

February 2025



Who we are and what we do

The Centre for Appearance Research (CAR) is changing how the world sees bodies through science. We are on a mission to conduct and use research to help people and society accept and appreciate all bodies.

Our vision is to expand our impact beyond academia, creating a world where diversity in appearance is fully valued. Our work is grounded in excellence, leadership, social impact, community, equity and belonging.

Message from the Director, Professor Elizabeth (Beth) Daniels



As 2025 begins, I would like to take the opportunity to introduce myself. I joined CAR as its new Director in August of 2023. It is an absolute privilege to lead such a brilliant and dedicated group of researchers. The turn of the year is also an opportune time to reflect on what CAR achieved last year and what lies ahead.

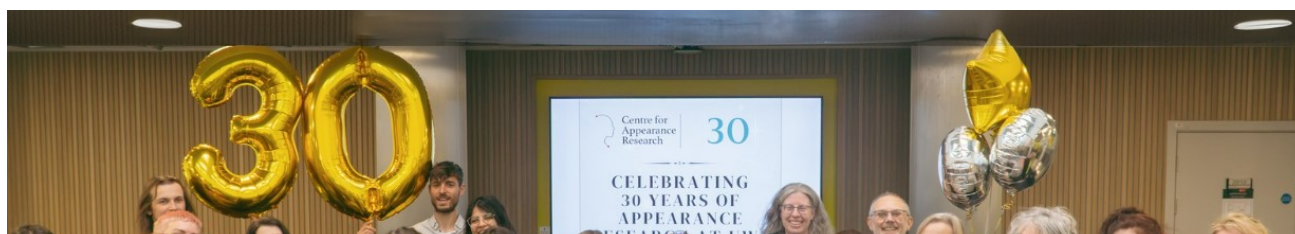
In 2024, we:

- celebrated CAR's 30th anniversary
- held CAR's 10th Appearance Matters conference which attracted almost 300 delegates from seven countries
- wrote 55 publications
- made 67 conference presentations, including 13 invited talks
- disseminated our research and knowledge through 21 public engagement events.

In 2025, stay tuned for even more! We will be celebrating the 10th anniversary of our popular podcast – [Appearance Matters: The Podcast!](#) – and releasing its 100th episode.

Our website will be getting a make-over. Of course, we have a number of exciting research projects in the works.

And we look forward to sharing our work with you periodically through our new e-newsletter.





Research spotlight: Body Confidence For Young Children

Over the past year, a major highlight for CAR's Dove Self-Esteem partnership team was a collaboration with Blippi, an international children's entertainment personality and brand (produced by Moonbug Entertainment) to create and evaluate inclusive and interactive video and music content promoting body confidence in children aged four to six.

The aim of this partnership was to bring evidenced-based body confidence content to a younger audience in a fun and accessible way.



What did we do?

Together, we created '*Blippi's Wonderful Talent Show*' which includes 8 songs and 4 episodes which were informed by body image research.

Why is this important?

Children as young as 4 can feel negatively about their and other people's bodies. We also know children's media are plagued with unrealistic appearance ideals, stereotypical messaging about body shape and size and focus on beauty and appearance. A key aim of the Blippi content was to spread positive messaging about the amazing things bodies can ✨ DO ✨ (and that what people look like, is the least important and interesting thing about them).

How did we test it & what did we find?

🔍 The team at CAR (led by [Professor Phillippa Diedrichs](#) and [Dr Nadia Craddock](#)) tested the 'Blippi's Wonderful Talent Show' music and episodes with a group of 400 4-6-year-old children. We found that watching 'Blippi's Wonderful Talent Show' helps to protect young children's body image when compared to regular children's media programming. This means watching this content can help kids to feel better about their bodies! 🌟

Where can I find the body confident content?

'Blippi's Wonderful Talent Show' including the music and videos can be found on [Blippi's YouTube channel](#). The songs are also in a playlist on [Spotify](#) and [Apple Music](#). You can also head to [Blippi's website](#) to find out more!

Where can I find the academic papers on this project?

- [Study protocol](#)
- [Randomised control trial](#)
- [Functionality appreciation](#)

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