Towards Culturally Inclusive Digital Interventions for Body Image: Insights from a Co-Design Study with Diverse Women
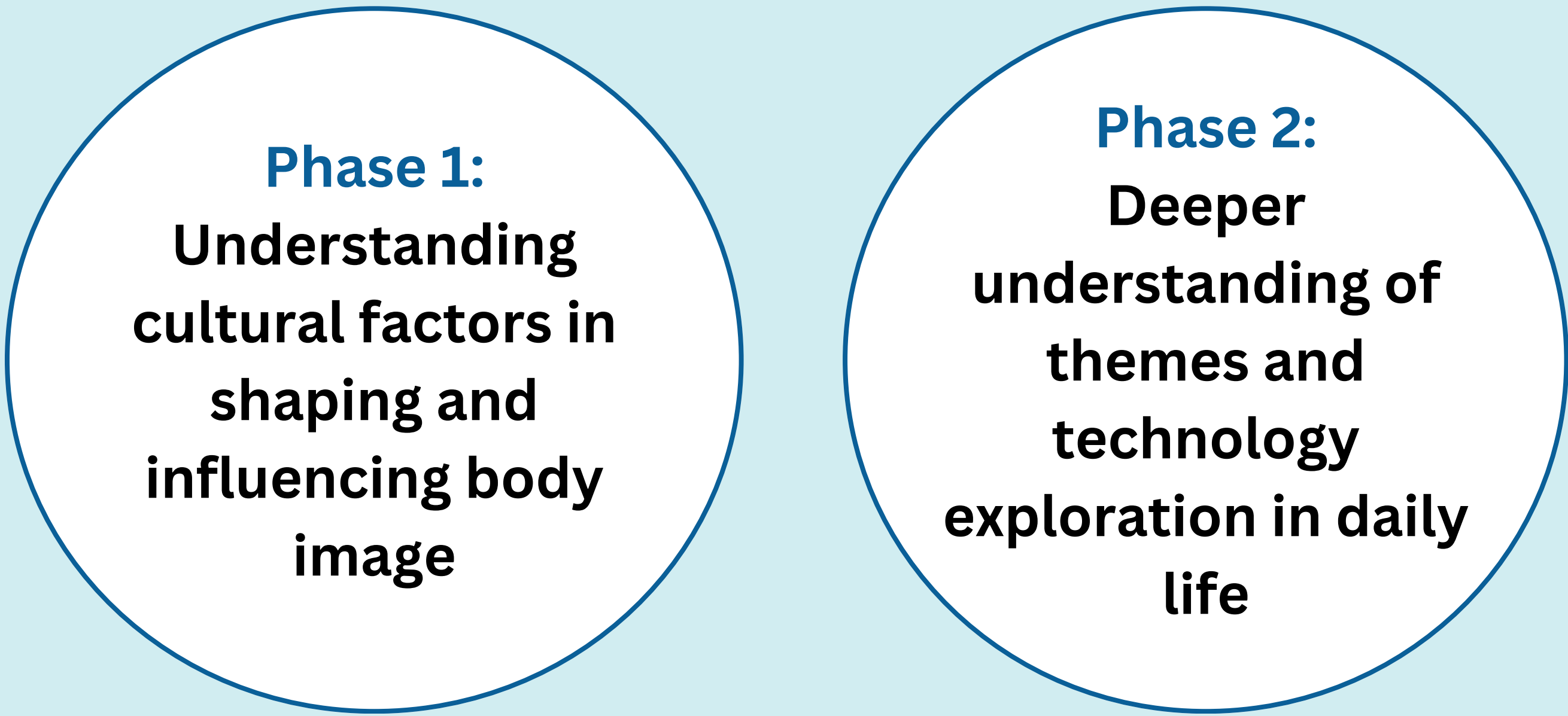
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> **I knew it was unhealthy, but to please him [boyfriend] and others, I made this sacrifice. I didn't want to, but I controlled my food. At the end of the day, I was not happy with what I was doing.**
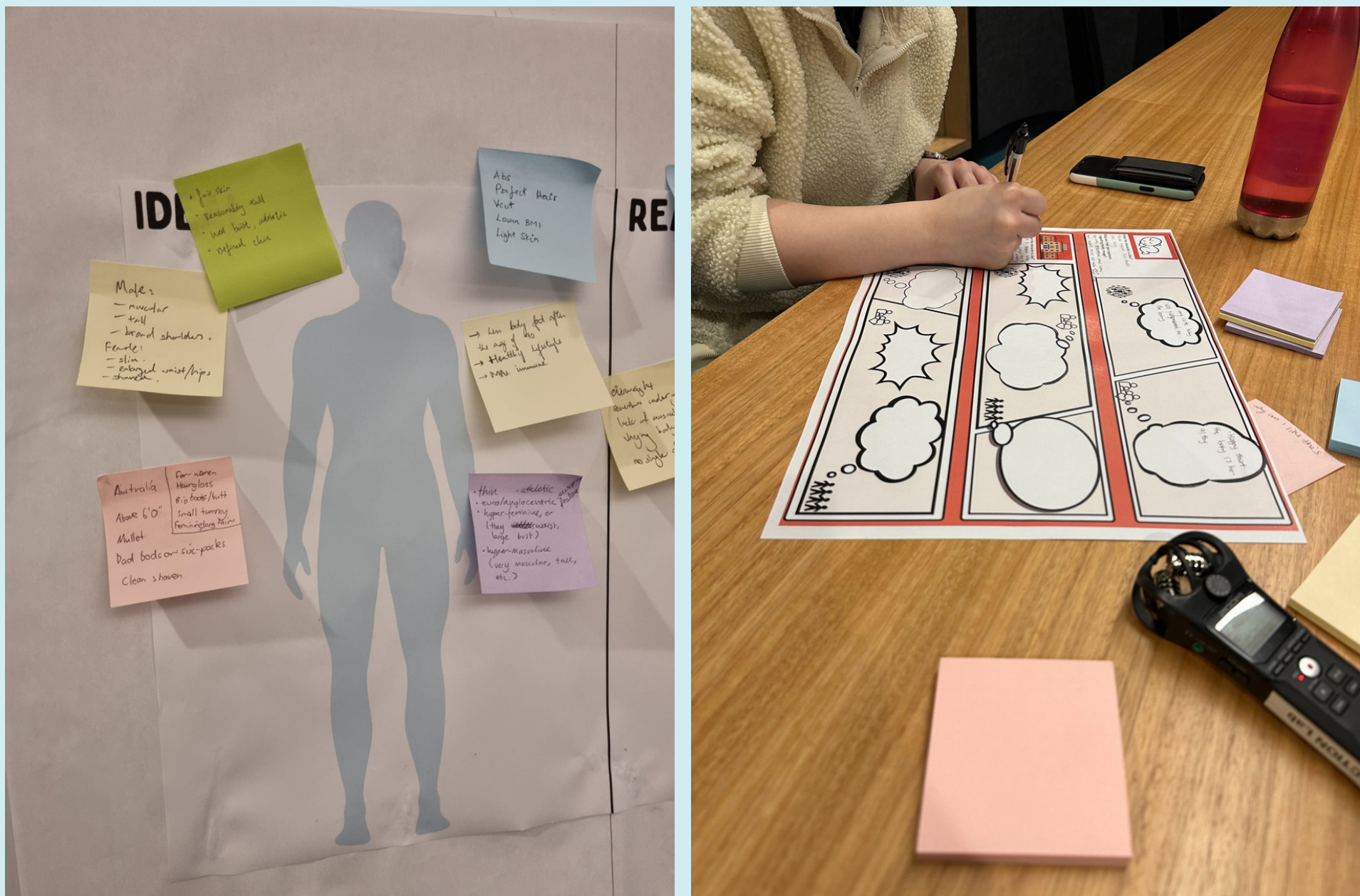>
> **- Participant (Indonesia)**

INTRODUCTION

- Body dissatisfaction is a leading predictor of eating disorders and disordered eating behaviour among adolescents and adults.

- Our research aimed to examine how culture influences body image and to investigate design principles for digital interventions that take informed cultural factors into account.

METHODS

Phase 1:
Understanding cultural factors in shaping and influencing body image

Phase 2:
Deeper understanding of themes and technology exploration in daily life

- 7 participants, aged between 18-24 years were recruited from Monash University.
- Diverse ethnic and religious backgrounds - Indian, Sri Lankan (X2), Indonesian, Chinese/ Vietnamese, Syrian, Iranian/ Indian.

PHASE 1 (Individual Interview)
- Discussed notions of both "ideal" and "realistic" body types in the participant's culture.

- Discussed individual's body image journey through infancy, childhood-adolescence (primary and secondary school) and early adulthood (university) through storyboard.

PHASE 2.1 (Paired discussion)
- Stimulate discussions that compare and contrast different cultural and individual experiences revolving around body image.

- Exploration of the various digital technologies used in daily lives and their impact on body image.

PHASE 2.2 (whole group workshop)
- Ideating around potential solutions, opportunities and challenges for digital interventions.

Storyboard

Rich pictures description

User enactments
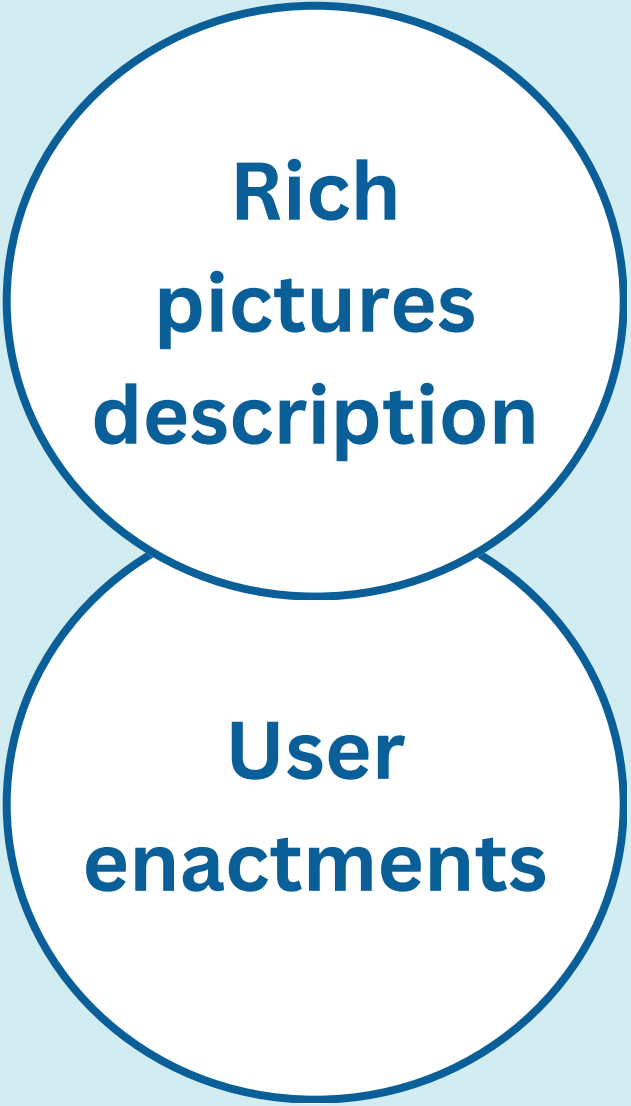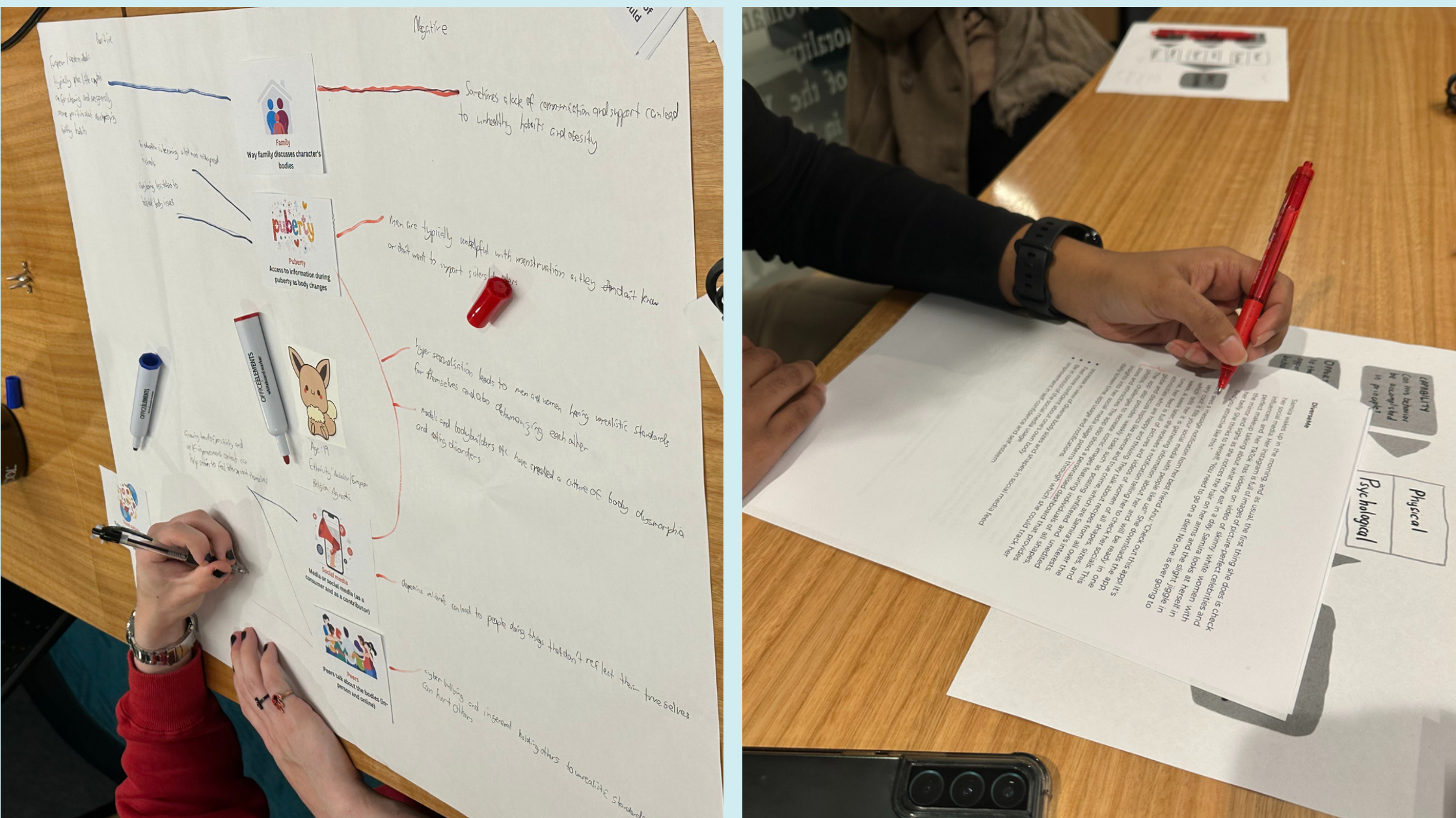
FINDINGS PHASE 1

- Societal factors and their intricate connection to body image
- Family norms around negative body talk
- Peer-induced body image dis(satisfaction)
- Impact of food culture on body image
- Evolution of negative body image in the digital era

FINDINGS PHASE 2

- Qualities of technology and its impact on mental state
- Personalisation consideration in the digital intervention
- Convenience consideration in the digital intervention
- Projection of empathy in technology design
- Building trust in digital interventions
- Getting the body image conversation started

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