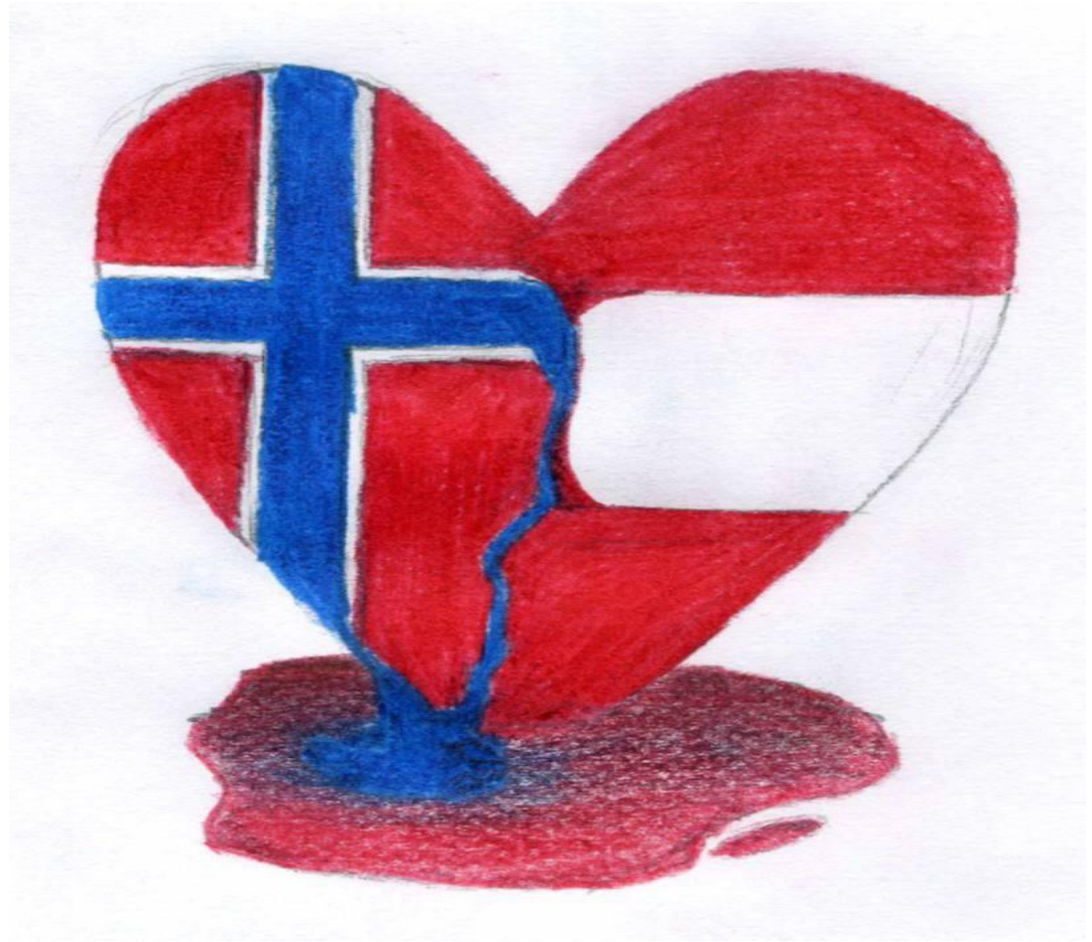


Youth Culture

Sports and Body Ideals



Introduction

- Subjective experiences and observations
 - *Our own/interviews*
1. What is an ideal body in Austria and Norway, and how does these ideals affect youth?
 2. What are the most common sports, and what is the connection between sports and body ideals?
 3. **What are the differences and similarities between Norway and Austria regarding these questions?**

Norway: Body Ideals

- Changes over time
- Different for men and women

Now:

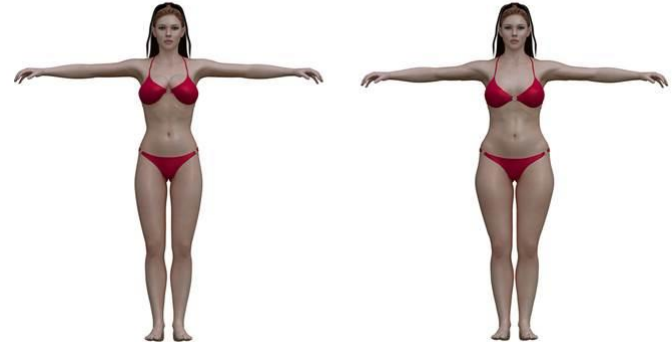
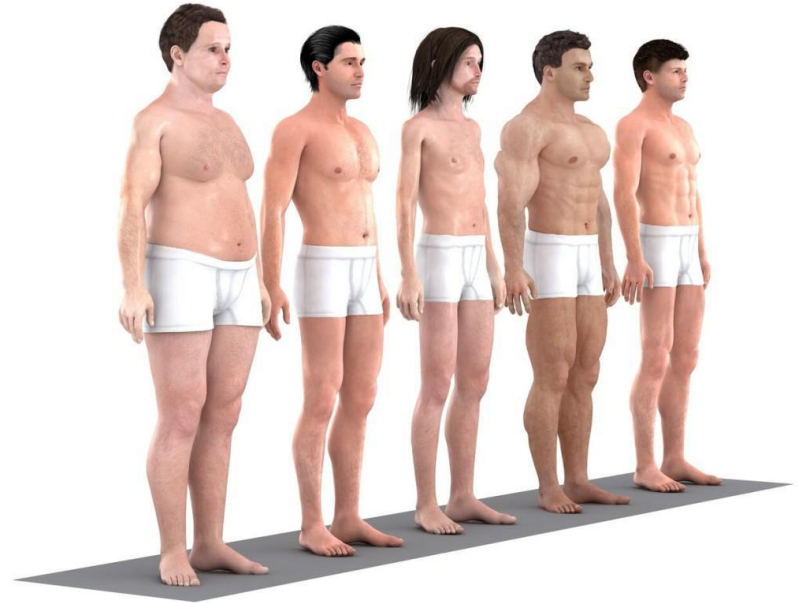
- Men: muscular/defined, athletic
 - Good at sports - a masculine trait
- Women: slim, defined
 - More important to be good looking

The 60/70's:

- Men: defined, muscular
- Women: more curves

"The perfect body"

- Mental and physical problems
- Social media



Austria: Body Ideals

The media influences the youth

Today the youth care more about their bodies and health

Then:

- Male: muscular / not defined
- Female: not muscular / more curved

Now:

- Male: muscular / defined
- Female: defined / slim



Norway: Sports

Important for Norwegian youth

A lot of Norwegian teenagers participate in a sport

Unorganised fitness

Large selection of sports to participate in

Football and skiing

Some sports are more prestigious than other

Girls are fully integrated (equality) in Norwegian sports



Austria: Sports

For Austrian Youth sport is really important

Sport in Austria is more important than body ideals

Football, Tennis and Skiing

Sports also important for females



Conclusion/Summary

- Body ideals
 - Quite similar countries
 - Social media
 - Similar body ideals
- Sports
 - Football and skiing
 - Progressive countries: equality
 - Small countries, but great female teams
 - Both males and females participate

