

Influence of Barbie Doll movies on women in Pakistan

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Abstract

This research was done to check the influence of Barbie movies among youth. As most of the time the portrayal of women, even in the face of Barbie is feeble, submissive, oppressed and dependent. Feminism and the presentation of women is a vast perspective. The study revealed that there is women empowerment through Barbie movies and Barbie and women itself is not a symbol of sexism but a pronounced and considerable character of our life with broader ascendancy. For all the three questions of women empowerment the total percentage were more towards agreement i.e.; 45%, moderate 26%, disagree 13%, strongly agree 7.6%, while strongly disagree 5.3%. Youth is leaner towards its positive aspect rather than negativity. Some other aspects like, content analysis of those Barbie movies can be done, which are presenting more independent and empowered Barbies, or scenes can analyze that content is related to feminism.

Key Words: Barbie Movies, Women Empowerment, Delusional Concepts, Vigorous, Youth

Introduction

With the advent of electronic media, access to every content is easy. Audience can watch content according to their choices, or sometimes specific issues or content grabs their attention. Along with television, the presence of cinema has increased creativity and creates a new way of attraction and beauty. Cinema has provided us a new era to perceive system born realities and concepts. Cinema can play a role of a catalyst to ensure and authorize new concepts with unique perspective. The prior function of electronic media is to educate, entertain and communicate. Although its bonze to acquire knowledge about any content whether it's about fashion, education or any political issue. But sometimes, this medium frame our minds or deliberately we get knowledge about negative as well positive aspects of a picture. So, the content must be chosen wisely to display and must portray real image of the genders. Especially for women portray, which always shown as submissive, even more badly in the situation of Barbie movies. Where Barbies are publicizing as a seductive figure, developing just negative impacts on minds and behaviors.

Every girl wants a Barbie as a toy in her childhood. She considers it as an icon or a model to be followed. Consciously or unconsciously she wants to adopt all the features or Barbie like physique, which is comparison to an average woman, is not real. In the childhood Barbie is just a doll for a girl but in young age every girl see herself with reference parameters of that doll and subsequently, wants to procure that physique which leads to the lower self-esteem and serious eating disorders. With the launch of Aqua song, "I'm a Barbie girl" also opened the same thoughts and ideas for a specific petite figure with serious sustenance issues (Goel, 2019).

Barbies not always have negative influence on kids and youngsters. Many girls having Barbie in their childhood as a best toy don't have any negative impact in their adulthood. They don't even bother to acquire that slim figure or any emotions of self-negativity. Mostly studies are done about the negative or bad effects of Barbies, but it's not in the same way. We need to change our perception of our thoughts (Wolfinger, 2015).

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Problem Statement

In the present scenario, electronic media is one of the strong medium to change behaviors and acclimation of ideas and content. Without knowing the consequences, the ratio of inspiration from electronic media content is increasing like fire in the forest. When it comes to Barbie movies, stereotype figures come in mind like slant or petite body, luscious hair, big attractive eyes, thin nose with a perfect or sometimes underweight physique. Due to such vulnerability, our young girls as well teen agers want to obtain such fallacious figures and features. Affirmation exists that bigotry against fatness and towards thinness is present at young age (Staffieri, 1972). In the present world, Barbie dolls always perceived as image of seduction and model figure, it's a cognitive thinking. The biggest reason is that media is also showing content in this way as well. It's a dilemma that with the passage of time, the roots of this concept are embedding strongly in the society.

But the researcher found the biggest gap related to positivity. Why always Barbie used as sex symbol or as perfect figure. We can perceive Barbie's for one of the strongest agent as women empowerment. Content shows in movies portrayed Barbie's as a strong, empowered and ambitious. It's one of the core constituent we should attain from Barbie's movies. The researcher wants to get results in this domain, whether Barbies are creating sense of bravery, individuality and sense of achievement rather than lower self-esteem, eating disorders and mental anxiety and tensivity.

Detail Briefing of Topic

Researcher wants to check the influence of Barbie doll movies on youth regarding women empowerment. As all the previous researches are about negativity unfurl from Barbies, as less self-esteem, disturbance in eating habits, aversion for fat bodies and more inclination for thinness. Researcher wants to analyze Barbie from a new perspective, which is women empowerment through Barbie doll movies. Over the time, as many movies released with strong characterization. In which these Barbies are shown entitled, as complete self-character and unequivocal. Then why message taken negatively maybe it's not about perception but our media is portraying it in the same way. Media plays a vital role for spreading the ideas, values and content within no time. Especially electronic media, which is one of the role model for movies. Content shown in movies and taken from audience is in the same way of defeatist. Researcher wants to explain and elaborate the good vision from the Barbie movies.

Historical perspective

History of Barbie Dolls

Barbie dolls are referred as young women who are glossily attractive but apparently characterless or unintelligent.

The history of Barbie is very vast and diverse. Ruth Handler is the founder of Barbie dolls. She got the idea of inventing a Barbie doll from her daughter, when she watched her daughter playing with paper dolls for hours. So, as owner of toy company Mattel Inc. she introduced first Barbie doll in 1959. She introduced that doll in a toy fair at New York City. She named Barbie after her daughter name Barbara. At that time Barbie got criticized, but Ruth remain persistence and now Barbie known as an icon all over the world. Over the period of time, Barbie emerged as doctor, pediatric, astrologist, artist, engineer, game developer or even president and in many more characters as well. Still at that time Barbie was considered solely as sex figure (Holland, 2019).

Apart from so much diversity in characters and attributes, people from ages discerning Barbies in the same view, as a sex symbol, as a model, a perfect figure parameter. These all rationales are developing negative aspects in societies which are proved by many previous researchers and studies.

History of Television

A system of converting images into visuals along with video and audio through electronic signals is known as television.

History of electronic media is too vast. The journey from radio to T.V and then Cinema had faced lots of struggles and modifications. After the invention of radio, in early 1920s, the mechanical television was invented by John Logie Braid and Francis Jenkins. After that the first the first electronic television was invented by 21year

old Philo Taylor Farnsworth. The world's first televisions were emerged in late 1920s and early 1930s at America. WRGB has venerated to establish first working television station in 1926 and it is working till date. With the passage of time in between 1964 to 1965 we see the emergence of color T.V. The most significant features such as Flat screens, HDTVs, DVDs were steeped forward in 2006. In 2010, the industry hits the 3D technology (Bebusinessed, n.d).

After the advent of television numerous characters were seen on television including Barbies. After the release of Barbie in an American International Toy fair, the Barbie become so much controversial due to his figure and stipulates features. Many mothers at that time were resilient or outrageous for Barbies as their young girl toy. Mattel Inc., after doing lots of research and survey s developed a strategy to make room for Barbies in houses of American families, as well as on television. First ever debut of Barbie on television appeared in Mickey Mouse Club show, on of the famous kids show. Due to the presence of Barbie in this show raised the sale of Barbie to 351,000 in the first year and this also showed the influence of children on their parent's wallet. Later Barbie appeared in advertisements and 1961 in songs as well. Still we see Barbies as an icon in movies, cartoons and on toys shelves in houses (Wolf, 2000).

Objectives of Study

After identifying the gap for research, and reviewing previous work, the researcher elaborated few objectives of this study.

- 1- To seek influence of Barbie movies shown on T.V and Cinema giving sense of women empowerment.
- 2- To seek that Barbie movies shown by T.V and Cinema creating delusional concepts.
- 3- To seek youth's focus more on the content related to self-empowerment like bravery, self-sufficiency, and vigorous nature or the charm of Barbie itself.
- 4- To seek whether Barbie movies shown on T.V and Cinema creating sense of strong family bonding and friendship.

Significance of the Study

In the light of all the previous work, history of Barbie dolls and the content shown on electronic media, researcher wants to check the influence of Barbie doll movies on women empowerment among youth through content analysis of Barbie movies. This gap was found by researcher for positive aspect of Barbies. This study allows teenagers and youth to think and view their favorite figure Barbie as empowered and strength icon for themselves, rather than a disturbing figure. Researcher will support her study in the light of cultivation theory, to check the powerful impact of content shown by T.V and cinema related to Barbie movies. This research will open a new domain for future researchers as well to think in this domain. It is the time now that we should engage our attentions towards the powerful sight of this well-known celebrity, Barbie. So that we can try to perceive it as most dominant feature too.

Literature Review

In this part the researcher will explain some major key concepts that will further define this study. We will take a look on previously done studies on body images, body dissatisfaction, eating disorders, lower self-esteem and counterfeit imagination about body size related to Barbie dolls. Electronic media plays a significant role in this regard. As in the young age almost every girl has Barbie doll for their entertainment and leisure time play mate. Most of the time fortuitously, they started to perceive themselves in the same image of slant body, long hair, unreal features. Movies and cartoons shown on electronic media with Barbie content also blow their emotions and thrust them into a non-realistic world without any positivity out there.

Beliefs about Barbie dolls with their miscellany shapes and sizes among young girls are devastated. A sample of 48 girls, aged 3- 10 years were taken and asked them to assign negative and positive traits to Barbie dolls. Researcher put five positive and five negative adjectives for each doll along with two research questions to check their priority to play with Barbie dolls. Researcher defined four Barbie dolls as original, petite, tall and curvy. Researcher examined the potential harmful attitudes about body size and weight among young girls with the help of self-report measures of thin body and weight bias. Researcher used employs method to analyze the result

within the premises of young girl's school in the presence of their teachers, with the consent of their parents. Results shown hate rage and less interest to play with doll having curvy body, along with adjectives like fat, not happy, less attractive and most attraction towards tall sized doll. For future studies researcher suggested to take boys as sample too, as this study was exceptionally for girls (Harriger, Schaefer, Thompson, & Cao, 2019).

Body size stigmatization within pre-school girls aged 3.5 and 5.5 was elaborated with Barbie. As the previous work proved the aversion for curvy doll. The researcher has changed the traits and also description of the Barbie dolls as thin, average and fat, along with six adjectives. They chose the laboratory method for their findings, having sample of 40 young girls. They put three dolls with same hair, dressed up in the same way, rather than their body size. Researcher put random questions and after hearing the question child had to simply point out towards one doll out of three and researcher assistant had to write 1, 2 and 3. The results shown more positivity for thin and average and negative attributes for fat body Barbie doll (Worobey & Worobey, 2013).

The effects of playing thin dolls on body size and food intake in young girls are seen generously. Girls under the age of 7.5 are more likely impressed with the Barbie physique as compare the girls older than 7.5 who already have developed thin body as discernment. The researcher chose the real Barbie dolls as stimulus and used visual analogue scale (VAS). The study show not more different results for body image when compare to average size doll and Emma doll, but it proved the clear difference between the girls food intake. The girls who played with thin doll more likely eat less food as compare to those who play with average doll eats more food. Researcher for future study suggests examining the effects of exposure of these dolls on young girl's body image and eating behavior (Anschutz & Engels, 2010).

The new Barbie dolls explored the cognitive body representation among female children and adolescents. Two groups were taken with age 6 -10 and 11- 14 to explore the results in the light of social comparison theory and self-schema theory. A self-report questionnaire and new Barbie doll images were used. The results shown significant difference about self-automate thing between two groups, as younger group was not likely that much effect as the elder group was having. The researcher found few difficulties like ethnicity and large number of variables. For future studies the researcher suggested to focus on ethnicity such as white color and boy's physique as images shows muscular body (Nesbitt, Sabiston, deJonge, Krakus,, & Welsh, 2019).

Most of the literature review told us about the negative perceptions of the Barbie dolls. Each researcher has the point of view through verified results that Barbies have created emotions of lower self-esteem, mental illness and eating disorders. Barbie considered as an icon, every girl have them as her first toy and idealize them as well. It is time to change the perception for Barbies so that every girl can feel more strengthen and secure having Barbie as first toy or model to be followed.

Women are always seen oppressed and in miserable roles in the movies. They have to follow specific roles within a constraint frame, just like Barbie dolls. That frame never show empowering or independent women. The culture to depict women as suppressed by men is always a dominant feature of the movies. But from last ten years we can see a drastic change in the content of movies, especially roles related to women. They are now more empowered and strong in every aspect. As women empowerment is vast aspect and also embedded with feminism, so it's justifiable to add literature regarding women's presentation in movies and relate it with their positions and empowering concept.

From last decade we saw women in cinema more strong, empowered and independent. Nowadays strong roles are given to women and they are portrayed in a more stable position through cinema. Cinema plays very important role not only shaping the ideas, roles and opinions of the general audience but also generating sense of new era and culture for societies. As liberal feminisms elucidate that, "whatever is given to the man by society is of half amount for women". Through analytical approach with already available data and information, it was analyzed that how women are being showed by major cinemas of the world. For this purpose, five major cinemas around the world and their movies were selected for analyses. It was observed that delineation of women in Indian, Nigerian, Hollywood, and Iranian and in French cinema depicted women strong and empowered emotionally, economically, spiritually and psychologically. This new notion is virtuous and giving hope to the world to see women with a new frame of reference and view point (KIDWAI & AHMAD, 2016).

People around the world obsessed with Hollywood products especially movies. Movies carry deep-rooted roles and ideas that shape our lives, thoughts, economical and socio-cultural ideas. In the society of Hollywood still women are shown in stereotypical and conservative roles. But there is a notion of change and now we can

see fewer content that showing women independent, strong and powerful. A semeiotic film analysis of three blockbusters of the year was done (Avengers; 2012, Harry Potter and Deathly Hallows Part 2; 2011 and Toy Story 3; 2010). Study revealed that women portrayed in these movies in a strong independent and mainstay roles (Dutt, 2014).

In Malayalam movies women are presented as independent and strong, other than showing them doing household chores and in a framed perspective. Released 10 years movies content (2004- 2014) were analyzed. In which its been observed that out of 1083 movies 29 films were women centered and just eight portray women empowered content. Although the ratio is fewer but it's a hope for new cinema that provides audience a new perspective to analyzed and frame women in new strong vigorous roles (Johnson & Nivedhitha, 2016).

Presentation of Barbies and women in movies is vague and not justifiable. Women empowerment is a behavior and a thought and it shouldn't confine to the body images, negative results or in stereotypical frames. To give shape to the thoughts of the masses and provide them a new angel towards Barbies and women empowerment, it is necessary to show them in absolute and epitome structure. So that our generations and others can relate themselves in a equitable and parallel perspective.

Theoretical Framework

Social Learning Theory

When we urge to understand the effects of electronic media especially television and cinema, we can better relate the concepts with Social learning theory. In the first glance it will help the researcher to understand the role of television and cinema to construct the minds, behavior and attitudes of people. Further it will elaborate that after watching any content on T.V or cinema, how masses retain it or modeled it according to their urge and cognitive needs. Whenever people saw something or observe it from their surroundings or from T.V, they try to keep it and then seek it in their lives. Behavioral change is just like an ocean, it took time to alter your thoughts and perceptions. But when people saw or descry any content from their young age, it retain in their minds and with the passage of time, may be intentionally or unintentionally they started to use it in their lives.

Social learning theory gives us a strong base for such perspective. Social learning theory is about behaviors and then change in attitudes according to them. It also refers our cognitive thinking and change in behavior accordingly. According to Albert Bandura (1977), the focus of this theory is more on observing and modeling the behaviors, and how we emotionally we react towards others. This learning process can be tedious and time taking, and if we don't mention its insecurities, then people just follow their own action sand their effects. Luckily, most of the times, human behavior is learned by observation and then modeling it accordingly. When we observe others we learn and that's how new ideas are formed. After this leaning this coded information is used by audience for their actions. Social learning theory includes interaction between cognitive, behavioral and environmental influences. Few components are involved in the process of social learning. We observe, give attention and then model events. It is also important that how we retain information and use our motor skills and reproduce information. Bandura theory strictly focus on behavior change and its modeling attached with cognitive thinking as well for the modification of behavior (instructionaldesign.org, 2018).

Social learning theory has given base for this research. As women empowerment is a behavior, so social learning theory provides best understanding for such behavior. Whenever youth saw Barbie movies, they not only observe its content but also retain this information and use it according to their understanding. As cognitive learning also involved, so the saved information stay in mind and people try to use it latterly.

Research Questions

- RQ1:** Whether the Barbie movies shown on T.V and Cinema creating sense of women empowerment among young girls and teenagers?
- RQ2:** Whether the content of Barbie movies shown by T.V and Cinema creating delusional concepts among young girls and teenagers?
- RQ3:** Whether youth's focus is more on the content related to self-empowerment like bravery, self-sufficiency and vigorous nature or the charm of Barbie itself?
- RQ4:** To seek whether Barbie movies shown on T.V and Cinema creating sense of strong family bonding and friendship.

Operational Definitions

There are few terms that researcher wants to elaborate. Some terms needs clarification for better understanding. Women are mostly seen as repressed or oppressed in our society. Content shown in cinema or television in the form of movies mostly depict such bitter reality. But in the modern era now women are more independent, strong, brave and full of energy. They had women empowerment to secure their future and smooth the ways towards success in their lives with hard work and passion.

Women empowerment

But with the passage of time, that image has been changes. Now women are more strong, self-sufficient and independent. This concept of women empowerment is escalating day by day even through Barbie movies as well. Women empowerment is a behavior and audience adopt it or try to adopt it after watching such movies that inspired them or from their surroundings.

Delusional concepts

The concepts which contradict from reality and causes mental disorders. All previous researches are in the favor that most of the Barbie movies are generating such delusional concepts. But according to researcher there is another brighter concept of self-independence, bravery, security and affirmation.

Vigorous

Barbie shown in the movies are not vulnerable or feeble. They are not only self-dependent, vigorous but also strong and full of energy. The term also relates such attributes of strength, zest and enthusiasm. Women can do anything and can achieve whatever they want no matter how many hurdles are there.

Youth

It is the era in between childhood and adult age. Where mostly we are in learning and developing stage. It is very important to develop or create clear concepts about fantasy and reality along with its faulty and real perspective.

Rationale for the sampling

There are lots of Barbie movies shown through cinema and Television, and the content is leaner towards women empowerment, self-sufficiency and independency. Researcher has chosen such movies with the content depicting all above mentioned concepts. To demonstrate her inferences, a survey methodology will be opted embedded with a questionnaire. Selected population is youth from the age of 15 to 30. Here are few movies elaborated with their core theme, releasing date and characters of that particular movie. In all the movies the feminist aspect was strong and Barbies can be seen as independent, bold and confident. Moana, Ballerina, Rebelle, Frozen-2, Tangled and Beauty and the Beast.

Moana

Release of Moana in this century gives it added sense of significance and Inspiration as well. The movie released on November 23, 2016. The latest pageant from Walt Disney Animation Studios is about story of the young girl who was going soon to be the first ever woman leader of her tribe from Africa. She wants to shape up her own identity, and to be chosen as a forward thinking leader of her tribe in her own terms rather than a typical princess. She has both the wisdom to respect the traditions of the tribe as well bravery to outburst her own entourage towards the future. Main characters of the story include Moana (daughter of chief Tui), Maui (a herculean person with powers), Hei Hei (the rooster), Grandma Tala, Sina (Moana's mother), Tui (Moana's father).

Tangled

The movie was released on November 24, 2010. The crux of the movies revolves around the feisty teen girl Rapunzel who was captive by a delightful evil Mother Gothel. Rapunzel was rescued by machismo man Flynn Rider from the turret. It's all about the courage and bravery shown by the girl to find her true identity of a Princess. She wants to follow her dreams at any coast with courage and valor. Characters of the movies are

Mother Gothel (the wicked), Rapunzel (the princess), Flynn Rider (the rescuer), A Horse and a Chameleon (Rapunzel's companion).

Frozen 2

The movie was released in November, 2019. It is Disney autumnal loveable animation feature film. The story of the movies is all about how strongly you hold your relations like siblings and friendships. When things are changing drastically around you on daily bases and you want to find yourself and the powers you have, one must choose the path wisely to be travel on and the challenge to understand the mistakes of the past we can begin to work on. Characters of the movies are Elsa (the frozen queen), Anna (sister) Olaf (irrepressible snowman), and Kristoff (friend) and many others.

Ballerina

The main theme of the story is about the girl who surpasses herself and learned from her mistakes. Felicie is a young girl who brought up in an orphanage with only one passion; dance. She has a best friend named Victor. Along with her friend they both managed to escape from orphanage to fulfill their dreams in Paris. Her unremitting efforts nailed her passion and herself as the best dancer of the Paris Opera. This movie hits the cinema on December 14, 2016.

Rebelle

July 6, 2012 witnessed a new era of bravery. When Merida the best archer proves herself independent and strong with the assistance of her king father. With the help of a witch, she ordained her new self that was laudable.

Beauty and the Beast 1, 2

One of the oldest Barbie movies of Disney nailed its memories in the minds of youth for long era. The enchanted world in a forbidden castle was discovered by Bellay's father. Owner of that castle The Beast imprisoned him for plucking a rose from the garden. Belle managed to found her father and took his place in the jail instead. Enchanted objects of castle helped Bellay for her survival and they conspire for the Beast and the Bellay to break the spell and live happily. Throughout the movie the character of Bellay is really affirmed and strong and to be dauntless she made her own ways for happiness and success in life.

Methodology

This paper is based on the influence of Barbie movies on women empowerment, where an understanding of the women empowerment will be developed through survey analysis for Barbie movies. Purposive sampling has been done in this regard as the main purpose is to understand the influence of Barbie movies among youth. Due to this reason a sample of such movies has been collected as sample, which shows more empowerment and can create such behavior after watching them.

Variables and their mutual relation

All variables will be tested through survey questionnaire embedded with research questions to be proved or rejected. Variables and their relation have been discussed below.

RQ1: Barbie movies shown on T.V and Cinema creating sense of women empowerment.

In this question the dependent variable is women empowerment which is dependent on Barbie movies, which are independent variables with cause and effect relation.

RQ2: Content of Barbie movies shown by T.V and Cinema creating delusional concepts.

In this question, delusional concepts are dependent on Barbie movies. Researcher will evaluate after survey that whether this cause and effect relationship is real or not.

RQ 3: Youth's focus is more on the content related to self-empowerment like bravery, self-sufficiency and vigorous nature or the charm of Barbie itself.

In this question the relationship between independent and dependent variable is been described with the help of comparative relation. It's a comparison between self-empowerment and Barbie charm

RQ 4: Barbie movies shown on T.V and Cinema creating sense of strong family bonding and friendship.

In this question the cause and effect relation between Barbie movies and strong family bonding is described.

Research design

The research questions to be tested statistically in this research using quantitative research method Survey analysis as research design. It will be conducted with the help of questionnaire, which is administered online and physically both.

Data Collection Instrument

Survey Questionnaire will be data collection tool for this research. It would be the mixture of close ended and open questions using Likert's scale. All questions would be developed keeping in view the variables and validity. Instrument would be developed using adequate measurement scales. In the current situation, the questionnaire is filled by the respondents online.

Population

As this research is about Barbie movies and its influence on youth for women empowerment, so young girls of age 15 to 25 has been selected for population. Desired population is from Lahore district and only girls would be part of this survey.

Sample Selection Technique

Youth will be selected through non probability sampling method using purposive sampling. With the help of this sampling researcher has chosen six Barbie movies for women empowered content namely; Moana, Tangled, Frozen, Ballerina, Cinderella and Beauty and the Beast.

Sample Size

The sample size for this research would be 100. And it's done by young girls of age 15 to 30 years.

Statistical Tool

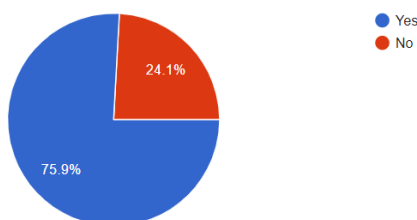
SPSS and simple percentage method would be used for the analysis of the data.

Results and Analysis

In this chapter the researcher will analyze the correlation of Barbie movies and women empowerment. That how Barbie movies are playing a vital role in the empowerment of women, self-sufficiency, valor, strong relationship bond and charm of Barbie. 100 respondents were selected for this survey with the age limit of 15 to 25 years. In the current scenario 90 responses were collected out of 100.

When the respondents were asked that do thy watch Barbie movies, 75.9% respondents said yes while 24.1% said no. It means if we evaluate the aggregate from 100 adequate quantities of viewers are watching Barbie movies and Barbie movies have the power to influence them as well (fig.1).

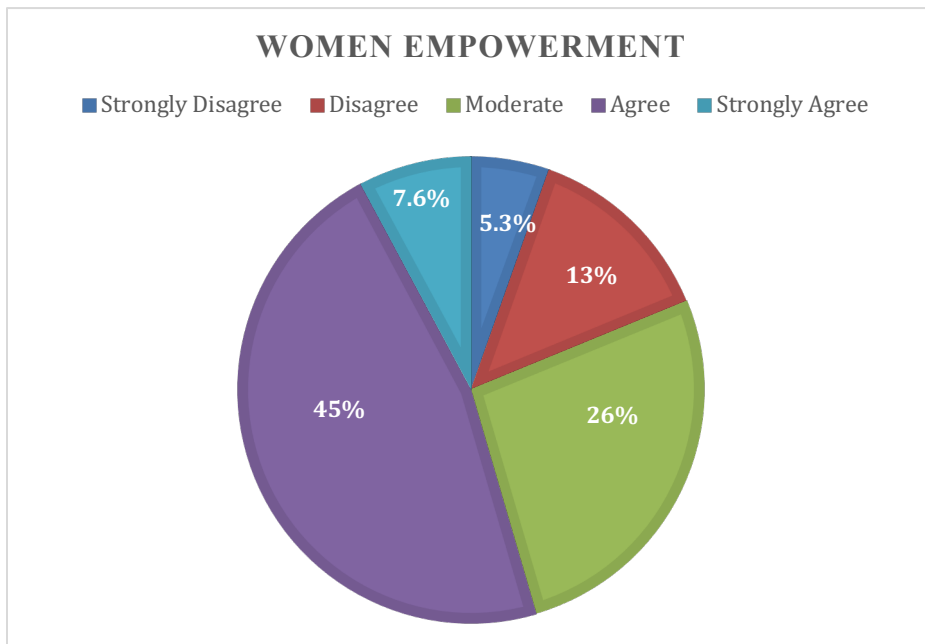
87 responses



Whether the Barbie movies shown on T.V and Cinema creating sense of women empowerment among young girls and teenagers?

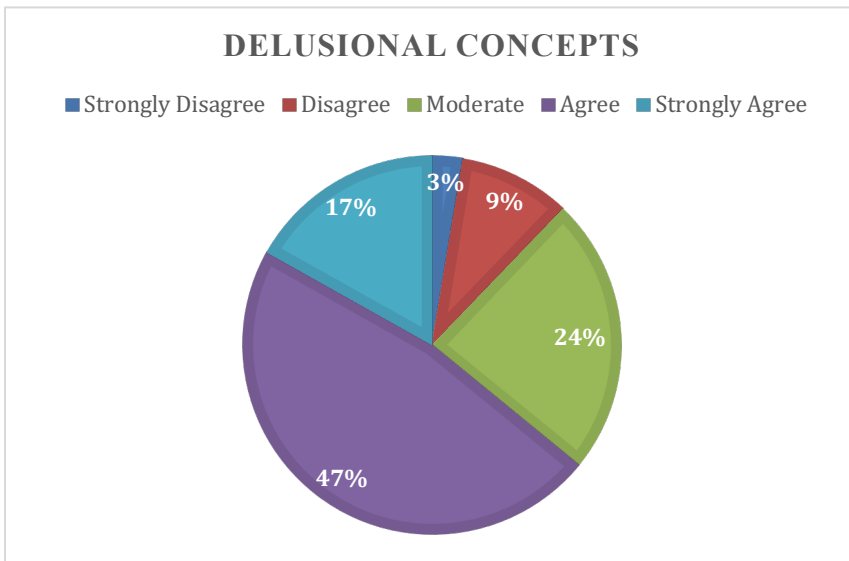
Youth's focus is more on the content related to self-empowerment like bravery, self-sufficiency and vigorous nature or the charm of Barbie itself.

To evaluate this research question, different responses were collected. To elucidate the concept of women empowerment different terms were used; valor and bravery, self-sufficiency and independency. Different responses were collected for each category. For the concept of bravery out of 87 responses, 64.4% responses were collected who agreed with the statement, while 24.1% were reported as moderate. Just 2.3% disagree, on the contrary just 8% strongly agree. While fewer 1.1% were on the side of strong agreement. For the self-sufficient concept 48.3% agreed while 14.9% disagreed. 25.3% were on moderate side while the responses for strongly agree and disagree were equal. For the concept that Barbie movies are giving passion to be more independent 46.5% agreed and 9.3% disagreed. Furthermore, 11.6% strongly agree and very less respondents just 7% strongly disagree. The 23.3% were on moderate side. For all the three questions the total percentage were more towards agreement i.e.; 45%, moderate 26%, disagree 13%, strongly agree 7.6%, while strongly disagree 5.3%.

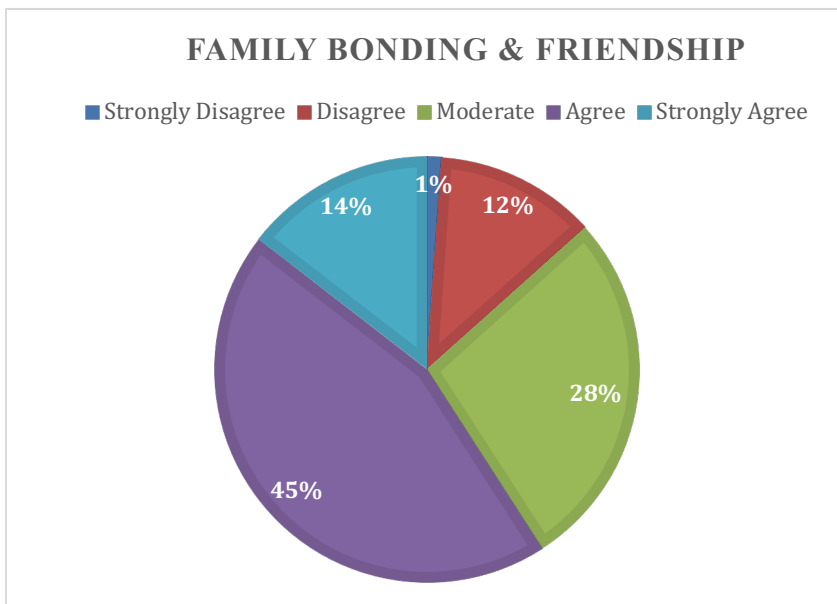


Whether the content of Barbie movies shown by T.V and Cinema creating delusional concepts among young girls and teenagers?

For the analysis of this research question, the delusional concepts were categorized into fallacious concepts, charm of Barbie itself and self-complex emotions related to aesthetics. About fallacious concepts 43.7% agreed and 6.9% disagreed. On the other hand 18.4% strongly agree and fewer just 2.3% strongly disagree. 28.7% respondents were on the moderate side Question related to self-complex emotions regarding aesthetics 42.5% agree while 17.2% disagree. 12.6% strongly disagree while 4.6% strongly disagree. 23% was on the moderate side (fig. 6). For the Barbie charm 55.2% respondents agree and 4.6% disagree. Minute quantity 1.1% strongly disagrees while 19.5% strongly agree. 19.5% responses were moderate. The total percentage for agreement is 47%, moderate 24%, disagree 9%, strongly agree 17% while 3% strongly disagree with the concept. Other than the positivity, there are cynical effects of the concept, but the in low percentage as compare to positive aspects.



To seek whether Barbie movies shown on T.V and Cinema creating sense of strong family bonding and friendship? To analyze the results properly this research question were sub divided into strong family bonding, sense of friendship and sense of commitment. For strong family bonding 32.2% respondents agree and 21.8% disagree. On the other hand 10.3% strongly agree and very less 2.3% strongly agree. 33.3% responses were collected for moderate response. 55.2% respondents agree for strong sense of friendship. 3.4% disagree and 18.4% were on moderate side. 21.8% strongly agree just 1.1% strongly disagree. In the commitment side, 46% agree, 11.5% disagree and same ratio were analyzed for strongly agree. 31% were collected as moderate. No response was collected for disagree. Total percentage for all three concepts were 45% for agreement. 12% disagree, 28% were moderate, strongly agree 14% and strongly disagree 1%. It means youth is of the view that from Barbie movies sense of strong family bonding and friendship is emerging. That can be evaluated as positive aspect.



Discussion

This research was done to check the influence of Barbie doll movies among youth. As Barbie dolls and their depiction in movies is always considered as negative and pessimistic. But there is not much reality out there. Youth is now more sensible and concerned about the portrayal of women, even though Barbie doll movies. Survey methodology was adopted for this research and with the help of online survey, results were gathered. The evaluated data suggest that more of the youth is leaner towards positive aspects such as women empowerment, strong family bonding and sense of commitment. Although fewer were on the perspective of Barbie charm, fallacious concepts and inferiority complex about aesthetics. But the most of the responses from youth are well grounded. They can perceive sense of women empowerment, vigorous nature, self-independency, strong family bonding and passion for your goals in life. Barbie is a strong character to be followed by girls from very young age. It is important that cinema should characterize in a better, strong and empowered way, so that youth must follow and store such attributes in their cognitive thinking. As women empowerment is a behavior and attitude, we not only learn it from the feminine movie content, but also from our surroundings.

The study was consisted of four research questions related to women empowerment among youth through Barbie movies. First question is related to women empowerment is; Barbie movies shown on T.V and Cinema creating sense of women empowerment. In this question the dependent variable is women empowerment which is dependent on Barbie movies, which are independent variables with cause and effect relation. To elucidate the concept of women empowerment different terms were used; valor and bravery, self-sufficiency and independency. Different responses were collected for each category. For the concept of bravery out of 87 responses, 64.4% responses were collected who agreed with the statement, while 24.1% were reported as moderate. Just 2.3% disagree, on the contrary just 8% strongly agree. While fewer 1.1% were on the side of strong agreement. For the self-sufficient concept 48.3% agreed while 14.9% disagreed. 25.3% were on moderate side while the responses for strongly agree and disagree were equal. For the concept that Barbie movies are giving passion to be more independent 46.5% agreed and 9.3% disagreed. Furthermore, 11.6% strongly agree and very less respondents just 7% strongly disagree. The 23.3% were on moderate side. Second and third research questions were, Content of Barbie movies shown by T.V and Cinema creating delusional concepts. Youth's focus is more on the content related to self-empowerment like bravery, self-sufficiency and vigorous nature or the charm of Barbie itself. In this question, delusional concepts are dependent on Barbie movies. Researcher will evaluate after survey that whether this cause and effect relationship is real or not. For the analysis of this research question, the delusional concepts were categorized into fallacious concepts, charm of Barbie itself and self-complex emotions related to aesthetics. About fallacious concepts 43.7% agreed and 6.9% disagreed. On the other hand 18.4% strongly agree and fewer just 2.3% strongly disagree. 28.7% respondents were on the moderate side. Question related to self-complex emotions regarding aesthetics 42.5% agree while 17.2% disagree. 12.6% strongly disagree while 4.6% strongly disagree. 23% was on the moderate side For the Barbie charm 55.2% respondents agree and 4.6% disagree. Minute quantity 1.1% strongly disagrees while 19.5% strongly agree. 19.5% responses were moderate. Fourth research question is; Barbie movies shown on T.V and Cinema creating sense of strong family bonding and friendship. To analyze the results properly this research question were sub divided into strong family bonding, sense of friendship and sense of commitment. For strong family bonding 32.2% respondents agree and 21.8% disagree. On the other hand 10.3% strongly agree and very less 2.3% strongly agree. 33.3% responses were collected for moderate response. 55.2% respondents agree for strong sense of friendship. 3.4% disagree and 18.4% were on moderate side. 21.8% strongly agree just 1.1% strongly disagree. In the commitment side, 46% agree, 11.5% disagree and same ratio were analyzed for strongly agree. 31% were collected as moderate. No response was collected for disagree.

From all of the responses is been observed that youth is towards more positive side of the Barbie doll movies. Although these movies have their darker side as well, but when portray in a defined frame, they can attenuate those negative effects. An open ended question was also added at the end to better understand the view of youth. Mostly youth were in the favor for women empowerment through Barbie doll movies and women should be presented in strong, independent roles rather than in a stereotypical frame. The thought that Barbie Movies are playing role for women development among youth.

Limitations

In this research there were many limitations. The biggest one was the topic itself. All the previously done researchers were against the Barbies, due to the reason they are creating lower self-esteem, body dissatisfaction, fallacious ideas for real body physique and eating disorders. Researcher was on the point of view that Barbie movies are creating sense of women empowerment. The content showed through movies shows that Barbies are vigorous, independent, self-assured, and sensitive about their relations and have strong faith to achieve their dreams. These attributes are watched by youth and researcher wants to explore whether youth is retaining it or not. Another limitation was that this research was only done with girls of age 15 to 30. If the boys were also added, the sample would be sizeable to manage and evaluation of results could be an issue. For further, other researchers can add boys in their population, as in Barbie movies there is always a man present as friend of the Barbie. These boys are present as brawny, machismo, well-built person who can do anything with facility. That person depict as affectionate, bewitching and industrious personality. Researcher can check influence of all these attributes among young boys whether in real life boys are adopting such behaviors or not. Another hurdle that future researcher can focus is that negativity associated with Barbies. If Barbie is embedded with women and feminism then why always hatred and pessimistic thoughts attached to it. Women shouldn't be portrayed as show piece or seductive figure, Barbie also can draw attention towards this view that women are more that of this ridiculous thinking. In this man world, women are equally capable of doing anything and as strong men. To fill the questionnaire was another biggest task in the conditions of covid-19.

Conclusion

It is important to provide a broader spectrum to our new generations to analyze and accept women in positive and independent roles. Cinema plays an important role in this regard. Most of the realities and important messages are given through movies. But is a downcast reality of our society, that women are always depicted in miserable roles. There is need to change the thinking patterns of our society. Although a little bit improvement is happened in this area, but we are looking forward for a drastic change.

Recommendations

Barbie movies should be portraying in positive dimension so that youth can get positivity and strong concepts from them, and able to implement them for their amelioration. Other researcher can analyze it from promotional side that always promotion of Barbie Movies is done through cinema, where limited audience has access. Other researcher can work in this domain that promotions could be done through T.V as well, because most of the population has easy approach towards it. Researcher can do content analysis of those Barbie movies which are presenting more independent and empowered Barbies, or they can analyze the content related to feminism.

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