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A longitudinal mixed methods study describing the framing of eating disorders in *Women's Health* articles from 2015 to 2017

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DECLARATION

I hereby declare that the Research Report submitted for the IIE Bachelor of Arts Honours in Communication degree to the Independent Institute of Education is my own work and has not been previously submitted to another University of Higher Education Institution for degree purposes.

Signature:

Kayley Webster

Date: 29th October 2018

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ABSTRACT

There has been an estimated rise in the number of young women in South Africa developing eating disorders (Revelas, 2013). A study conducted by Angela Michel (2015) found that American beauty magazines were not including 'effectual' information about eating disorders. This study investigated how *Women's Health* (Media24) articles about eating disorders from 2015 to 2017 framed eating disorders and whether 'effectual' information was included. Media Framing theory was used as the theoretical framework for this study. The researcher used mixed methods as the research approach and a coding schedule was created to code the articles based on identified frames and codes. The data was analysed using a descriptive statistical analysis and a thematic analysis. It was found that all seven articles included effectual information about eating disorders. *Women's Health* (Media24) also had a unique way of representing the narrative frame in the 'letters to the editor' section and the articles included 'effectual' information such as 'signs and symptoms' and 'expert medical advice'. This study contributed new insight into the field of Communication as it contributed to an understanding of how eating disorders were framed in South African beauty magazines and possibly could benefit sufferers of eating disorders who may read the articles for support.

Key words: efficacy, eating disorders, framing, Women's Health

A longitudinal mixed methods study describing the framing of eating disorders in *Women's Health* articles from 2015 to 2017

The following research report investigated how eating disorders were framed and whether effectual information was included in *Women's Health* (Media24) articles about eating disorders. Firstly the background of this study, problem statement, purpose, rationale, research questions, and objectives were discussed. Secondly, Media Framing theory was discussed as the theoretical framework for this study as well as a review of sources from over fifteen years about media representation of eating disorders. Thirdly, the research paradigm of critical realism and approach of mixed methods including the study's population and sampling was discussed. Thereafter, the data collection methods of counting the articles and the creation of a coding schedule was discussed. Additionally, the data analysis methods of descriptive statistical analysis and thematic analysis was discussed. Lastly, the research findings and interpretation of these findings were discussed as well as how these findings led to recommendations for further study in the field of communication.

1. INTRODUCTION

This section included background information about the research topic, rationale for conducting the study, problem statement, purpose statement, research questions, and the study's research objectives.

1.1 Background

Doctor Angela Revelas (2013) estimated a rise in the development of eating disorders among young women in South Africa in the last two years. The exact statistics on the current prevalence of eating disorders among women in South Africa was not known publicly (Eating Disorder Hope , 2017). One of the ways these young women could have found information surrounding the issue of eating disorders was by viewing beauty magazine articles about eating disorders. *The South African Audience Research Foundation* (SAARF, 2015), has stated that approximately 486 000 women read *Women's Health* (Media24) yearly and these women could read articles about eating disorders. Michel (2015) found in her study on eating disorder representation in American beauty magazines that the articles about eating disorders in these magazines did not always include 'effectual' information such as 'helpline numbers'

and 'signs and symptoms' and the focus was on 'recovery stories'. The researcher aimed to understand if this trend was also found in *Women's Health* (Media24) articles about eating disorder representation in South Africa.

Moreover, journalist Catherine Pearson (2017) stated that past studies investigated the possible influence that magazines had on the development of eating disorders. However, insufficient research has been conducted on how articles about eating disorders were framed in the inclusion of 'effectual' or 'non-effectual information'. This study investigated how *Women's Health* (Media24) framed articles about eating disorders and if these articles included effectual information.

1.2 Rationale

In understanding magazine representation of eating disorders, this study was relevant to the communication and media fields as it aimed to possibly contribute to an understanding of how eating disorders were framed in South African beauty magazines (Martin, 2007). This included how these articles about eating disorders may have contained 'effectual' information such as 'signs and symptoms' and 'helpline numbers' (Martin, 2007). Previously, research has been conducted on the influence of magazine articles on the development of eating disorders (Pearson, 2017). The researcher aimed to understand not from a psychological perspective, in terms of the development of an eating disorder, but from a communication perspective how *Women's Health* (Media24) framed articles about eating disorders. The study also possibly aimed to benefit society, specifically sufferers of eating disorders, in analysing the information about eating disorders. This provided insight into how *Women's Health* (Media24) may or may not have included supportive information about eating disorders (Martin, 2007).

Moreover, the researcher's personal experience recovering from Anorexia motivated her to conduct research on this topic. The researcher aimed to understand how an eating disorder that she suffered and recovered from was framed in South African beauty magazines. Jessica Hill's (2017) study conducted in the United States of America (USA) was similar to the researcher's study as it focused on how eating disorders were represented in American beauty magazines. However, the researcher aimed to understand from a South African perspective how *Women's Health* (Media24) framed eating disorders and whether similar trends from the USA study, for example,

the representation of eating disorders for entertainment purposes more so than for informative purposes, was found in this study (Hill, 2017).

1.3 Problem Statement

Doctor Revelas (2017) found that there has been a rise in the development of eating disorders among young women in the last two years in South Africa. A study conducted by Michel (2015) found that American articles about eating disorders in beauty magazines were not including 'effectual' information to possibly help young women recover from eating disorders. It became an issue if young women reading articles about eating disorders were not receiving 'effectual' information and may have only received information about celebrities and 'stories of triumph'. One of the responsibilities the media has is a social responsibility in reminding citizens about how they should think about issues such as eating disorders and to support the growth and development of society, through responsible and salient reporting (Gitlin, 1979). This study aimed to understand if *Women's Health* (Media24) framed this issue of eating disorders in a salient manner in the inclusion of 'effectual' information or whether *Women's Health* (Media 24) only included articles that contain 'non-effectual' information such as 'celebrity stories' and 'stories of triumph'.

1.4 Purpose Statement

The purpose of this study was to understand if *Women's Health* (Media24) articles about eating disorders included effectual information such as 'signs and symptoms' and 'helpline numbers'. Articles about eating disorders were counted and coded to understand how *Women's Health* (Media24) framed eating disorders. The data was analysed using a descriptive statistical analysis to understand the 'effectual' and 'non-effectual' codes included in the articles about eating disorders. The researcher also used a thematic analysis to understand the various frames used to describe eating disorders. The theory used as the theoretical framework for this study was Media Framing theory and the key concepts of framing, eating disorders and efficacy were used to understand how articles about eating disorders were framed in *Women's Health* (Media24).

1.5 Research Questions

The researcher formulated the following two questions because of the fact that there had been insufficient information included about how eating disorders were framed in beauty magazines from a South African perspective, the researcher formulated questions that investigated this aspect to determine firstly if *Women's Health* (Media24) articles about eating disorders included 'effectual' information and secondly, the different frames used to describe this information.

1. Do articles about eating disorders in *Women's Health* (Media24) articles include effectual information that might help young women recover?
2. How does *Women's Health* (Media24) articles frame eating disorders?

1.6 Research Objectives

1. To identify if *Women's Health* (Media24) articles include effectual information about eating disorders.
2. To describe how *Women's Health* (Media24) articles frame eating disorders.

It can be seen that the above section provided the contextual foundation for this study, the next section focused on the theoretical foundation, conceptualisation, and a review of sources conducted on this research topic.

2. LITERATURE REVIEW

This section discussed Media Framing theory as the theoretical foundation for this research study. A review of sources was then conducted about eating disorders to understand the topic further as well as a conceptualisation of this study's key concepts.

2.1 Theoretical Foundation

The theory most relevant in understanding magazine framing of eating disorder articles was Media Framing theory proposed by Todd Gitlin in 1979. This theory stated that how an issue was represented in media texts, in the form of a frame, affected the choices an audience makes about how to process that information. Gitlin (1979) defined framing as a process of constructing a media text including the ways in which a story was structured and organised. This theory was selected instead of Agenda-setting theory because Agenda-setting theory identified which issues were important

whereas framing described an issue from different perspectives, for example, in using 'infotainment' or 'supportive' frames when describing eating disorders (Scheufele & Tewskbury, 2007). This related to the selection of Media Framing theory as the purpose of this study was to understand how eating disorders were framed in *Women's Health* (Media24) articles and not to identify the media's agenda nor to describe how readers decoded or interpreted these articles.

Due to the rise in the development of eating disorders among young women in South Africa in the last two years (Revelas, 2013), one of the objectives the researcher aimed to achieve was how *Women's Health* (Media24) described eating disorders, most importantly, if these articles included effectual information that could have assisted young women suffering from eating disorders. The concept 'effectual' or 'efficacy' stemmed from Robin Room's (2014) study on drug addiction where he focused on the ability of newspaper articles to include helpful information that could have possibly assisted drug addicts in recovery. To understand this from a magazine perspective and on the topic of eating disorders, the researcher used Media Framing theory to identify two broad categories of magazine representation of eating disorders, namely, effectual information articles and non-effectual information articles. Each frame ('infotainment', 'informational' and 'narratives') contained codes that fell within one of these two categories, for example, the 'infotainment' frame included 'effectual' codes that consisted of 'signs or symptoms of the celebrity's eating disorder'. 'Non-effectual' 'infotainment' themes included 'celebrity images', 'before-and-after photographs' and 'details of celebrity's personal experience with an eating disorder'. 'Effectual' and 'non-effectual' codes illuminated aspects of reporting whereby young women with eating disorders could use the information in these articles to help resolve their issues.

Additionally, the researcher aimed to understand the statistical representation of 'effectual' and 'non-effectual' codes used to describe eating disorders. This theory assisted the researcher in identifying the frames *Women's Health* (Media24) used to describe eating disorders when the researcher counted and divided the articles, for example, one of the articles fitted within the 'informational' frame. Thereafter the researcher conducted a descriptive statistical analysis to understand the representation of 'effectual' and 'non-effectual' codes included in the articles over three years, for example, 30% of the information included in the article contained 'effectual'

codes and 10% of the information in the article contained non-effectual codes. Media Framing theory in this context fitted within the Critical Tradition because this tradition focused on power relationships and this study aimed to uncover if *Women's Health* (Media24) included effectual information such as 'signs and symptoms', 'helpline numbers' and 'names of recovery centres' or if non-effectual information such as 'a description of the celebrity' was included.

2.2 Research Problem Linked to Literature

One of the ways young women can find information about eating disorders is viewing magazine articles (Martin, 2007). It becomes an issue if these young women are not receiving effectual information and may only receive information about celebrities and 'stories of triumph'. The researcher seeks to understand frames used to describe eating disorders in *Women's Health* (Media24) and if the information is supportive to possibly assist young women in recovery. The purpose of this literature review is to assist the researcher in understanding how eating disorders have been represented over fifteen years and if these studies investigated the inclusion of effectual information. This historical and thematic literature review is divided into three sections of early studies of eating disorders, recent studies of eating disorders, and current print and digital studies on eating disorder representation.

2.3 Review of Literature

The researcher will conduct a historical and thematic literature review to determine themes past studies include about eating disorders over the fifteen years and if past studies investigated the inclusion of effectual information such as 'support details', 'helpline numbers' and 'signs and symptoms' to possibly help young women recover. Firstly, early studies between 2003 and 2010 will be discussed to understand the earliest representations of eating disorders in magazines, secondly, recent studies between 2013 and 2016 will uncover the digital representations of eating disorders. Lastly, current studies of eating disorders in both print magazines and digitally will be discussed to understand if these studies included effectual information to assist young women to recover.

2.3.1 Early Studies of Eating Disorders in Magazines

This section includes the earliest study by Julia Ferris (2003) on the representation of eating disorders, Rebecca Inch and Noorfarah Merali's (2006) content analysis on the framing of eating disorders, Kally Whitehead and Tim Kurz's (2008) analysis of the 'feminine ideal' in articles and Robert Bishop's (2010) narrative analysis titled *Pursuit of Perfection*.

The earliest study on the representation of eating disorders in magazines is titled '*Parallel Discourses and 'Appropriate' Bodies*' and conducted by Ferris in 2003 in the USA. Ferris (2003) coded articles that included 'before-and-after photographs' of women who suffered from Anorexia and Obesity. Ferris (2003) found that 46% of the articles included supportive information to help young women recover from eating disorders. The remaining 54% of the articles focused on 'before-and-after photographs' and 'recovery journeys'. This textual analysis relates to the purpose of this study in understanding how *Women's Health* (Media24) frames young women with eating disorders and if these articles include 'effectual' information such as 'signs and symptoms' and 'helpline numbers' as well as possibly the inclusion of 'before-and-after photographs' as seen in 54% of the articles in Ferris' (2003) study.

Ferris' (2003) study provides insight in the form of statistics which helps the reader understand an overall view of how eating disorders are represented. The researcher is conducting a descriptive statistical analysis to understand the representation of the various frames of eating disorder articles in *Women's Health* (Media24) such as a bar graph that illustrates the representation of 'informational', 'narratives' and 'infotainment' frames over three years. The study only focuses on 'before-and-after photographs' as a code of representation (Ferris, 2003). This study seeks to overcome this weakness in uncovering information about the various types of frames such as 'infotainment', 'narratives' and 'informational' frames used to describe eating disorders in *Women's Health* (Media24) articles and not only focusing on the code of 'before-and-after photographs'.

Similarly, Inch and Merali (2006) conducted a content analysis that analyses how magazines in Canada framed Anorexia and Bulimia. Inch and Merali (2006) coded the frequency of articles about Anorexia and Bulimia and found that magazine articles

about Anorexia appeared more than articles about other eating disorders. This provides insight into a preference of certain eating disorders represented instead of others. This relates to this study's purpose as the researcher seeks to understand if one eating disorder receives more representation than others in *Women's Health* (Media24). The study only focused on magazine representation of eating disorders over a one-year period, this study will build on this weakness as the study is longitudinal in nature and analyses *Women's Health* (Media24) articles about eating disorders from January 2015 to December 2017 thereby allowing the researcher a larger sample group in analysing frames used to describe eating disorders.

While the previous studies focused on the framing of eating disorders in beauty magazines, they fail to consider a different perspective of how eating disorders are framed to represent the 'feminine ideal' that young women may strive to achieve. The 'feminine ideal' as a frame was focused on in a study by Whitehead and Kurz in 2008. These researchers found that articles about eating disorders included headlines such as 'Skinny: the ultimate body goal' which did not focus on physical appearances of women with eating disorders. The focus was on how women conform to the 'feminine ideal' described in magazine articles (Whitehead and Kurz, 2008).

This study provides insight into the use of the 'feminine ideal' frame, the researcher in the current study seeks to understand various frames used to describe eating disorders in *Women's Health* (Media24). The 'feminine ideal' frame may be a frame the researcher could focus on when identifying priori and emergent codes. The study only focused on 'feminine ideal' as a frame of representation and did not provide insight into whether 'effectual' information was included to help young women recover. The researcher will build upon this weakness in focusing on other frames such as 'informational' and 'narratives' when identifying priori codes as well as emergent codes when the study is conducted.

Similar to Ferris' (2003) study about the profiles of women who recovered from eating disorders, a narrative analysis conducted by Ronald Bishop (2010) titled '*The Pursuit of Perfection*' focuses on a content analysis of 47 articles on eating disorders in women's beauty magazines. Bishop (2010) conducted a statistical analysis and found that only 13% of the articles included support information that could assist young

women in recovery from eating disorders. The remaining 87% of the articles included 'narratives' or 'meta-stories' that focused on young women suffering alone trapped by perfectionism. This study will analyse *Women's Health* (Media24) articles about eating disorders to identify if 'meta-stories' were used in describing eating disorders, for example, 'a young South African woman strives for perfection and control while her family watched her eating disorder take over her life' is a possible 'meta-story' the researcher may identify in *Women's Health* (Media24) articles.

The study provides the researcher with an understanding of how narrative frames are used in magazines articles about eating disorders. The researcher will identify the 'narrative' frame as a priori code used to describe eating disorders in *Women's Health* (Media24) articles such as a 'description of triumph/aftermath of recovery from eating disorder'. However, the study only focused on narratives provided about young women suffering from eating disorders and failed to bring insight into 'effectual' information such as 'support details' to assist young women in their recovery. The researcher will overcome this limitation in identifying various frames used to describe eating disorders in *Women's Health* (Media24) including case studies and support frames.

2.3.2 Recent Studies of Eating Disorders in Media

Recent representations of eating disorders include studies conducted by Shabbir Syed-Abdul, Luis Fernandez-Luque, and Der-Ming Liou's (2013) on the *YouTube* representation of eating disorders, Robin Room's (2014) study on addiction, Gerard Prendergast, Douglas West and Leung Kwok Yan's (2015) study on body dissatisfaction, Angela Michel's (2015) study on articles about celebrities who suffered from eating disorders and Rukhsana Ahmed and Benjamin Bates' (2016) book on health policy communication.

Syed-Abdul, Fernandez-Luque, and Liou (2013) conducted a study called '*Misleading Health-Related Information Promoted Through Video-Based Social Media: Anorexia on YouTube*' that focuses on eating disorder representation in *YouTube* videos. The researchers used a thematic analysis in understanding how blogger-created *YouTube* videos represent eating disorders. The themes of identified were 'Pro-Anorexic' and 'Informative support details'. The study concluded that 29.3% of the videos studied included 'Pro-Anorexic' information and 55.7% of the videos contained support

information such as 'signs and symptoms' and 'helpline numbers'. The researcher seeks to understand if these themes are found when analysing *Women's Health* (Media24) articles about eating disorders.

This study is insightful as this study seeks to uncover if *Women's Health* (Media24) articles about eating disorders include effectual information such as 'helpline numbers' to help young women recover. A descriptive statistical analysis similar to what was conducted by the researchers is conducted to determine the representation of the various frames used to describe eating disorders in *Women's Health* (Media24) articles. However, the researchers only focus on how eating disorders are framed online in the form of *YouTube* videos. The focus of this study is on magazine representation of eating disorders and not online representation in analysing the various frames *Women's Health* (Media24) used in describing eating disorders.

In Room's (2014) study, frames used to describe drugs and alcohol addictions in print media were analysed. Although the focus in this study is on how eating disorders are framed in magazines, Room (2014) provides insight into how print media frame other addictions. Room (2014) used a coding schedule and coded articles based on their inclusion of 'effectual' codes such as 'signs and symptoms'. Room (2014) then identified through a thematic analysis of newspaper articles over a three year period that alcohol and drug addiction were represented in using 'effectual' frames where stories were presented about individuals who had recovered from the addiction through medical and family support.

Room's (2014) study is insightful as it provides an understanding of how 'effectual' frames are used to represent addictions in print media. The researcher will expand upon this strength in focusing on how eating disorders are framed in *Women's Health* (Media24) articles and analysing if support frames are used in describing eating disorders through coding articles that include 'effectual' information such as 'signs and symptoms'. However, Room (2014)'s study only focuses on alcohol and drug addiction and 'effectual' frames containing information to assist these individuals, this study is not focusing on frames used to describe alcohol and drug addiction but rather how *Women's Health* (Media24) frames articles about eating disorders, for example, 'narratives', 'informational' and 'infotainment' frames.

In Prendergast, West and Yan (2015) conference paper, titled '*Eating Disorders – The Role of Advertising and Editorial*', effects of articles about eating disorders on the development of body dissatisfaction among Hong Kong females suffering from eating disorders were studied. The females completed a survey that included the Eating Disorder Attitude Test (EAT) to analyse how these articles contributed to body dissatisfaction. The researchers found that there was a positive correlation between the reading of beauty magazine articles about eating disorders and body dissatisfaction levels in Hong Kong women. Although the focus on this study is on the development of body dissatisfaction, this study only seeks to gain an understanding of how *Women's Health* (Media24) describes eating disorders and not on the development of body dissatisfaction.

Prendergast, West and Yan's (2015) conference paper provides a different perspective of how eating disorder articles are framed in magazines in a way that can contribute to body dissatisfaction among females. This study seeks to understand various frames used to describe eating disorders and how these frames could include supportive information and not how these frames could contribute to body dissatisfaction, for example, 'informational' frames which may include effectual information such as 'signs and symptoms'. However, the study sought to gain an understanding of participant feelings and opinions through an individual who took an EAT test, this is not the focus in this study because the researcher is conducting non-interactive research through analysing the various frames *Women's Health* (Media24) use to describe eating disorders, for example, 'infotainment' or 'narratives'.

Similar to Inch and Merali's (2006) content analysis that analysed the frames used in popular magazines to describe eating disorders, Michel (2015) focused on how *People* magazine in the US described celebrities who suffered from eating disorders. A textual analysis was conducted to understand how *People* described entertainment stories, specifically, focusing on the misinformation and 'half-truths' of eating disorders these articles included such as "*Skinny Lindsey Lohan now plummets to 78 pounds due to Anorexia, does she need treatment?*". The researcher in this study seeks to understand how *Women's Health* (Media24) describes eating disorders using different frames, one of these frames being the 'infotainment' frame which include articles about celebrities who have suffered and recovered from eating disorders.

Michel's (2015) study provides insight into how the 'infotainment' frame is used to describe eating disorders. The researcher is analysing eating disorder articles to understand if 'infotainment' frames were used in *Women's Health* (Media24). However, Michel (2015) only focused on the 'infotainment' frame in describing celebrities with eating disorders in *People* magazine. Other frames were not identified in the analysis of the *People* magazine articles. The researcher builds on this weakness in analysing various frames used by *Women's Health* (Media24) in describing eating disorders such as 'informational', 'narratives' and 'letters to the editor' frames.

Medical doctors Rukhsana Ahmed and Benjamin Bates (2016) describe in their book *Health Communication and Mass Media: An Integrated Approach to Policy and Practice* that mental health issues including eating disorders need to be effectually represented in media in including information that can support sufferers in recovery. Ahmed and Bates (2016) argue that an effectual media or news story includes support details such as 'helpline numbers', 'signs and symptoms' and 'details of medical institutions that can assist the sufferer in recovery from an eating disorder'. The researcher seeks to understand if articles about eating disorders in *Women's Health* (Media24) include 'effectual' information such as 'helpline numbers' and 'signs and symptoms'.

Ahmed and Bates' (2016) book provides insight into the inclusion of details about the 'supportive' frame in describing eating disorder articles (Ahmed & Bates, 2016). The researcher is analysing *Women's Health* (Media24) articles about eating disorders to understand if they include effectual information as outlined by Bates and Ahmad (2016). However, these researchers did not investigate magazine representation of eating disorders in terms of the inclusion of 'effectual' information. This study builds upon this limitation in analysing frames used to describe eating disorders such as 'informational' frames and if these articles included effectual information such as 'signs and symptoms' and 'helpline numbers' that could assist young women in recovery.

2.3.3 Current Print and Digital Studies on Eating Disorder Representation

This final section focuses on the current print and digital representations of eating disorders. This includes Stephen Lewis, Laura Klauninger and Ivana Marcincinova's (2016) study on the online representation of eating disorders, Jennifer Aubrey's (2016)

content analysis on the framing of eating disorders in health magazines, Jolanda Veldhuis, Elly Konijn and Silvia Knobloch-Westerwick's (2016) study on the influence of self-improvement magazine messages on body satisfaction, Chancellor, Tanushree Mitra and Munmun Choudhury's (2016) study on online eating disorder communities, Sarah Kendal, Sue Kirk and Steven Pryjamchuk's (2017) study on online forums that discuss eating disorders and lastly, Jessica Hill's (2017) study on analysing the profiles of Anorexics.

Similar to Michel's (2015) study on the framing of articles about celebrity eating disorders, Lewis, Klauninger, and Marcincinova (2016) studied the influence of online representation of celebrity eating disorders. These researchers investigated if news stories about celebrities who have suffered from eating disorders corresponded with information about eating disorders on American pro-eating disorder websites. The researchers found that there was a modest correlation between celebrity eating disorder articles and pro-eating disorder material in that both subjects focused on the glamourisation of eating disorders. The researcher seeks to understand if glamourised information about eating disorders was included in *Women's Health* (Media24) articles.

The study provides insight into the 'infotainment' frame is used to describe eating disorders (Lewis, *et al.*, 2016). The researcher is analysing if *Women's Health* (Media24) uses the 'infotainment' frame in describing celebrity eating disorder articles. However, this study only focused on correlations of the information found online in celebrity eating disorder articles and no insight is provided into the use of a 'informational' frame in understanding if 'effectual' information such as 'signs and symptoms' and 'helpline numbers' are included in the articles (Lewis, *et al.*, 2016). The researcher builds on this weakness in analysing whether or not *Women's Health* (Media24) use the 'informational' frame when describing eating disorders.

Similar to the book, *Health Communication and Mass Media: An Integrated Approach to Policy and Practice* (2016) in understanding health policies used to regulate information about eating disorders in the media, Aubrey (2016) conducted a content analysis that investigated the framing of US women's health magazines and found that out of the 347 magazine articles analysed, only 32.6% of these articles included medical information and the remaining 67.4% of the articles focused on appearance

frames. The researcher in this study seeks to investigate the representation of eating disorders in *Women's Health* (Media24) in focusing on the frames used to describe eating disorders and the statistical representation of these frames.

Aubrey's (2016) study provides an insightful statistical representation of the framing of health advice articles in US beauty magazines. The researcher conducts a descriptive statistical analysis to understand the representation of health/support frames in *Women's Health* (Media24). However, Aubrey's (2016) study only provided statistical representation and no effectual information about eating disorders was included. The researcher builds on this weakness in conducting a thematic analysis to uncover what support information *Women's Health* (Media24) articles are including about eating disorders.

A different perspective to Prendergast, West and Yan's (2015) study on the influence of eating disorder articles on body dissatisfaction, Veldhuis, Konijn and Knobloch-Westerwick's (2016) study investigated the influence of self-improvement magazine messages on body satisfaction. USA beauty magazines' cover messages over a three year period were analysed in terms of their inclusion of motivational messages. The researchers conducted semi-structured interviews with young women in understanding how they felt about these online magazine motivational messages. The researcher seeks to understand if *Women's Health* (Media24) articles about eating disorders included motivational messages to possibly encourage young women to develop body confidence.

This study provides insight into how magazine articles are framed as supportive and motivational in encouraging women to feel better about themselves. The researcher builds on this strength in uncovering if 'effectual' information is included in *Women's Health* (Media24) articles that could possibly motivate and increase body confidence in young women. However, the study focused on magazine cover messages and did not provide insight into how the 'informational' frame was used to describe eating disorders. The researcher in this study conducts a thematic analysis to understand the various frames of eating disorder representation in *Women's Health* (Media24) articles such as the 'informational' frame in including effectual information such as 'signs and symptoms'.

In recent online representations of eating disorders, Chancellor, Mitra, and Choudhury (2016) analysed how online communities on *Facebook* and *Tumblr* provided young women in recovery from eating disorders, with professional health advice. These researchers analysed 10 000 social media posts posted about recovery and findings revealed in a statistical analysis that 91% of these posts were supportive in providing 'effectual' information in the form of health advice and peer support groups for young women suffering from Anorexia (Chancellor, Mitra & Choudhury, 2016).

This study is beneficial in that although it studied the online representation of support frames for young women suffering from Anorexia, it also provides insight into how these online social media support communities provided 'effectual' information to help young women suffering from eating disorders (Chancellor, Mitra & Choudhury, 2016). The researcher analyses *Women's Health* (Media24) articles to understand if the 'effectual' information is included to help young women recover as described in the critical paradigm. The study is limited as it focuses on online support frames whereas the researcher is analysing magazine support frames in describing eating disorders and the ways in which articles are written may be different as a result of a difference in media.

Similar to Chancellor, Mitra and Choudhury's (2016) conference paper on online social media support communities, Kendal, Kirk and Pryjamchuk (2017) investigated how moderated online forums facilitated support for young women suffering from eating disorders. These researchers used a netnographic approach in analysing 400 messages posted in a one year period on eating disorder forums. The findings concluded that these support forums not only assisted young women in allowing them to share their personalised experiences but also included sub-forums where 'effectual' information such as 'signs and symptoms' and 'helpline numbers' in over 80 countries was included.

Kendal, Kirk and Pryjamchuk's (2017) study provides information about the use of the support frame in describing eating disorders effectually online. The researcher analyses and determines if articles include 'effectual' information to support young women in recovery. However, the study is limited as the scope is the online representation of support whereas the researcher's scope is magazine articles about

eating disorders included in *Women's Health* (Media24) and if these articles include support information such as 'helpline numbers' and 'signs and symptoms'.

Lastly, Hill (2017) conducted a study in the United States titled '*How Magazines for Young Women Present Profiles of Anorexics*' focused on how women with Anorexia were framed in USA magazines. Hill (2017) coded articles using a checklist to identify aspects that described Anorexia. Based on the results of the content analysis, Hill (2017) concluded that USA magazine articles about Anorexia mostly focused on young women's recovery journeys and not on signs and symptoms of Anorexia and the numbers of various recovery centres. The researcher seeks to understand if this trend of not including information about 'signs and symptoms' is evident in *Women's Health* (Media24) articles about eating disorders.

Hill's (2017) study provides the researcher with an understanding of how narrative frames are used to describe eating disorders. The researcher in this study analyses eating disorder articles in *Women's Health* (Media24) and identifies if narratives are used as a frame in describing eating disorders. The study however only provides details about narrative profiles of women suffering from Anorexia whereas the researcher also seeks to investigate how other eating disorders such as Bulimia Nervosa is framed in eating disorder articles in *Women's Health* (Media24).

Based on this literature review, the sources concluded that the earliest representations of eating disorders in magazines focused on narratives such as Ferris' (2003) textual analysis on eating disorders which included recovery stories more than 'effectual' information. Recent representations focused on celebrity stories, as seen in Michel's (2015) study on the representation of celebrities with eating disorders in *People*. Current representations of eating disorders have shifted online in using blog platforms and professional health advice groups, as seen in Aubrey's (2016) study on the online magazine representation of Anorexia. The researcher will build upon these findings in the current study by analysing *Women's Health* (Media24) articles about eating disorders in understanding whether or not these articles include 'effectual' information to help young women recover from eating disorders.

2.4 Conceptualisation

2.4.1 Framing

Dietram Scheufele and David Tewskbury (2007) defined framing as a concept that stated how a topic is represented in the media influenced the choices an audience made about how to process the information. Framing related to the proposed study as the researcher used the foundations of Media Framing theory to understand the various frames *Women's Health* (Media24) used when describing eating disorder articles. These frames were included in the coding schedule that the researcher used when collecting information about eating disorders, for example, 'informational', 'infotainment', 'narratives' and 'letters to the editor'. These frames assisted the researcher in analysing if the inclusion of effectual information was found in articles about eating disorders as this inclusion could possibly assist young women in recovery.

2.4.2 Eating Disorders

Eating Disorder Hope (2017) defined eating disorders as a range of psychological disorders characterized by disturbed eating habits and included Anorexia Nervosa, Bulimia Nervosa, Binge-Eating, Emotional Eating and Food Addiction as eating disorders. This concept related to the study as these types of articles about eating disorders formed part of the sample of this study as these are serious psychological illnesses that affect a young woman's life. The researcher identified how these different types of eating disorders were framed in *Women's Health* (Media24), specifically, what information was included about these articles and whether 'effectual' information was included such as 'supportive' details, for example, 'signs and symptoms' and 'helpline numbers', or if there was only an inclusion of non-effectual information such as 'celebrity images' and 'name and description of the celebrity' as the inclusion of 'effectual' information could assist young women in recovery.

2.4.3 Efficacy

According to Ajay Wasan (2014), efficacy can be defined as the inclusion of information that is helpful, supportive and beneficial. This concept related to the study as the researcher identified which *Women's Health* (Media24) articles included effectual information. The researcher coded 'effectual' information that pertained to the articles which included 'lists of medical institutions that have recovery programmes', 'signs and symptoms', 'helpline numbers' and 'medical interventions into how to assist a friend

who is suffering from an eating disorder'. This helped the researcher to distinguish which articles were 'effectual' and which were 'non-effectual'. An article that contains effectual information may have provided information that could support a young women in her recovery whereas an article that contains non-effectual information may have not possibly supported a young women in recovery.

To conclude, Gitlin's (1979) Media Framing theory used to analyse how articles about eating disorders in *Women's Health* (Media24) are framed. The review of literature allowed the researcher to understand what is known and not known on the representation of eating disorders in magazines. The key concepts were drawn from this literature review and helped guide the researcher in the next section of this study.

3. METHODOLOGY

The section includes a discussion of the study's research paradigm, research design, population, sampling, data collection methods, and data analysis methods used in this research study.

3.1 Research Paradigm

Courtney Martin (2007) believed a power dynamic exists in a society where young women were more susceptible to be critical of their bodies compared to men. These young women were more susceptible because they are the marginalised group of the two genders. Martin (2007) believed one of the ways these young women think they can increase their self-image was conforming to unrealistic expectations of beauty in magazines. This media representation of beauty created a situation where young women believed themselves to be 'body negative'. A paradigm that focuses on power relationships was Critical Realism. This paradigm is concerned with empowering or supporting individuals in a society (Du Plooy-Cilliers, Davis, and Bezuidenhout., 2014:35). This study aimed to uncover information found in *Women's Health* (Media24) articles about eating disorders that possibly shed light on the media's responsibility in either supporting the perpetuation of 'body negative' views young women have or assisting young women by providing supportive information such as 'signs and symptoms', 'helpline numbers' and 'links to supportive websites'.

Moreover, critical realists believe reality changes over time (Du Plooy-Cilliers, *et al.*, 2014:35). Therefore, the ontological position of this study aimed to uncover if information about eating disorders in *Women's Health* (Media24) articles had shifted over a three-year period to articles that included 'effectual' information that could support young women suffering from eating disorders. Epistemology is the study of knowledge and critical realists believe knowledge contributes to social change (Du Plooy-Cilliers, *et al.*, 2014: 35). This study aimed to gain knowledge about what information *Women's Health* (Media24) included about eating disorders including if this information was supportive or if these articles only contained information that was entertaining. From an epistemological perspective, this study aimed to understand if 'effectual' information about eating disorders was included in *Women's Health* (Media24) articles.

Additionally, the critical realists seek to uncover the value judgments of equality and empowerment (Du Plooy-Cilliers, *et al.*, 2014:35). Therefore, the axiological position of this study valued empowerment in terms of the inclusion of 'effectual' information such as articles including 'signs and symptoms' or 'helpline numbers' about eating disorders that could possibly assist young women to feel empowered to recover from eating disorders.

Furthermore, critical realists believe that theories are a critique that reveals social conditions and uncover power relationships that exist in society (Du Plooy-Cilliers, *et al.*, 2014: 35). Therefore, the metatheoretical position of this study was that the researcher uses Media Framing theory to understand the frames used by *Women's Health* (Media24) in the reporting of eating disorders articles. This theory was used quantitatively as the number of articles about eating disorders that fall within frames was counted. This theory was also used qualitatively to understand the exact information included about eating disorders such as 'signs and symptoms', for example, 'low blood pressure', 'low body weight' and 'headaches'.

Lastly, critical realists believe that mixed methods (qualitative and quantitative) should be used in understanding a phenomenon (Du Plooy-Cilliers, *et al.*, 2014:35). Therefore, the methodological position of this proposed study was that the researcher utilised a quantitative method in counting articles that cover eating disorders in

Women's Health (Media24) from January 2015 to December 2017 and recorded and analysed these numbers. A coding schedule was then used to identify frames such as 'Infotainment' and priori codes such as 'celebrity stories'. The information was firstly analysed using a descriptive statistical analysis to understand the representation of frames used to describe eating disorders and thereafter a thematic analysis was used to identify certain themes that pertained to the data analysed.

3.2 Research Design

The most relevant research design for this study was mixed methodology in using both quantitative and qualitative methods to gain an understanding of the frames used to describe eating disorders in *Women's Health* (Ivankova, Creswell & Plano Clark., 2016:308). Ivankova, Creswell and Plano Clark (2016) define triangulation as the validation of data in using more than one data collection and analysis method. The researcher used more than one data collection method in the form of counting the number of articles and the articles were then coded using a coding schedule. Thereafter, the researcher used a descriptive statistical analysis and thematic analysis to analyse the coded content. Media Framing theory formed the theoretical foundation of this study and is multidisciplinary as it fits within the Communication Field.

Additionally, longitudinal studies refer to research studies that occur over an extended period of time (Ivankova, *et al.*, 2016:310). The researcher aimed to describe how *Women's Health* (Media24) articles about eating disorders had been framed in three years from January 2015 to December 2017. Therefore, the study was longitudinal as this study analysed articles over thirty-six months and during that time period only seven articles were identified. A cross-sectional study would have not provided the researcher with enough articles to describe effectively how *Women's Health* (Media24) articles framed eating disorders.

Moreover, Maree (2016:134) defines deductive reasoning as testing existing theory about a phenomenon in describing research issues rather than generating new theory. The researcher used deductive reasoning because Gitlin's (1979) Media Framing theory and the concepts of this theory was used to understand the various frames that *Women's Health* (Media24) used to describe eating disorders, for example, 'informational' and 'infotainment' frames. A qualitative non-interactive research refers

to when the researcher does not involve active participants in the study (Maree, 2016:36). This was used as the researcher created a coding schedule and coded articles in *Women's Health* (Media24) to understand frames used in describing eating disorders and no participants were interviewed in this study. This study used basic research as this believes a research study is not designed to solve problems but rather how to think about and perceive phenomena (Du Plooy-Cilliers, *et al.*, 2014:289). The researcher only used Media Framing theory to understand how *Women's Health* (Media24) articles described eating disorders as this illuminated aspects that could assist young women in recovery.

3.3 Population

The researcher decided what was needed to gather information that addressed the research question (Du Plooy-Cilliers, *et al.*, 2014:132). Target population refers to anyone or anything that falls within the population parameters (Du Plooy-Cilliers, *et al.*, 2014:134). The researcher aimed to understand how beauty magazines framed eating disorders in South Africa. However, this population was too broad and the researcher refined this population in gathering *Women's Health* (Media24) articles about eating disorders. This was known as the accessible population because the researcher had access to the articles published over three years from January 2015 to December 2017.

In terms of the population parameters of this study, this refers to the nature of the population, size and unique characteristics (Du Plooy-Cilliers, *et al.*, 2014:134). The nature of the population was *Women's Health* (Media24) articles about eating disorders. The size in this study was focusing specifically on seven *Women's Health* (Media24) articles about eating disorders because the researcher did not have funding to access all beauty magazine articles about eating disorders in South Africa over the past three years. The articles were unique in that they needed to cover eating disorders and must have appeared in *Women's Health* (Media24) over the last three years.

3.4 Sampling

Once the researcher identified the population of this study, a sample from this population was selected. The most relevant type of sampling was non-probability sampling. This is when the researcher chooses what elements to include in the sample

because generalisation of representation is not considered important (Nieuwenhuis, 2016:86). The researcher purposely selected seven articles about eating disorders in *Women's Health* (Media24) from January 2015 to December 2017. Probability sampling was not selected because this focuses on generalisation (Nieuwenhuis, 2016:86). Generalisation was not considered important in the scope of this study because the researcher only focused on how *Women's Health* (Media24) described articles about eating disorders over three years and not the generalisation of frames.

3.4.1 Sampling Method

As the researcher chose what elements to include in the sample, purposive sampling was used for this study. Purposive sampling is the selection of elements to include in a sample based on pre-determined criteria (Nieuwenhuis, 2016:88). The researcher purposely selected articles in *Women's Health* (Media24) about eating disorders as this was the pre-determined criteria of this study. This sampling method also discards elements not included in the pre-determined characteristics (Du Plooy-Cilliers, *et al.*, 2014:142), for example, articles about depression or anxiety was not included as they do not fit within the scope of this study.

3.4.2 Sample Size

The process of selecting social artefacts or individuals that will be included in the study (Du Plooy-Cilliers, *et al.*, 2014:132). The researcher selected seven articles about eating disorders in *Women's Health* (Media24) from January 2015 to December 2017. This sample size was selected instead of a larger sample size because the researcher did not aim to understand generalisation of representations of eating disorders. The researcher only aimed to understand the frames used to describe eating disorders in the articles.

3.4.3 Unit of Analysis

This refers to main entities such as people, groups, and artefacts that the researcher seeks to study (Du Plooy-Cilliers, *et al.*, 2014:132). The unit of analysis for this study was one magazine article about eating disorders including its copy and visuals. This article fell within one of the frames the researcher identified. These frames were known as 'infotainment', 'narrative' and 'informational' frames and assisted the researcher in understanding the central aim of the study of how *Women's Health* (Media24)

described eating disorders and if these articles included effectual information such as 'signs and symptoms' and 'helpline numbers'.

3.5 Data Collection Methods

Since this study included the use of both quantitative and qualitative methods, triangulation was used to help understand how both these methods related to each other. The researcher utilised a quantitative method in physically counting the number of articles included in *Women's Health* (Media24) about eating disorders as well as the frames used to describe eating disorders. This involved the process of gathering and reading thirty-three *Women's Health* (Media24) magazines from January 2015 to December 2017. The researcher then identified seven articles that included information about eating disorders as this was the scope of the study.

Once the researcher counted the articles about eating disorders, a coding schedule was created to understand the different types of frames used to describe eating disorders in *Women's Health* (Media24). According to Heather Stuckey (2015), a coding schedule can be defined as a research method used to interpret meaning from the content of text data. In this case, the researcher used a coding schedule which consisted of categories and codes used to code the visual and written content included in articles about eating disorders published in *Women's Health* (Media24). This allowed the researcher to separate the articles into 'informational', 'infotainment' and 'narratives' frames. An advantage of this coding schedule is that it allowed for the researcher to create codes about magazine representation of eating disorders ahead of time therefore coding was less time consuming (Stuckey, 2015). However, a shortcoming of a coding schedule was that there can be researcher bias in creation of codes (Stuckey, 2015). This shortcoming was overcome as codes created were related to past literature and emerging data about eating disorders.

Moreover, the researcher determined priori codes. Maree (2016) defined priori codes as conceptual frames that the researcher developed before engaging with the text. The researcher identified two broad categories of representation, namely, 'effectual' information and 'non-effectual' information. Each frame contained codes that fell within one or both of these two categories, for example, the 'infotainment' frame included 'effectual' information that consisted of the codes, for example, 'A2 signs or symptoms

of the celebrity's eating disorder', and 'A5 details of celebrity's personal experience in terms of the development and recovery of the eating disorder'. The coding schedule for all of the frames of 'infotainment', 'informational' and 'narratives' was included in the coding schedule found in ANNEXURE D. The researcher then used different colour highlighters to code the information that was related to a particular frame and code when *Women's Health* (Media24) articles were analysed.

Thematic coding is the identification of codes based on themes (Maree, 2016). Once the researcher identified two categories of 'effectual' and 'non-effectual' and themes of 'infotainment', 'informational' and 'narratives', the researcher then thematically coded the articles based on their inclusion of effectual and non-effectual codes. An excerpt of an article that the researcher coded with annotations and highlighted extracts is included below:

Figure 1: Excerpt of a coded article



3.6 Data Analysis Methods

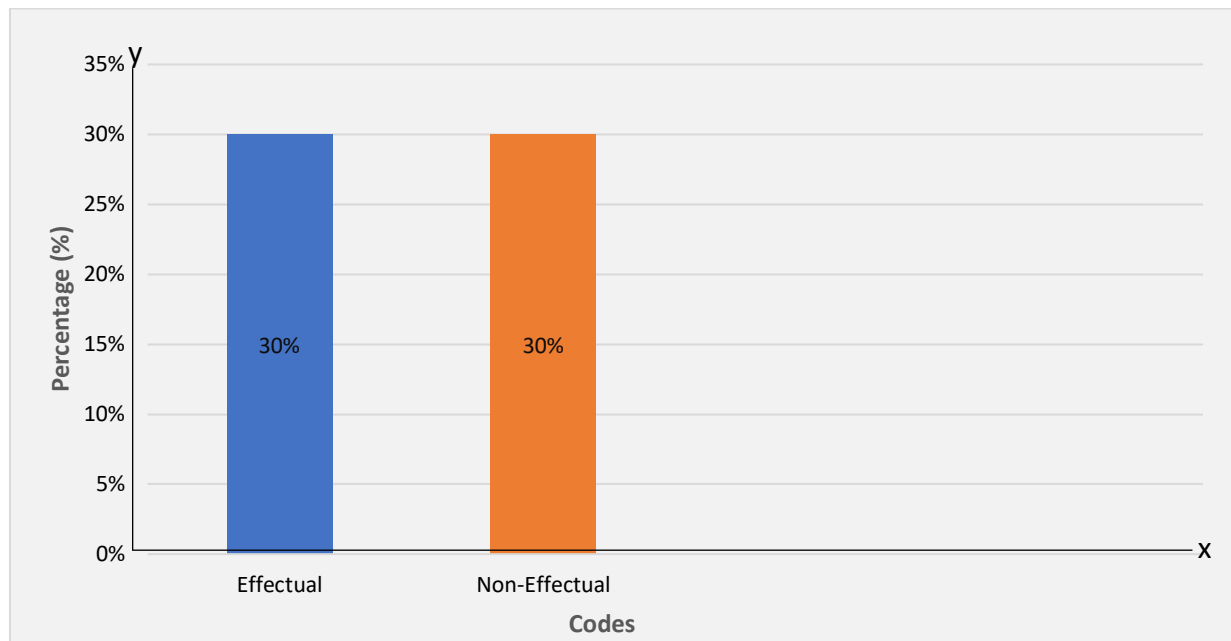
In analysing the various frames used to describe eating disorders in *Women's Health* (Media24), the researcher used a descriptive statistical analysis. A Descriptive statistical analysis is used in providing visual and textual accounts of quantitative data (Maree, 2014:204). An advantage of this method was that it allowed for a high degree of objectivity. This was upheld in the study as the researcher only focused on the statistical presence and/or absence of effectual and non-effectual codes in the articles data (Maree, 2014:204). However, a shortcoming of this method was that it did not provide in-depth information such as what 'effectual' and 'non-effectual' information is included in the articles (Maree, 2014:204). This shortcoming was resolved as the researcher conducted a thematic analysis to analyse the articles in-depth.

Once the articles were counted and coded, the researcher determined the representation of each frame and codes in creating frequency tables for each one of the seven articles. The tables focused on the number of 'effectual' and 'non-effectual' codes included in the articles. This related to the objective of this study in focusing on *Women's Health's* (Media24) ability to include 'effectual' information about eating disorders and what 'non-effectual' codes were included in the articles. Bar graphs were used to visually depict the number of 'effectual' and 'non-effectual' codes included in the articles. An example of a frequency table and bar graph used to depict this information is included below:

Table 1: Frequency table for Article 7

Code	Number (n)	Percentage (%)
Effectual Codes	n = 3	30%
Non-effectual codes	n = 3	30%
Total	6	60%

Figure 2: A bar graph illustrating the percentage of effectual and non-effectual codes included in Article 7



It can be seen based on the above table and graph that 30% (n=3) of the information included in the article was effectual. This related to the objective of this study which investigated whether *Women's Health* (Media24) articles about eating disorders included 'effectual' information. 30% (n=3) of the information included in the article was non-effectual. Therefore, the article had a balance of 'effectual' codes and 'non-effectual' codes.

Furthermore, once the researcher conducted frequency tables and bar graphs for all seven articles, the researcher then used a thematic analysis to identify and code certain themes that pertained to the data (Du Plooy-Cilliers, *et al.*, 2014:234). Braun and Clarke (2013) define a thematic analysis as a qualitative analysis method whereby the researcher identified implicit and explicit themes within a data set. An advantage of this method was that it allowed for flexibility and could be applied to various types of research methodologies (Braun & Clarke, 2013). This was upheld in the study as although the researcher was conducting mixed methods, a thematic analysis was used to gain an in-depth understanding of the information included in the articles. However, a shortcoming of this method was that it did not tell the researcher how to identify themes so it could have led to the researcher identifying incorrect themes (Braun & Clarke, 2013). This was avoided in the study as the researcher related the themes

created to literature review findings, Gitlin's (1979) Media Framing theory and the concepts of 'efficacy', 'framing' and 'eating disorders'.

The researcher followed Braun and Clarke's (2013) six phases model on how to conduct a thematic analysis to produce the following report. The themes identified included 'effectual infotainment', non-effectual infotainment', 'effectual informational', 'effectual narrative' and non-effectual narrative'. Each of the seven articles were coded based on these themes. An example of how the researcher thematically analysed an article is included below:

Article 1: *'Hooked on Food', February 2015*

Theme: *'Effectual Informational'*

Evidence from Article: 'if cravings are thwarting your diet, cut yourself some slack – there's evidence that food addiction is real'. 'In a food-related test, overweight women were stimulated by pictures of eats and performed worse than peers with a lower BMI. Just like those who are addicted to drugs or alcohol, some people may be unable to resist the pull of eating, says study co-author Dr Claus Vogel. Cognitive therapy with a pro can help unlearn this'

The above article contained 'effectual' information. This related to the concept of 'efficacy' which Wasan (2014) defined as the ability for an article to provide individuals with supportive information as the article includes advice provided by a professional, Dr Claus Vogel who suggested cognitive therapy to help those who suffer from food addiction. The article also included signs and symptoms such as 'cravings' that an individual can be aware of when reading the article. Gitlin's (1979) Media Framing theory was also related to this article as Gitlin (1979) stated that there are several ways to frame an article, one of these was using the informational frame. This frame was used in this article because it included medically supportive information. The article also related to the concept of 'eating disorder' because food addiction was included in this article and that was an eating disorder that the researcher conceptualised.

3.7 Validity, Reliability and Trustworthiness

This section included a description of both validity, reliability and trustworthiness as study used mixed methods to understand the frames used to describe eating disorders.

3.7.1 Validity

This can be defined as the ability of the study to measure what it was supposed to measure and is the extent to which the tool used reflected the reality of the constructs measured (Du Plooy-Cilliers, *et al.*, 2014:256). The tool this study used was a coding schedule. This was the relevant data collection tool for this study as the researcher aimed to understand the content that was included about eating disorders in *Women's Health* (Media24) articles. Therefore, this tool was representative of the content because the codes created and included was based upon emerging data, theoretical frames and findings from the literature review. This coding schedule created met the criteria needed in terms of construct validity because it was only used to measure the 'effectual' and 'non-effectual' codes used to describe eating disorders in *Women's Health* (Media24) and not other topics such as anxiety or depression articles.

In terms of internal validity, this refers to whether the research method chosen answered the research question/s of the study (Du Plooy-Cilliers, *et al.*, 2014:257). The coding schedule was the data collection tool that was used to answer the research question of '*Question One: Do articles about eating disorders in Women's Health (Media24) include effectual information needed to help young women recover?*' because based on the 'effectual' codes created and included in this coding schedule, it allowed the researcher to understand whether or not articles about eating disorders include 'effectual' information or if they only included 'non-effectual' information. External validity was not applicable in the study because the researcher was not focusing on the generalisation of findings to a larger population.

3.7.2 Reliability

This refers to assessing whether the research method or instrument is trustworthy and if this tool was used by a different researcher at a different time it would lead to the same findings (Du Plooy-Cilliers, *et al.*, 2014:254). For example, in the study the researcher used a coding schedule that contained explicit codes and themes created to analyse content included about eating disorders in *Women's Health* (Media24). This

coding schedule was reliable as the codes created were based upon sound research in terms of emerging data, literature review findings and the theoretical framework. This coding schedule could be used to determine how eating disorders were framed in another magazine, for example, *People* magazine as the codes created did not only focus on information included in *Women's Health* (Media24) but also other beauty magazines that cover eating disorders. For example, the theme 'infotainment' derives from Gitlin's (1979) Media Framing Theory where he stated that there are different frames used to describe topics in magazines, one of these being the 'infotainment' frame. The code of 'name and description of eating disorder' can be applied to a different magazine because this magazine may also include the name and description of the eating disorder.

3.7.3 Trustworthiness

Firstly, *credibility* was the ability of the researcher to link findings with reality in order to demonstrate the truth of the research study's findings (Du Plooy-Cilliers, *et al.*, 2014:234). The researcher ensured credibility in this study in using a coding schedule that included explicit frames of 'informational', 'infotainment' and 'narratives' when the information about eating disorders in *Women's Health* (Media24) was analysed. This coding schedule was pre-tested on one of the seven articles. The findings found in coding this information were linked to the research issue in understanding how *Women's Health* (Media24) may or may not be including effectual information about eating disorders.

Secondly, *transferability* was the ability of the findings to relate to the broader population (Du Plooy-Cilliers, *et al.*, 2014:234). The researcher created themes of 'informational', 'narratives' and 'infotainment' that were included in the coding schedule. These themes could be applied to another similar study such as looking at articles about eating disorders in *People* magazine. Gitlin's (1979) Media Framing Theory was used as the theoretical framework of this study and could possibly be used in a similar study when identifying various frames/themes used to describe eating disorders. The population characteristics included articles about eating disorders in *Women's Health* (Media24) and the coding schedule designed for this study could potentially be used in analysing eating disorder articles in other beauty magazines in South Africa.

Thirdly, *dependability* was the quality of integration between the findings, the data analysis method and the theoretical framework of the proposed study (Du Plooy-Cilliers, *et al.*, 2014:234). The data analysis method used in this proposed study was a thematic analysis. A thematic analysis was most relevant for this mixed methods study in analysing the themes identified in the coding schedule of 'informational', 'narratives' and 'infotainment'. Media Framing theory was a relevant theory for a mixed methods study because the researcher aimed to gather information about how *Women's Health* (Media24) has represented articles about eating disorders over three years. The researcher also aimed to understand how the frames of 'infotainment', 'informational' and 'narratives' were used to describe eating disorders including the inclusion of effectual and non-effectual information about eating disorders in these articles because the researcher wanted to address the problem of how beauty magazines may have not been including effectual information about eating disorders over the last three years.

Fourthly, *confirmability* was the extent to which research findings are not shaped by researcher bias, motivation or interest (Du Plooy-Cilliers, *et al.*, 2014:234). To avoid researcher bias in this study and to enhance objectivity, the researcher identified explicit themes and descriptions of these themes used to describe eating disorders in *Women's Health* (Media24). The researcher will keep the articles and analysis of these articles for a minimum of five years. Triangulation was used to validate or confirm the findings as both a descriptive statistical analysis was conducted to understand the representation of eating disorders and a thematic analysis was used to understand the themes used to understand the framing of eating disorders.

It can be seen that both validity, reliability and trustworthiness are all critical aspects part of a mixed methods study to ensure objectivity, reliability of results and future possible replication studies.

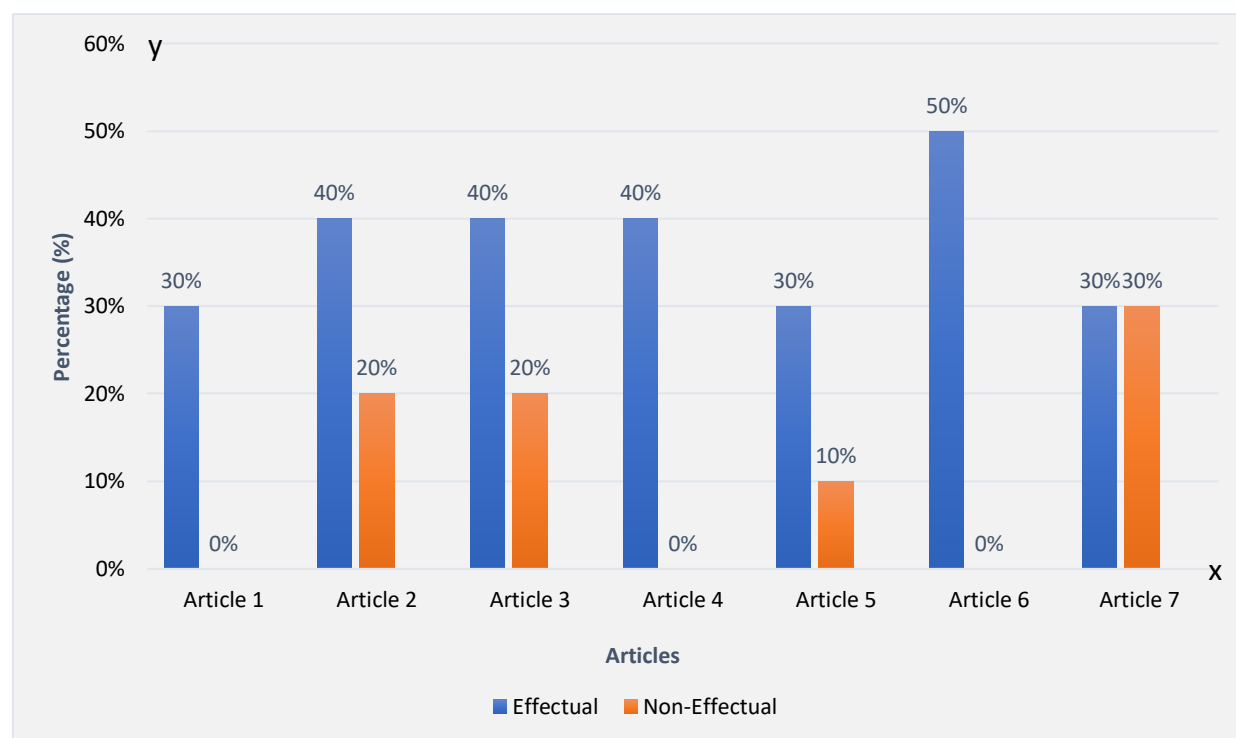
It can be seen that the above sections form a critical part of the study's methodological framework in order for the research question, objectives to, and problem to have been addressed in this study

4. PRESENTATION AND INTERPRETATION OF FINDINGS

This section included the quantitative presentation of results in the form of a bar chart and the qualitative section included a narrative discussion with indented quotes based on an analysis of seven *Women's Health* (Media24) articles about eating disorders.

In order to answer the research question of '*Do Women's Health (Media24) articles about eating disorders include effectual information?*' and objective '*to identify if Women's Health (Media24) articles include effectual information about eating disorders such as 'helpline numbers', 'recovery centre names' and 'signs and symptoms'*', the quantitative part of this study was presented using a bar graph that depicted the inclusion of effectual and non-effectual information included in the seven articles.

Figure 3: Bar graph illustrating the percentage of effectual and non-effectual codes included in the seven articles analysed



It can be seen based on the above bar graph that every one of the seven *Women's Health* (Media24) articles about eating disorders included 'effectual' information. This is related to the research question of '*Do Women's Health (Media24) articles about eating disorders include effectual information?*' and objective '*to identify if Women's*

Health (Media24) articles include effectual information about eating disorders such as 'helpline numbers', 'recovery centre names' and 'signs and symptoms' as it can be seen based on the above graph that *Women's Health (Media24) articles about eating disorders do include 'effectual' information*. This finding can also be related to Room's (2014) study where he analysed and found that newspaper articles about drug addiction included 'effectual' information. This is related to the study as 'effectual' information was found in *Women's Health (Media24) articles about eating disorders*. The research problem aimed to investigate if 'effectual' information was included. If not it could lead to women suffering from eating disorders not receiving information that could benefit them. It was found that there is an inclusion of 'effectual' information in these *Women's Health (Media24) articles*.

Moreover, the finding of the inclusion of 'effectual' information in all seven articles can also be related to the key concept of 'efficacy' as this concept meant the ability of articles to include helpful and beneficial information and it was statistically evident that effectual information was included in all seven analysed articles. 'Non-effectual information' was also found in four out of the seven articles. This finding relates to Aubrey's (2016) study where she found that 67,4% of the health articles she analysed included 'non-effectual' information such as descriptions of celebrities or individuals who suffered from an eating disorder, demographical information and before-and-after-images. This statistical finding was relative to this study because four out of the seven (57.1%) of the articles included 'non-effectual information'. An insightful finding was article seven where there was an equal number of 'effectual' and 'non-effectual' information (30% for both 'effectual' and 'non-effectual'). None of the previous studies conducted on this topic found this finding.

Furthermore, in order to answer the research question of '*How does Women's Health (Media24) frame eating disorders?*' and the objective '*to describe how Women's Health (Media24) frame eating disorders*', the qualitative part of this study was presented as a narrative with indented quotes.

Firstly an article titled 'Skye High' discussed how a local South African celebrity, Emily Skye, suffered and recovered from an eating disorder. This article fell within the

'infotainment' frame because there was evidence that the article included demographical information about a celebrity:

"13-million followers across Instagram, Snapchat, Twitter, Facebook and Youtube" (Goldman, 2017).

The article fell within the 'infotainment' frame due to her large following base on social media accounts. This related to Gitlin's (1979) Media Framing theory where he stated that 'infotainment' was one of the frames the media used to describe a topic, in this case, information about a celebrity who suffered from an eating disorder. The article also included 'effectual' information which related to the objective of describing how *Women's Health* (Media24) described articles about eating disorders as it can be seen that *Women's Health* (Media24) utilised the 'infotainment' frame and the article included 'effectual' information. This related to the issue of this study as it was found that articles about eating disorders in beauty magazines in the United States of America were not including effectual information (Michel, 2015). However, in the article, a description of the development of the eating disorder is mentioned as well as signs and symptoms:

"I'd go to castings and compare myself to the other woman", she says. I would think I'm not pretty or skinny enough' (...) 'By her early twenties, Emily was on the verge of an eating disorder, Daily cardio sessions and a diet of carrots, celery and hummus kept her to a size 28" (Goldman, 2017).

This related to Room's (2014) study on drug addiction where he stated that articles needed to include effectual information that could possibly benefit individuals and motivate them to recover. The information found in this article included how the celebrity developed the eating disorder and signs and symptoms which could possibly be of benefit to young women reading this article who suffer from eating disorders. However, no 'helpline numbers' and 'list of recovery centres' was found in this article and this was two of the criteria that Room (2014) stated should be included in an 'effectual' article.

Moreover, to reinforce that the article included 'effectual' information, a description of Emily's 'turning point' and how she recovered from the eating disorder was also evident:

"I started looking at muscle and fitness magazines and the women seemed so strong and healthy. I loved the idea of using weights to transform your body, to look powerful. (...) Her depression melted away and she was able to stop taking antidepressants that had been part of her life for a dozen years" (Goldman, 2017).

This finding related to the concept of efficacy which Wasan (2014) defined as the ability of articles to include supportive information because women reading this article may be motivated by Emily's recovery journey and aftermath of suffering from an eating disorder. This also related to a previous study conducted by Aubrey (2016) who focused on how celebrities with eating disorders were framed in American beauty magazines, however the focus within Aubrey's (2016) study was on the inclusion of before-and-after photographs and stories of triumph which she regarded as 'non-effectual' information whereas in this study it was found the other information about eating disorders was provided such as signs and symptoms, the development of the eating disorder and recovery journey.

However, the 'infotainment' article, 'Skye High', included less 'non-effectual' information than 'effectual' information. This was in the form of an image of the celebrity named Emily Skye as well as before-and-after images of this celebrity. This finding corroborated with a finding in Michel's (2015) study who believed that 'non-effectual' information would not support sufferers of eating disorders and therefore classified before-and-after images of celebrities who recovered from eating disorders as 'non-effectual' information. This finding also related to the objective of this study in describing how *Women's Health* (Media24) frames articles about eating disorders as it can be seen that the infotainment frame was used as well as the inclusion of 'non-effectual' information in articles describing eating disorders.

Moreover, the 'informational' frame was also used to describe eating disorders in *Women's Health* (Media24) articles. This relates to Gitlin's (1979) Media Framing

theory where he stated that articles can be framed using the 'informational frame'. This included medical support articles that contained only 'effectual' information about eating disorders. An article titled 'Hooked on Food' provided a description of an eating disorder, signs and symptoms, expert and medical advice:

"If caving to cravings is thwarting your diet, cut yourself some slack, there's evidence that food addiction is real! In a food-related computer test, overweight women were more stimulated by pictures of eats and performed worse than their peers with a lower BMI. This suggests that, just like those who are addicted to drugs or alcohol, some people may be unable to resist the pull of eating, says study co-author Dr Claus Vogelee'. Cognitive therapy with a pro can help you unlearn this." (Skye, 2017).

This finding related to Room's (2014) study where he stated articles surrounding the issue of addiction, in this case food addiction, needed to include information such as signs and symptoms, expert medical advice and a description of the eating disorder in order for the information to be regarded as effectual. This finding related to the research objective of describing how *Women's Health* (Media24) frames articles about eating disorders because it can be seen that 'effectual information' was included in the article.

Moreover, an insightful finding was the ability of all the informational articles to include medical information as well as a form of action that an individual could take if he/she suspected that he/she had an eating disorder and/or he/she was wanting to recover from an eating disorder. Room (2014) believed that this was important when including 'effectual' information. A referral to a doctor or psychologist was provided such as in the article titled 'Are your feelings making you fat?':

"The clinical definition of binge eating disorder is consuming large amounts of food (typically twice the kilojoules you'd normally have in a day) twice a week over a period of three months. (...) Your GP will be able to diagnose you or you can head to Eat-26.com for an online test" (Ricciardelli, 2017).

This finding related to the broader research problem of, if articles about eating disorders in *Women's Health* (Media24) include 'effectual' information that young women in South Africa could read and feel motivated to recover from an eating disorder as Michel (2015) who found that articles about eating disorders in American beauty magazines were not including 'effectual' information. However, the informational articles about eating disorders did in fact contain effectual information. This was further reinforced within the article titled 'Hooked on Hunger' where expert medical advice was provided to assist individuals who have suffered from food addiction:

"Begin by reining in your hyperpalatables. You need to eat healthier foods that will temper temptation from the drug-like food and beverages you've been hooked on' says Frank de Gouveia" (Weakley, 2015).

Moreover, besides the 'infotainment' and 'informational' frames *Women's Health* (Media24) used to describe eating disorders, narratives were also used to describe these articles. This was evident within the 'letters to the editor' section of the magazine. An article titled 'I think a lot about food, do I have an eating disorder?' included 'effectual' information such as signs and symptoms as well as a link to a recovery website:

"And even if you aren't starving yourself, bingeing or purging, your relationship with food can still be disordered (...). Talk to a professional. RecoverySpace.org is a great resource with links to find help" (Weakley, 2017).

This finding contradicted with finding in the study conducted by Inch and Merali (2006) as these researchers found that 'effectual' information was not included within these narratives, however, in this study it was found that effectual information such as signs and symptoms and a link to a recovery website was provided. An insightful finding that none of the previous literature surrounding this topic investigated was how eating disorders were framed as a narrative within the 'letters to the editor' section of a magazine. This is evident in an article titled 'Back in the Saddle' written by Chantal de Jay to *Women's Health* (Media24) about her experience in suffering from Binge-eating disorder,

“Being so absorbed in my first ever Women’s Health, I didn’t notice Majoor, who’d come close and closer (...) Thank you WH! I don’t miss an edition! My slogan: ‘Was it easy? No. Is it worth it? Absolutely yes!’” (De Jay, 2015)

Moreover, articles that fell within the ‘narrative’ frame in *Women’s Health* also included helpful tips that individuals could follow if they sought to recover from an binge-eating disorder,

“Prepare: if you don’t have healthy food at hand, you’re setting yourself up for failure” (Nicol, 2016).

This related to the concept of ‘efficacy’ as advice provided by an individual who had suffered from an eating disorder could prove helpful/beneficial to individuals suffering from an eating disorder. This finding related to Ferris (2003) study where she investigated how the narrative frame was used to describe eating disorder as Ferris (2003) investigated how articles that were written with narratives included helpful tips and advice for an individual suffering from an eating disorder and this was evident in the above article.

However, ‘non-effectual’ information was also included within the narrative articles. This was represented mainly using demographical information as well as the before-and-after images of the individual who suffered from an eating disorder:

“Angelique du Plessis, 33, Cape Town” (Nicol, 2016).

This was an insightful finding as none of the previous studies on this topic investigated the use of demographical information as a criteria for ‘non-effectual’ information. However, the use of ‘before-and-after images’ within the narrative frame related to a finding found within Ferris’ (2003) study which found that before-and-after images were used in articles to describe young women who had suffered and recovered from eating disorders. This finding also related to the objective of this study in describing how *Women’s Health* (Media24) frames articles about eating disorders as it can be seen that the ‘narrative’ frame was used as well as the inclusion of ‘non-effectual’ information in articles about eating disorders.

It can be seen that the presented data demonstrated that *Women's Health* (Media24) articles about eating disorders include both effectual and non-effectual information. This was determined through the presentation and interpretation of findings based on analysed articles about eating disorders.

5. CONCLUSION

The final section of this study consisted of the research questions and objectives addressed, research problem addressed, ethical considerations for the researcher, limitations and delimitations and the study's heuristic value.

5.1 Research Questions and Objectives Addressed

The first research question of this study was 'Q1: *Do Women's Health (Media24) articles about eating disorders include effectual information?*' and the objective was 'to identify if *Women's Health (Media24) articles about eating disorders included effectual information*'. This question and objective was addressed firstly in the creation of a coding schedule with the categories of 'effectual' and 'non-effectual' codes. Secondly, a descriptive statistical analysis was used where the researcher found that although the seven articles about eating disorders included non-effectual information, overall the articles included effectual information and this inclusion of effectual information was found more so than non-effectual information.

An insightful finding however was found within an article that fell within the 'infotainment' frame where there was an equal number of 'effectual' and 'non-effectual' codes in this article. Previous literature did not investigate the balance of 'effectual' and 'non-effectual' codes. An implication of this finding is that it sheds light into how *Women's Health* (Media24) frames eating disorders both effectually and non-effectually. The inclusion of 'effectual' information in all seven articles about eating disorders corroborated with Room's (2014) study where he stated that in order for articles to be of possible support or benefit to readers, they needed to include 'effectual' information. This finding could possibly benefit sufferers of eating disorders who could read *Women's Health* (Media24) and find information about an eating disorder and advice on how to recover from an eating disorder. If South African beauty magazines such as *Women's Health* were not including 'effectual' information about eating

disorders, it could lead to young women who read *Women's Health* (Media24) to possibly not receive advice and tips to recover from an eating disorder.

Additionally, the second research question of this study was 'Q2: *How does Women's Health (Media24) frame articles about eating disorders?* and the objective was 'to describe how *Women's Health (Media24)* frames eating disorders'. The researcher used the foundations of Gitlin's (1979) Media Framing theory to identify the various frames *Women's Health* (Media24) used to describe eating disorders. A coding schedule was then used to help the reader identify how *Women's Health* (Media24) framed articles about eating disorders. It was found that three frames were used, namely, the 'infotainment', 'informational' and 'narrative' frames. These frames included 'effectual and 'non-effectual' information eating disorders. It was found that all seven articles fell within one of the three frames and that these articles included both 'effectual' and 'non-effectual' information about eating disorders.

An insightful finding was that *Women's Health* (Media24) articles that fell within the narrative frame were included in the 'letters to the editor' section, this was not found in any of the previous studies conducted on this topic, and provided insight into the unique manner *Women's Health* (Media24) framed articles about eating disorders. Also, the inclusion of links to recovery centres and actions that an individual could take in order to recover from an eating disorder was also a finding that was evident in this study and that was not investigated in previous studies. This finding could possibly benefit sufferers of eating disorders who could possibly read *Women's Health* (Media24) and find information about an eating disorder and advice on how to recover from an eating disorder.

5.2 Research Problem Addressed

The problem of this study was that in a previous study conducted by Michel (2015) it was found that beauty magazines in the United States of America were not including 'effectual' information about eating disorders. If South African beauty magazines including *Women's Health* (Media24) did not include 'effectual' information about eating disorders, it could lead to young women possibly not receiving help to recover from an eating disorder. This study only shed light on how *Women's Health* (Media24) articles did in fact include 'effectual' information about eating disorders as the focus on

this study was not on determining whether young women used this information to recover but rather on one of the media's responsibilities of salient reporting about topics such as eating disorders. Although *Women's Health* (Media24) articles still included 'non-effectual' information, this information was represented as 'before-and-after images' and 'demographical' information. Every one of the seven articles analysed did include 'effectual' information that Room (2014) believed to be beneficial and supportive.

Previously literature focused on how young women who read beauty magazines could develop an eating disorder but insufficient studies were conducted on the information beauty magazines included about eating disorders. This study therefore provided insight into how *Women's Health* (Media24) articles about eating disorders included 'effectual' information such as 'signs and symptoms', 'links to recovery websites', 'description of the eating disorder' and 'expert medical advice'. However, an important finding was the inability of *Women's Health* (Media24) articles about eating disorders to include 'helpline numbers' and 'names of recovery centres' which Room (2014) believed was important information that needed to be included in 'effectual' articles about eating disorders.

Moreover, the inclusion of more 'effectual' information than 'non-effectual' information was also an insightful finding as it shed light into how *Women's Health* (Media24) does in fact report the issue of eating disorders in a salient manner by including 'effectual' information such as signs and symptoms, expert medical advice and links to recovery websites. This could possibly be of benefit to young women who have or may have suffered from an eating disorder to gain information that could assist them in recovery.

5.3 Ethical Considerations

The researcher followed the guidelines provided in the Independent Institute of Education's (IIE) Research and Post-Graduate Studies Policy in terms of ethical considerations when conducting research. The policy stated that sensitive topics comprised of two main issues, the first being '*those issues considered private, stressful, or sacred, such as sexuality or death*' and the second being '*those issues that, if revealed might cause stigmatisation or fear, such as youth studies that reveal illegal behaviour*' (Independent Institute of Education, 2018). The researcher did not

conduct high-risk research on sensitive topics and vulnerable topics because non-interactive research was conducted in order to uncover information about the framing of articles about eating disorders in *Women's Health* (Media24) and no participants were used nor harmed at any point of the study.

Moreover, the policy stated that the researcher had to consider ethical issues of *'informed consent, voluntary participation, and confidentiality/anonymity'*. However, these issues did not apply for this study as the researcher conducted non-interactive research by analysing coded text and no participants were involved at any point in the study.

In terms of ethical considerations for the researcher, the policy stated that the researcher needed to *'ensure that data is not falsified, misinterpreted, fabricated, misrepresented or changed'* (Independent Institute of Education, 2018). This was upheld in the study as the researcher used a coding schedule that was created based on past research findings, the theoretical framework and emerging data. This was used to code and analyse published articles about eating disorders in *Women's Health* (Media24) therefore information will not be fabricated. The policy further stated that the researchers had to *'accept that they are ethically accountable for honesty, objectivity/avoiding undue bias and integrity of carrying out and reporting on their research'* (Independent Institute of Education, 2018). Researcher bias was eliminated in this study as the researcher used a coding schedule to code data found in published *Women's Health* (Media24) articles about eating disorders. Therefore, the codes and frames included in this coding schedule was based upon sound findings found in past studies, the theoretical framework and emerging data.

Moreover, the policy stated that the researcher had to *'ensure that primary data is kept safe and secure for a period of five years at the institution of registration in consideration of any agreement(s) with individuals who were part of the sample group; accept responsibility to ensure that data with personal particulars of individuals and sample groups must be secured, in particular, when it is in digital format'* (Independent Institute of Education, 2018). The researcher upheld this by keeping the primary and secondary information used for this study and the findings have been made available for a minimum of five years if there are any concerns about the study.

Furthermore, the policy stated that researcher had to '*demonstrate commitment to sharing knowledge, disseminating the results of research work in an appropriate manner*' (Independent Institute of Education, 2018). This was upheld in the study as findings were not misused for the wrong purposes and were only used for research purposes. Finally, the policy stated that the researcher had to '*recognise sources of information by accurately and appropriately referencing such sources and respecting the copyrights of all reference work and sources*' (Independent Institute of Education, 2018). This was upheld in the study as the report contained in-text references and a complete reference list which the researcher used to cite all consulted sources.

5.4 Limitations

This section comprised of the limitations and delimitations of this study and how the researcher overcame these limitations. Limitations referred to any restriction that could have prevented the researcher from conducting research (Independent Institute of Education, 2018). Together with limitations, the researcher had to consider delimitations which was the boundaries the researcher purposefully set for the study (Maree, 2016:44-45).

The researcher was a novice researcher and conducted research for the first time. Therefore, the researcher overcame this limitation through assistance from a supervisor. A delimitation of the study was that the researcher purposely chose Media Framing theory as the theoretical framework for this study but could have also used Agenda-setting theory to understand how the media sets the agenda in terms of information included and excluded about eating disorders in magazines.

Moreover, only articles about eating disorders found in *Women's Health* (Media24) were analysed because the researcher had limited funding to access a larger sample group. Therefore, the researcher overcame this limitation by analysing these articles in-depth. Although this study was longitudinal in nature as the timeframe was articles about eating disorders in *Women's Health* (Media24) from January 2015 – December 2017, the researcher only found seven articles within this timeframe. A delimitation is the fact that the researcher purposely chosen *Women's Health* (Media24) articles about eating disorders. This was linked to a limited timeframe of one year to complete

as a longer timeframe would have allowed the researcher to access more articles about eating disorders in beauty magazines.

Furthermore, the research design of this study was mixed methods in using both quantitative and qualitative research methods to collect and analyse articles about eating disorders in *Women's Health* (Media24). However, because of the limited timeframe to complete this study the researcher could not conduct a pure mixed methodological study where both qualitative and quantitative research methods are used equally. The researcher instead used a thematic analysis as the qualitative analysis method and a brief statistical analysis was then only conducted to understand the representation of frames used to describe eating disorders in *Women's Health* (Media24).

5.5 Heuristic Value

This section included details about the two types of heuristic value that this study includes, namely, recommendation for further study/field and practice (Du Plooy-Cilliers, *et al.*, 2014:291-292).

Firstly, this study is relevant to society because it provides an understanding of how eating disorders are framed in *Women's Health* (Media24) articles. Eating disorders are psychological illnesses that affect the mental, physical and social aspects of a young woman's life therefore this study aims to benefit society, specifically sufferers of eating disorders (Eating Disorder Hope, 2017), because it provides insight into how *Women's Health* (Media24) frames articles in an 'effectual' and supportive manner. However, the researcher found that not all the 'effectual' codes were present in the articles and can therefore issue a report to the policymakers of *Women's Health* (Media24) who could possibly amend policy and allow for necessary 'effectual' information to be included.

Secondly, because of insufficient research on how eating disorders are framed in beauty magazines, the researcher recommends further studies to be conducted about this topic. The researcher used Gitlin's (1979) Media Framing theory as the theoretical framework for this study to understand how *Women's Health* (Media24) frames articles about eating disorders. However, a future study could use Agenda-setting theory to

understand how the media sets the agenda in terms of how eating disorders are represented in magazines. This study also used mixed methods as the research design but a future study could investigate the representation of eating disorders in a qualitative manner by using interviews to understand how young women feel about the framing and representation of eating disorders in magazines. This study only provided insight into how *Women's Health* (Media24) articles about eating disorders were framed in terms of the inclusion of 'effectual' and 'non-effectual' information. A future study could investigate the impact that this inclusion information about eating disorders has on young South African women.

Finally, a future replication study within this field could investigate a larger sample group of articles and possibly focus on how eating disorders are represented in several beauty magazines in South Africa. The researcher could also focus the study on including participants such as young women who have suffered from an eating disorder or who read beauty magazines regularly to understand their thoughts, feelings and opinions about the representation of eating disorders.

To conclude, this research study followed a research process and investigated whether or not *Women's Health* (Media24) articles about eating disorders included 'effectual' information as previously it was found that beauty magazines in the United States of America did not include 'effectual' information about eating disorders. The quote: *'There is no magic cure, no making it all go away forever. There are only small steps upward; an easier day, an unexpected laugh, a mirror that doesn't matter anymore'* (healthyplace, 2018), resonates with this study as it was found that all seven articles included 'effectual' information that shed light into aspects that could assist young women suffering from eating disorders in recovery.

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ANNEXURE A: Final Research Report Summary Document Table

Research Purpose/Objective	Primary Research Question	Research Rationale	Seminal Author/ Sources	Literature Review	Paradigm	Approach	Data Collection Methods	Ethics	Key Findings	Recommendations
To understand if Women's Health articles about eating disorders included effectual information. A coding schedule was created and used by the researcher to understand the themes and codes used to frame eating disorders. A descriptive statistical analysis was conducted to understand effectual and non-effectual codes in the articles. A thematic analysis was then conducted to understand the various themes used to describe eating disorders	1. Do articles about eating disorders in <i>Women's Health</i> include supportive information needed to help young women recover? 2. How does <i>Women's Health</i> frame eating disorder articles?	Due to the researcher's personal experience with Anorexia. The researcher would like to gain an understanding of how eating disorders are framed in <i>Women's Health</i> Magazine Trend found in Hill's (2017) study about the focus on entertainment framing of eating disorders instead of effectual information	Todd Gitlin (1979) Dietem Scheufele and David Tewskbury (2007).	Theme 1: Early Studies on Eating Disorders in Magazines. Theme 2: Recent Studies on Eating Disorders in Media Theme 3: Current Print and Digital Studies on Eating Disorders	Paradigm Critical Realism Epistemology Knowledge about eating disorders in <i>Women's Health</i> articles Ontology To understand if reality has changed in terms of media representations of eating disorders over three years.	Mixed methods Population Target: beauty magazine articles in South Africa Accessible: <i>Women's Health</i> articles about eating disorders	Qualitative content analysis: Counting the articles in <i>Women's Health</i> . Priori themes and codes identified in coding schedule. Emergent codes identified when research is conducted.	No incriminating questions. No sensitive topics investigated. No researcher bias in interpretation of information. No distortion of results as using a coding schedule. Research findings kept for a minimum of five years.	Women's Health (Media24) articles about eating disorders include effectual information. More effectual information than non-effectual information was included in the articles. Letters to the editor provided insight into the unique way <i>Women's Health</i> frames articles.	Conducting a future study that focused on a larger sample of articles and over a longer period of time. A future study could use Agenda-setting theory instead of Media Framing theory to investigate what agenda the media sets when reporting on eating disorders. A future study could investigate the topic of the representation of eating disorders from a qualitative or quantitative perspective as this study used mixed methods.
Research Problem	Objective	Key Concepts	Theory		Axiology Providing insight into how Women's Health (the media) may not be including supportive information about eating disorders that young women read.	Sampling	Data Analysis Methods	Limitations	Key Contribution	
NEDA (2017) stated a rise of 4 percent in the development of eating disorders among young women in the last two years in S.A. One of the ways these young women could find information about eating disorders is viewing beauty magazine articles (Martin, 2007). It becomes an issue if these young women are not receiving supportive information and may only receive information about celebrities and stories of triumph. The media has a social responsibility to remind citizens about how they should think about eating disorders through responsible and salient reporting.	1. To identify if <i>Women's Health</i> articles include supportive information about eating disorders. 2. To describe how <i>Women's Health</i> (Rodale Inc) frame articles about eating disorders.	Framing, eating disorders and efficacy	Media Framing Theory			Non-probability Sampling. Purposive sampling Size: 7 articles about eating disorders,	Unit of analysis: copy and visuals in the articles Method: Thematic Analysis and descriptive statistical analysis	Limited scope: research for one year and costly to access all beauty magazines in S.A. Generalisation not possible due to limited scope.	The study provided an understanding of how eating disorders were framed from a South African perspective. Eating disorders are serious psychological illnesses that affect a womans everyday life therefore the study provides insight into the inclusion of supportive or effectual information.	A future study could investigate the impact that this inclusion and exclusion of information about eating disorders has on young South African women.

ANNEXURE B: Coding Schedule

CODING SCHEDULE TO ANALYSE FRAMES USED TO REPRESENT EATING DISORDERS IN <i>WOMEN'S HEALTH</i>		
ARTICLE NAME AND DATE:		
FRAME	DESCRIPTION OF FRAME	
	Effectual Codes	Non-Effectual Codes
A. Infotainment <i>This frame includes themes about celebrities and/or public figures that have suffered, are in recover and have recovered from eating disorders. It excludes celebrity statements (publicist responses). Unlike Heat and People who include entertainment article, Women's Health writes articles that entertain and educate readers about eating disorders.</i>	A1 name and definition of eating disorder celebrity has suffered from, is in recovery or recovered from A2 signs and symptoms of celebrity eating disorder. A3 name of recovery centre celebrity attended for treatment. A4 Helpline numbers that the reader could call for assistance. A5 details of celebrity's personal experience in terms of the development and recovery of the eating disorder.	A7 name and description of the celebrity A8 an image of a celebrity. A9 details of celebrity's personal experience with an eating disorder. A10 before-and-after photographs of the celebrity after he/she has recovered from the eating disorder.

	A6 support from celebrity's family and friends in recovery.	
	Effectual Codes	
B. Informational <i>This frame includes medical/support themes that are separate from celebrity articles and narratives and are found in the 'Health' section of Women's Health. It excludes any articles found in the 'Beauty' and 'Make-up' sections as most articles are found with the Health section.</i>	B1 name and definition of eating disorder(s) B2 signs and symptoms of eating disorder and its effects including starving oneself, purging, low blood pressure and low body weight. B3 Helpline numbers such as toll-free numbers and medical institution numbers. B4 expert medical advice from doctors and psychologists including statistics of eating disorders in South Africa. B5 medical interventions that family or friends could do to assist the individual suffering from an eating disorder including ensuring the individual eats at regular intervals and attends therapy sessions with a psychologist. B6 Information to help an individual recover from an eating disorder including meal plans and helpful tips B7 Past medical research studies conducted about the eating disorder(s)	

	Effectual Codes	Non-Effectual Codes
C. Narratives <i>This frame includes themes about young women in South Africa (who are not celebrities/public figures) and their personal experiences in suffering, in recovery or have recovered from eating disorders. It also includes articles found within the 'Letters to the editor' section of the magazine.</i>	C1 name and definition of eating disorder(s) C2 A description of the signs and symptoms of the eating disorder. C3 a description of the development and recovery from the eating disorder C4 name of the recovery centre the individual attended for treatment. C5 a list of local helpline numbers that reader could call for assistance or links to recovery websites. C6 Tips and advice the individual followed to recover from the eating disorder C7 family and friends support.	C8 demographic information of the individual (age, race, gender, location). C9 description of triumph/aftermath of recovery from eating disorder. C10 before-and-after images

ANNEXURE C: Ethical Clearance Letter

ANNEXURE D: Originality Report



RESM8419_2018_HBA1_VCDW1 - RESM8419_VCDW1

Activity 5.3.2: Submitting your final report

Kayley Jade Webster

on Thu, Oct 25 2018, 11:13 AM

11% highest match

Submission ID: 7bbdc4fe-cfd7-482c-a783-1fa76b455d8c

Attachments (1)

Research Report.docx 11%

Word Count: 17,788

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Research Report.docx

Kayley Webster 15000400 IIE's Bachelor of Arts Honours in Communication HBA411 Research Methodology RESM8419 Lecturer: Dr. Natalie Emslie
Supervisor: **1 MARCHANT VAN DER SCHYFF DUE DATE: 29th October 2018** Title:

A longitudinal mixed methods study describing the framing of eating disorders in Women's Health articles from 2015 to 2017 Word count: 14 943 words

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