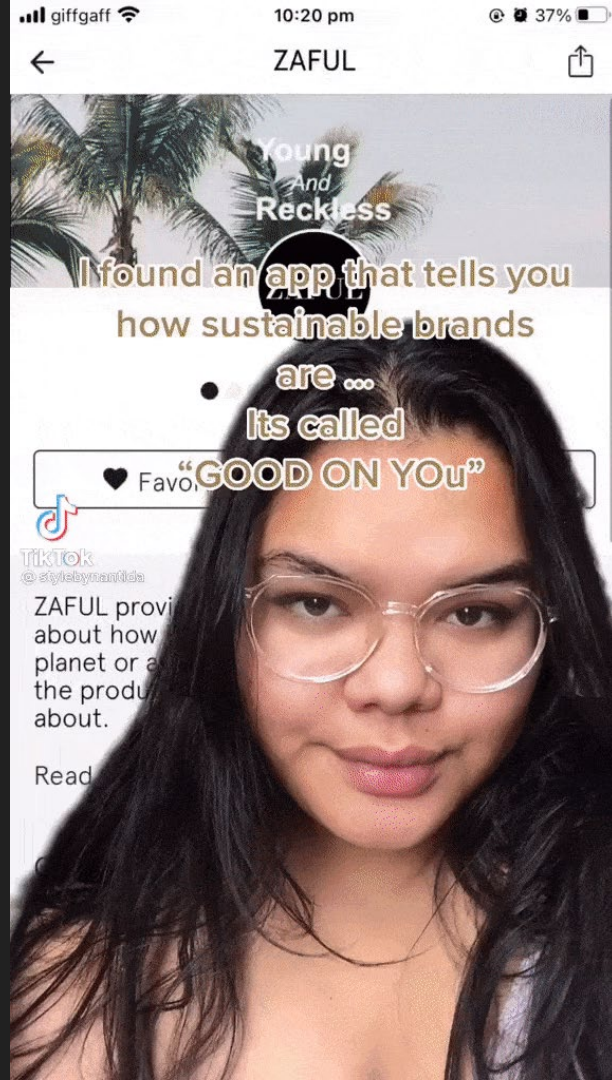
Anorexia is more common among girls and women than boys and men.¹

Anorexia is also more common among girls and younger women than older women. On average, girls develop anorexia at 16 or 17.² Teen girls between 13 and 19 and young women in their early 20s are most at risk. But eating disorders are happening more often in older women. In one recent study, 13% of American girls between 13 and 19 and young women in their early 20s are most at risk. But women in mid-life and beyond also experience eating disorders. In one study, 13% of American women over 50 had signs of an eating disorder.³

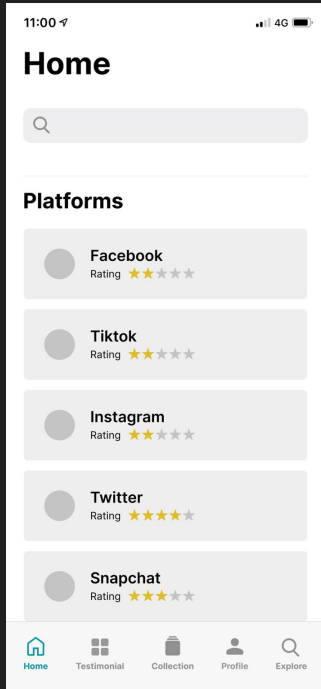
How will we do it

- Create an app that rates how 'safe' social media platforms are for girls between the age of 14-25.

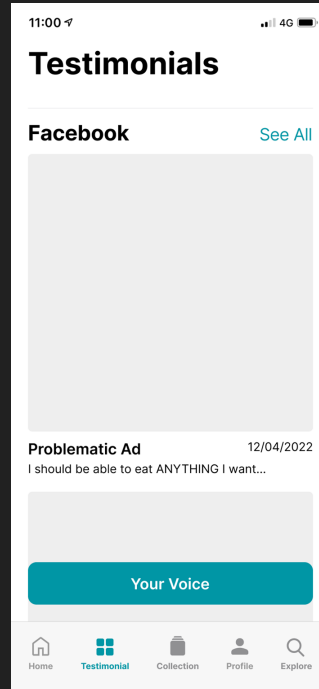
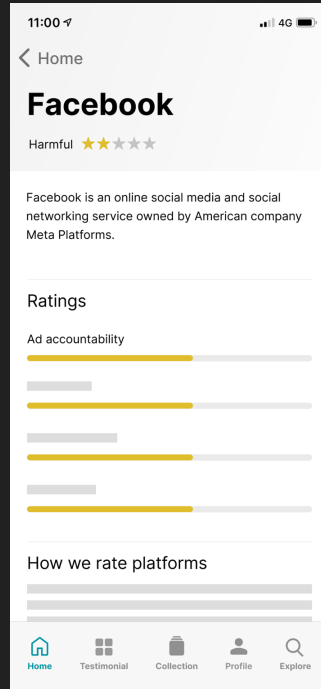
Why rate?



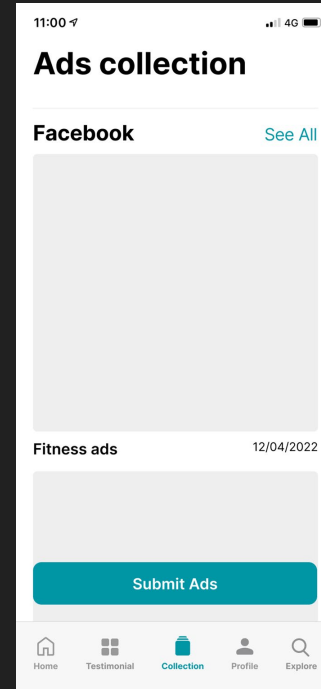
What will the app involve



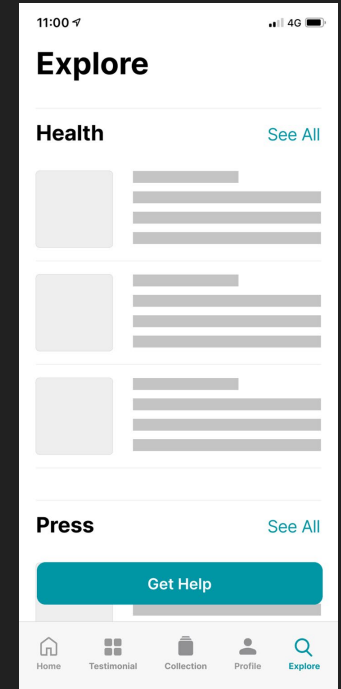
A Rating system of platforms



Testimonials



Submit ads



Resources and Articles

- Location: Japan or United States: Menlo Park (+10 mi) California or United States: Texas
- Age: 20 - 24
- Gender: male
- Interests: Association football (Soccer)
- Behaviors: All frequent travelers
- Life Event: Newlywed (1 year)
- Home Ownership: Renters

Here's another example targeting by location, demographic, relationship status and interests:

Offline Custom Audiences

Group people who visited your store, made calls to your customer service, or took action offline and target them with Facebook ads.

For example, to target people who spent more than USD1000 in the past 90 days:

Lookalike Audiences

Target people most like your established customers. Lookalike audiences take several sets of people as "seeds" then Facebook builds an audience of similar people. You can use lookalikes for any business objective: Targeting people similar your customers for fan acquisition, site registration, off-Facebook purchases, coupon claims, or simply to drive awareness of a brand.

Seed audiences can be:

- Existing Custom Audiences
- Campaign or Ad Set conversions
- Page fans

Facebook refreshes members in a lookalike every 3 days if the lookalike belongs to an adgroup.

Advanced Targeting

Advanced targeting includes:

- Mobile and Placement
- Broad Category Targeting
- Advanced Demographic Targeting
- Education and workplace
- Additional Locales
- Targeting Expansion
- Flexible Targeting

Advanced Demographic Targeting

Target based on relationships, education, finances, and life events.

Audience rules

With the Custom Audience feature, you can specify ad audiences based on your own criteria, for example,

- users who previewed the page in the last 7 days;
- users who added products to the cart but did not purchase them in the last 14 days.

Tiktok

audience



[Send feedback](#)

[Help me build a query](#)

Audience is an effective targeting option that lets you intersect different segment attributes, such as detailed demographics and affinities, to create audiences that represent sections of your target segments.

Google

Data Exploration

We explored the Australian Ad Observatory to identify advertisements based on specific keywords that can have implications on women's body image issues.

Terms such as

- Fat loss
- Curvy
- Calories
- Laser

We identified many potentially problematic ads which were seen by audiences in our vulnerable group (women aged 18-24).

Problematic ads

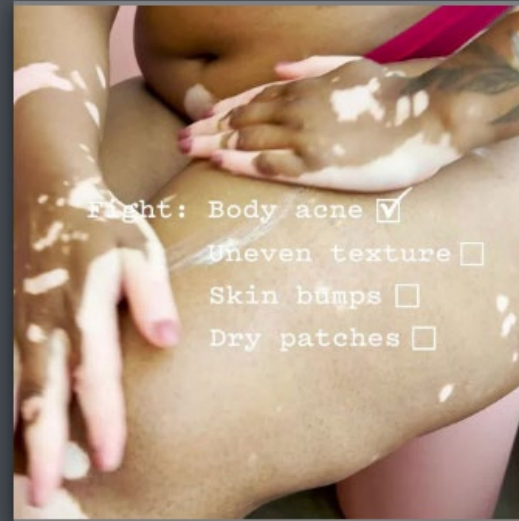
[V Shred](#)

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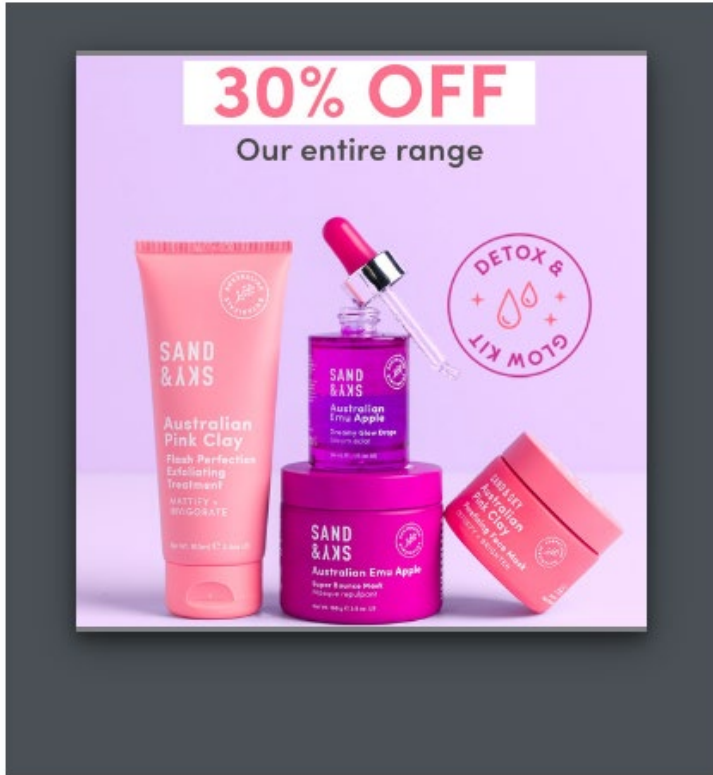


[Frank Body](#)

"Chicken skin gone." — Lydia. Strawberry skin, redness, bumps, and breakouts, meet your new worst enemy: lactic & glycolic acids. They love gobbling up dead skin while you sleep to reveal a smoother texture underneath.

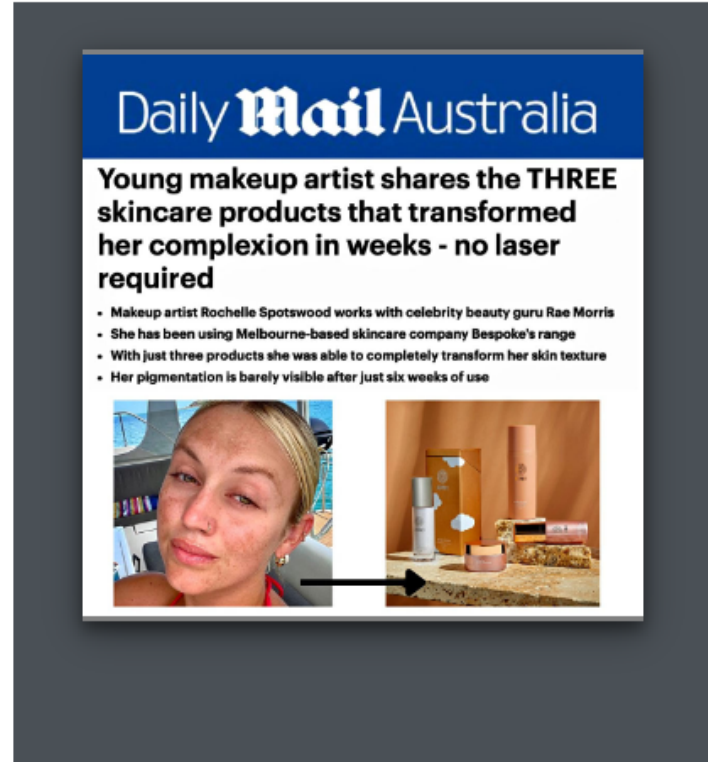


[Sand & Sky](#)



30% OFF our whole range in the Detox + Glow Kit

[Bespoke Skin Technology](#)



Young makeup artist shares how she got rid of her pigmentation

From Meta's AD API

B Barre Body
Sponsored

Last chance to enrol in our in-person Barre Teacher Training in 2022!

Join us for Barre Body's internationally-recognised Barre Teacher Training in Sydney in November. This is your opportunity to receive your certified qualification, while joining a supportive community of world-class teachers. 🧘...



Body Collective
Sponsored

The Ultimate Trio Collection 🌟

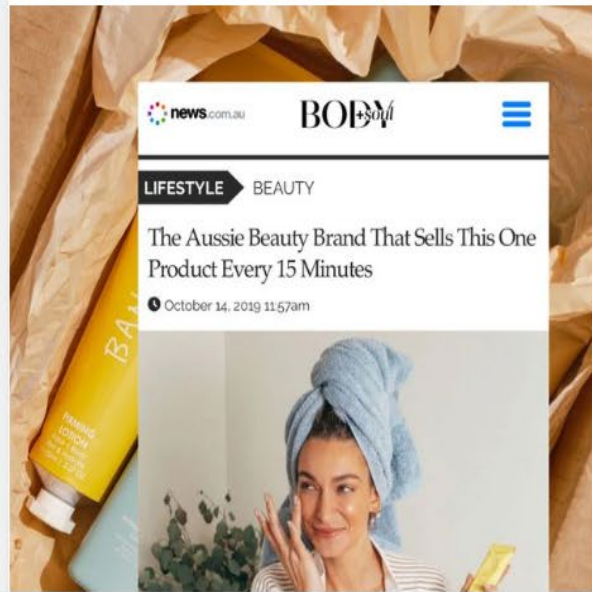
It's all your skin and nails need in one simple bundle. Includes a free nail serum pen with over 15+ scents to choose from!

🔒 While Stocks Last



B Bangn Body
Sponsored

We don't call our Firming Lotion cult-favourite for nothing 🤫
Find out what all the fuss is about with 20% OFF your first order using code: FB20 ✨



Funders

~AUD1.5m



The Ian Potter
Foundation

Westpac



VicHealth



ACT
Government



healthway

Partners

History of projects + collaborations

G+V
GENVIC

GENDER
EQUITY
VICTORIA



edfa
Eating Disorders Families Australia



Butterfly



THE VICTORIAN
CENTRE OF
EXCELLENCE IN
EATING
DISORDERS



eating
disorders
victoria

INSIDEOUT

Institute for Eating Disorders

eating  disordersqld.

Achievements

- Utilise our app to bring awareness surrounding the harms of eating disorder content on social media platforms. Forcing major platforms to respond to this and be more transparent and accountable about the other forms of dark ads.
- Find a way to gain more visibility on dark ads (user testimonials and submissions).

Long term goal

Reimagine the way we view the harms of dark advertising on social media. Consider the overall mental health restraints that occur in this media environment and link them together as symptoms of this media.

Improving the Dashboard: WAIST Quick Pick

The WAIST interests filter allows researchers to filter the ads that are shown to people that facebook have identified to be interested in said WAIST interest.

Currently, there are far too many terms that relate to one singular vulnerable group.

How can we make it easier for researchers to filter quickly based on vulnerable groups?

