



# The Comparison Challenge

... making our way to a letter change

# The Comparison Challenge

- Problem
- Perspective
- Prescriptive
- Prospective



# The Problem

- Who - Is anyone immune? (next)
- What - Comparison: Bullet Train to the Land of Discontent
- Where - Everywhere.
- Why - obsession with “er”, “est”, wish it was me



## Study Finds Using Facebook Can Lead to Envy, Serious Depression

POSTED 8:00 AM, MARCH 2, 2015, BY CNN WIRE, UPDATED AT 11:45AM, MARCH 2, 2015  
FACEBOOK TWITTER GOOGLE+ LINKEDIN PINTEREST EMAIL

The researchers surveyed 736 college students and found that, basically, if you quietly stalk your friends on Facebook and then realize that your life doesn't measure up to theirs, you feel bad about yourself.

"If Facebook is used to see how well an acquaintance is doing financially or how happy an old friend is in his relationship — things that cause envy among users — use of the site can lead to feelings of depression," said Margaret Duffy, a professor at the University of Missouri School of Journalism.

This isn't just a college phenomenon. I am nearing middle age and I can relate. ...

Posted 9:00 AM, March 2, 2015, by CNN Wire, Updated at 11:45.

## Body image concerns more men than women, research finds

theguardian

More men worry about their body shape and appearance — beer be "man boobs" or going bald — than women do about how they look according to research.

More than four in five men (80.7%) talk in ways that promote anx about their body image by referring to perceived flaws and imperfections, compared with 75% of women. Similarly, 38% of r would sacrifice at least a year of their life in exchange for a perfec body — again, a higher proportion than women. ...

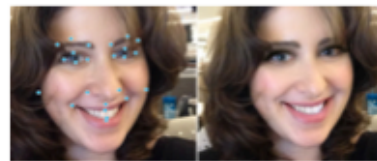


## Quarter-life crisis: Find me a twentysomething who isn't having one

No one prepares us for post-university revelations such as "dream jobs" don't exist (but unemployment does) and finding "the one" is virtually impossible, says 23 year-old Julia Oliphant. ...

A recent UK study reveals in fact that 86% of some 1,100 twentysomethings suffer from serious anxiety and stress: a fear that they're not doing enough with their life, a **fear of missing out.**

The Telegraph 3/15



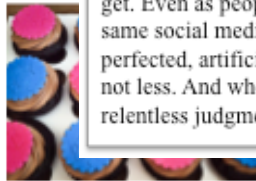
## New Selfie-Help Apps Are Airbrushing Us All Into Fake Instagram Perfection

Bianca Boster, Huffington Post 12/15

... We've always cherry-picked what we share online, but more than ever, what you see isn't what you get. Even as people use Snapchat to share silly photos that, crucially, disappear after a few seconds, those same social media users are delighting in new ways to edit their lives and present an ever-more perfected, artificial image of their world. We're hungry for ways to exert more control over our images, not less. And who's to blame us? The rise of selfie-help represents a new way for people to cope with the relentless judgment of the web and the pressure to disclose more online.

## The Quest for a Bigger, Better, Cuter Pregnancy

In an age of gender reveal cakes and ultrasound parties, it's not enough to just be pregnant anymore



The commercialization of pregnancy is at it again: A whole culture and industry has emerged to celebrate the big gender reveal...Mommies-to-be want more: a clever, cutesy themed party, a decked out nursery, or one of a dozen other ideas pinned onto their inspiration boards. While these things can be fun and exciting for new parents, they're also more ways we all feel pressured to yet again keep up with everyone else.

Christianity Today, 3/13



Today's Parent

## School lunches: Then vs. now (have we gone crazy?!)

Compared to when we were kids, school lunches just aren't what they used to be.

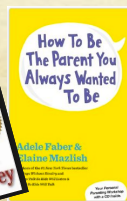
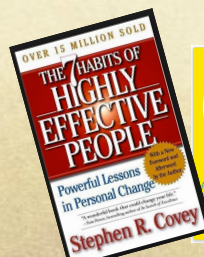
Sep 30, 2014 Emma Waverman

School lunches have become the new battleground for all the "sanctimommies" out there. They're on a mission to prove they pack the healthiest, most organic, most whole-grain, sugar-free lunch for their little superstars. But, it wasn't always this way—and it's sometimes easy to forget we come from a generation brought up on lunches consisting of two pieces of Wonder Bread, cheese slices and Tang. And we turned out just fine.

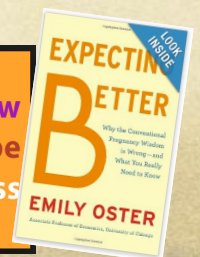
# How

- Measuring UP – Societal Pressures
  - Positions, Titles, Outward Appearance,
  - Should, Would's and Could's
  - Less than or Greater than
- Competition
  - Good in many ways
  - Parentalypics, Interestingness, Selfie-help, Reveals
- Vehicles – Social Media, conversations, eyes

My self worth begins  
to be defined by  
something other  
than TRUTH



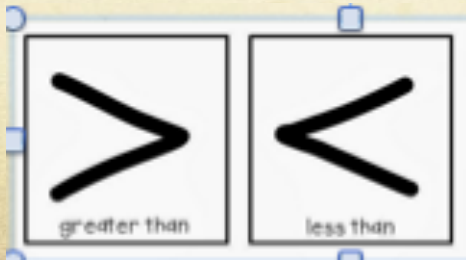
Become a **Purple Cow**  
and Lead Your Tribe  
to Greatness



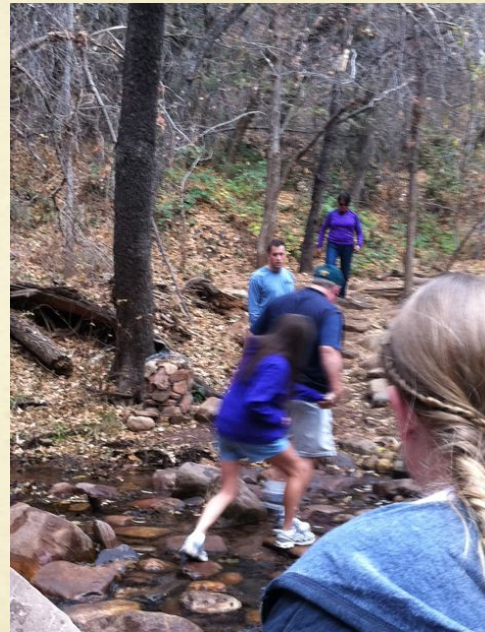
# Perspective

## A Metaphor Assault

- The Power of Inequality
- Limited Vision, can't see it all
- Looking through new glasses
- Consider Provision - Cards


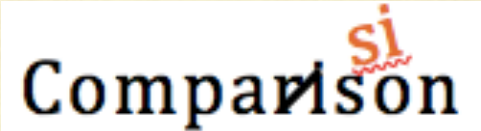


# Prescriptive





# Prospective

- Ctrl-Alt-Del
- The Letter Change  
- 3 Powerful words
  - Where do we apply them?
- Revisiting Perspective ... What glasses do I choose?

# *I'm Happy for You*

(SORT OF...Not Really)



FINDING CONTENTMENT  
IN A CULTURE OF COMPARISON

*Kay Wills Wyma*

AUTHOR OF *Cleaning House*