

BARBIE DOLLS

Ayşe Buse Karabıyık - 21601976

History of Barbie Dolls



Barbie is a fashion doll manufactured by the American toy company Mattel, Inc. and launched in March 1959. American businesswoman Ruth Handler is credited with the creation of the doll using a German doll called Bild Lilli as her inspiration.

Barbie has been an important part of the toy fashion doll market for over fifty years, and has been the subject of numerous controversies and lawsuits, often involving parodies of the doll and her lifestyle.

- The first Barbie doll was introduced in both blonde and brunette in March 1959.

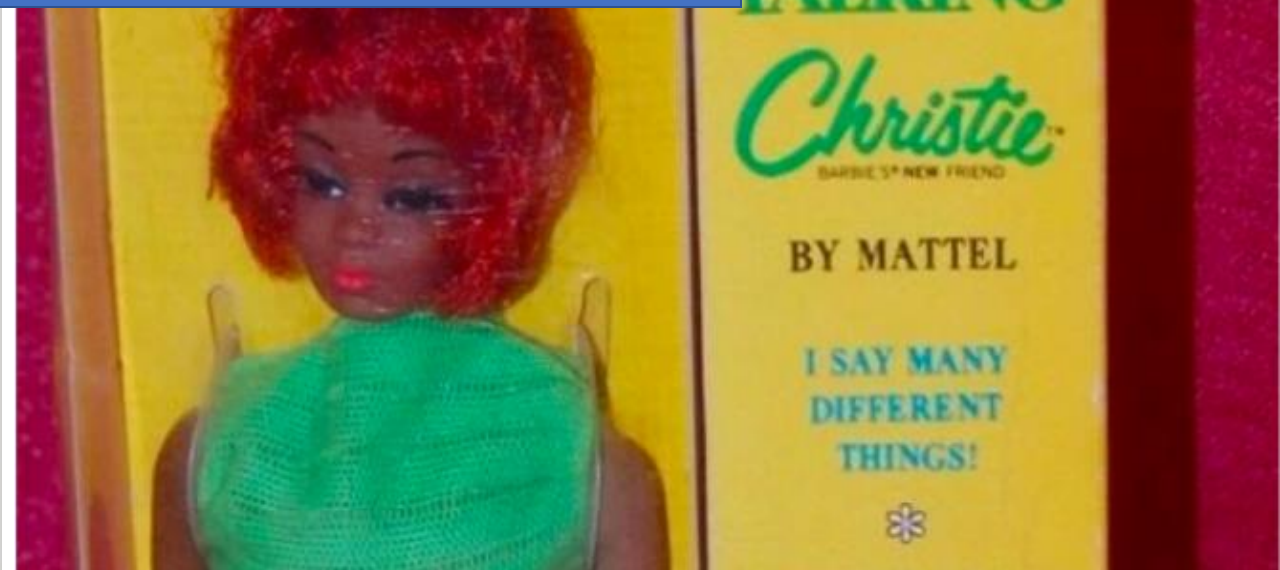
A row of six Barbie dolls from the 1960s, each wearing a different style of clothing. From left to right: a red sequined dress, a yellow dress with white polka dots, a white dress with a large white bow, a black dress with a large pink rose and floral pattern, a white top with a wide white belt and a floral skirt, and a black dress with a large white collar. The dolls have various hairstyles and accessories like necklaces and earrings.

1960s:Mod Barbie Meets Ken, Moves into Her Dream House and Starts Babysitting



While Barbie's physical transformation was striking, her lifestyle changes were no less distinct. In 1961, Barbie began going steady with boyfriend Ken, and in 1962, the pair moved into their very own dream house.

In 1967, Mattel debuted 'Colored Francie' the first African-American doll to enter Barbie's network of friends. Both Francie and Christie, who followed just a year later, were manufactured with dark skin



CONTROVERSIES

Barbie's first major controversy came in 1963 with the introduction of 'Barbie Baby-Sits'. Barbie Baby-Sits came with a number of accessories, including a baby in a crib, a telephone, a few bottles of soda and a book. Unfortunately, the book was called How to Lose Weight and had only one page of advice, 'Don't Eat'.



1970s: Skipper Grows Up and Malibu Barbie Looks Forwards

The most significant change to Malibu Barbie's appearance was the disappearance of Barbie's coy, sideways glance and the introduction of forward-looking eyes, a development welcomed by feminists.

1980s: Barbie Becomes a Career Girl, Is Painted by Warhol and Loves MTV

Barbie was no longer restricted to the role of housewife or eternal surfer girl, as the 80s saw the introduction of 'Dr. Barbie', 'Astronaut Barbie' and 'Pilot Barbie'. 'Day to Night Barbie', launched in 1985, could have reasonably been described as 'yuppie' Barbie



1990s: Barbie Talks, Befriends a Wheelchair User and Eats Oreos



Known as the ‘Year of Women’ in American politics, 1992 saw Barbie head her first presidential campaign with the launch of ‘Barbie for President’. Despite her admirable bid for the presidency, Barbie found herself in the headlines accused of propagating sexism through the mouthpiece of ‘Teen Talk Barbie’. Unfortunately, Teen Talk Barbie’s 270 programmable phrases included such enlightened statements as ‘I love shopping!’ and ‘Math class is tough!’ Public criticism from the American Association of University Women convinced Mattel to remove the offending phrases from Teen Talk Barbie’s repertoire.



In 1997, Mattel launched the misconceived 'Oreo Fun Barbie'. Oreo Fun Barbie was the product of a partnership with Nabisco, the producers of Oreo cookies, and intended to be a playmate for young girls to share 'America's favorite cookie' with. Both a white and black version of Oreo Fun Barbie was launched, causing outcry in African-American communities who recognized 'Oreo' as a derogatory term for a black person who "acts white" (or is black on the outside and white on the inside, like an Oreo).



Barbie becomes even more inclusive with the doll's first wheelchair doll, Becky. The only problem? Becky's chair wouldn't fit into the elevator at Barbie's Dream House and could not be put inside any of Barbie's vehicles.



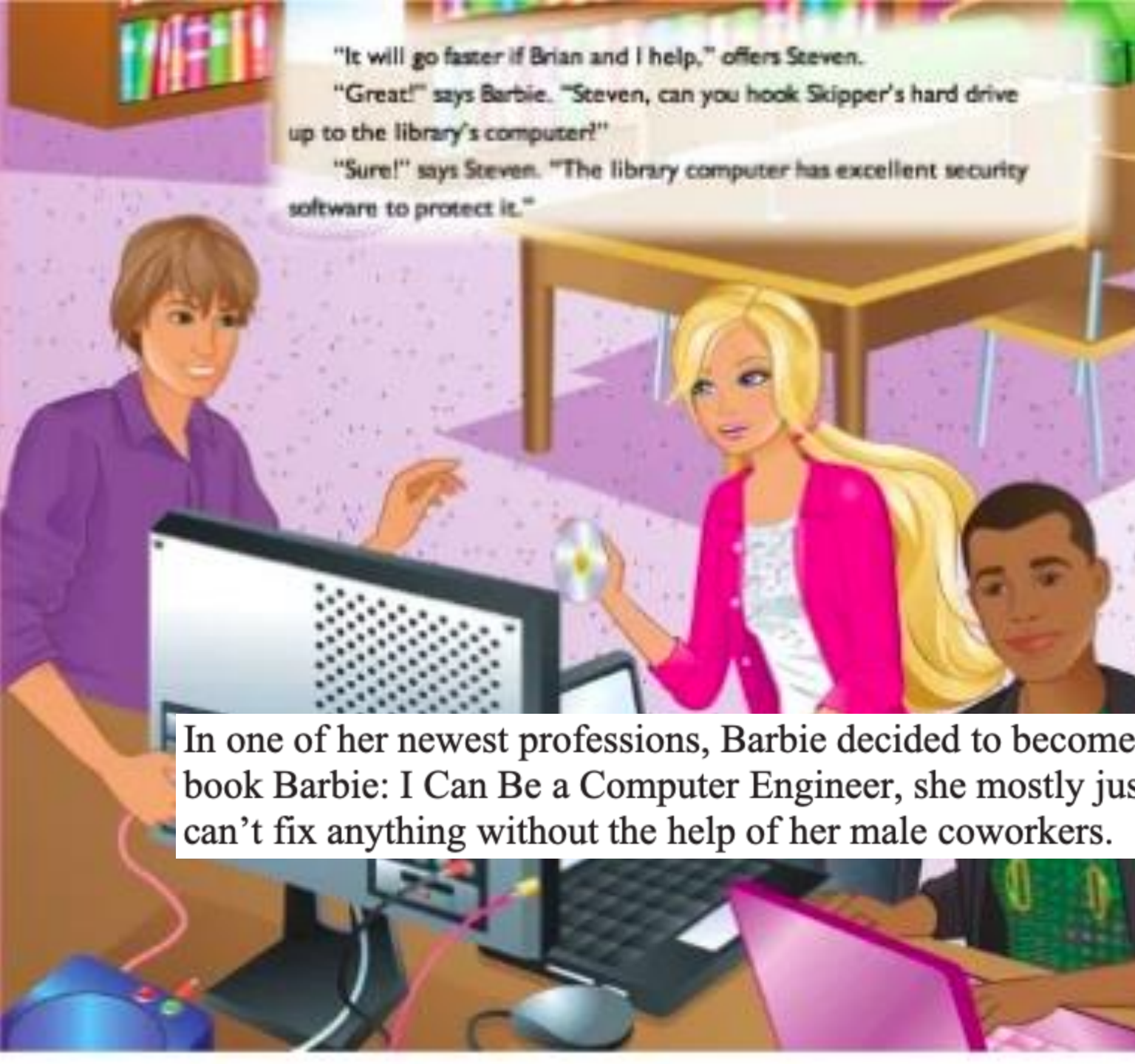


Parents thought "Tokidoki Barbie" might encourage kids to get tattoos.






A video girl is an “actress” in a bikini who dances around in the background of rap videos — but it was the real video camera inside the doll’s chest that made the FBI worry the toy might be used to create child pornography.



"It will go faster if Brian and I help," offers Steven.
"Great!" says Barbie. "Steven, can you hook Skipper's hard drive up to the library's computer?"
"Sure!" says Steven. "The library computer has excellent security software to protect it."



In one of her newest professions, Barbie decided to become a computer engineer! But in the book *Barbie: I Can Be a Computer Engineer*, she mostly just infects computers with viruses and can't fix anything without the help of her male coworkers.

How barbie dolls effect on children?

To an innocent child, the Barbie is more than just a doll; it often becomes part of a girl's life. Barbie is a friend, a stylist, a mentor, and even can become a role model for young children. Although some may have sweet memories of the doll, the majority of people who played with the doll may have also experienced undesirable side effects.

The doll has led many girls toward eating disorders, body image issues, physical transformation, and lowered confidence.

Barbie Up Close

The Barbie doll would be 5'9", and weigh 110 pounds. In addition, her fat percentage would be so low, that she would not be able to menstruate, or live a healthy life.

Children began to be influenced by the toys and other media as girls were taught that it is desirable to be extremely thin, and all that mattered in life was outer beauty.

“The Alliance for Eating Disorders Awareness reported that 70 million people worldwide suffer from eating disorders like anorexia and bulimia. About 90 percent of those with eating disorders are young woman between the ages of 12 and 25”.

During this survey, the women stated that they played with Barbies shortly before they were diagnosed at a young age.

In another series of research in regard to developmental psychology, scientists exposed young girls to three different types of dolls. The girls, who viewed the Barbie doll, reported lowered body self-esteem, and a stronger desire to be thin than the girls who looked at the other dolls.



Neck

With a neck twice as long and six inches thinner than the average woman, **Barbie would be incapable of lifting her head.**

Waist

With a 16 inch waist (smaller than her head) Barbie only has room for half a liver and a few inches of intestine.

Wrist-Hip Ratio

Barbie has a waist-hip ratio of 0.56. That means her waist measurement is exactly 56 percent of her hip circumference. The average woman has a WHR of 0.80.

Legs

Barbie's legs are 50% longer than her arms. The average woman's legs are only 20% longer. They're also much thinner, at only 16 inches of girth.

Wrists

Don't ask Barbie to do any heavy lifting. With 3.5 inch wrists she would be completely incapable.

Feet

With 6 inch ankles, a child's size 3 foot, and top heavy weight distribution, **Barbie would have to walk on all fours.**

NEW BARBIE DOLLS





After working with dermatologists, the company developed a doll that accurately portrays this condition which causes loss of skin color in blotches.



The company now offers dolls in 9 different body types which include curvy, petite, and tall.

While barbie dolls were white for a very long time, Mattel has finally diversified its dolls by introducing 35 different skin tones.



-
- “We are proud that Barbie is the most diverse doll line on the market that continues to evolve to better reflect the world girls see around them,” said Lisa McKnight



REFERENCES

- https://www.boredpanda.com/mattel-barbie-inclusive-dolls-diversity/?utm_source=google&utm_medium=organic&utm_campaign=organic
- <https://en.wikipedia.org/wiki/Barbie#:~:text=Barbie%20is%20a%20fashion%20doll,Bild%20Lilli%20as%20her%20inspiration.>
- <https://theculturetrip.com/north-america/usa/articles/the-history-of-the-barbie-doll/>
- [https://www.etonline.com/news/154308_the_14_most_controversial_barbies_ever#:~:text=Oreo%20Barbie-,Mattel,inside%2C%20like%20an%20Oreo\)](https://www.etonline.com/news/154308_the_14_most_controversial_barbies_ever#:~:text=Oreo%20Barbie-,Mattel,inside%2C%20like%20an%20Oreo)
- [https://sites.psu.edu/jyh5445/2013/12/08/brainwashed-by-barbie-what-a-doll/#:~:text=The%20girls%2C%20who%20viewed%20the,weight%20cycling%20\(Hoskins%201\).](https://sites.psu.edu/jyh5445/2013/12/08/brainwashed-by-barbie-what-a-doll/#:~:text=The%20girls%2C%20who%20viewed%20the,weight%20cycling%20(Hoskins%201).)