

Age and Body Image Dissatisfaction in Women: The Moderating Role of Media Influence



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### Abstract

This study was conducted to examine the association that age and exposure to media have on body image dissatisfaction. In particular, attempts were made to clarify whether the association between age and the dissatisfaction was moderated by media influence. Data were collected from 88 Thai women whose age ranged from 18 to 70. Findings suggested that age was not significantly associated with body image dissatisfaction.

However, exposure to the media was significantly and positively associated with this dissatisfaction. An interaction effect was not found between age and media influence. Several studies in the field of body dissatisfaction suggest that women of different age groups vary in their levels of dissatisfaction with their bodies.

They also suggest that repeated exposure to mass media that often depicts and idealizes a thinness portrayal of the female body could explain and correlate to the body image dissatisfaction among women.

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## Chapter 1

### Literature Review

Body image and physical appearance are considered as one of the most influential emphases in every culture, particularly in the western world (Tom, Chen, Liao, & Shao, 2005). The concept of body image is complex and involves various constructs in regard to how an individual experiences their body, with a primary focus on their physical appearance (Cash, 2012 as cited in Tiggemann & McCourt, 2013). A positive body image is one that allows the individuals to accept their physical appearance, disregarding whether or not their body conforms to the media-portrayed ideal body shape portrayed in the society (Tiggemann & McCourt, 2013). A negative body image, however, leads way to body image dissatisfaction, which is an individual's perception of differences between her own body shape and weight in relation to the ideal ones (Thompson, 1990 as cited in Šivert & Sinanović, 2008).

Tom, Chen, Liao, and Shao (2005) suggest that body image dissatisfaction could be viewed in relation to the perception that the feminine ideal figure entails 'thinness'. Indeed, a discrepancy occurs between the admired 'ideal' and the actual body and this creates dissatisfaction among women around the world. This dissatisfaction leads the individuals to feel that their physical appearance is inadequate since it does not equate to the societal ideal portrayed in media.

Women are more likely to report body image dissatisfaction when compared to men (Sneade, Badmin, & Furnham, 2002). Given the aforementioned think ideal, these individuals often report wishing for thinner figures and believe that men would perceive them as more beautiful and desirable when they are thin (Tom, Chen, Liao, & Shao, 2005). For this reason, significantly more female experience body image dissatisfaction when compared with males. Indeed, 84 percent of women reportedly wanted to lose weight while only 52 percent of men

reported the content with their current statures (Schrader-Patton, 1998). That body image dissatisfaction is so common among females leads the phenomenon to be labeled “normative discontent” (Cash & Smolak, 2011).

The societal pressure upon body image for modern women results in body dissatisfaction that leads to a wide variety of vulnerabilities (Schrader-Patton, 1998). Body image dissatisfaction is linked to severe psychological disturbances with eating disorders such as bulimia and anorexia nervosa being the most prevalent. Such eating affects large proportions of women in the past and continues to do so in present day (Paxton, 2002). Body dissatisfaction may also lead way to the development of physical maladaptive behaviours such as obsession over physical fitness (Paxton, 2002).

With the pervasive impact of body image dissatisfaction, attempts have been made to clarify its instigators. Various factors have been examined as potentially contributing to body image dissatisfaction. In the next section, theoretical grounds extricating body image dissatisfaction will be outlined.

### **Theoretical Grounds for Body Image Dissatisfaction**

#### **The Cognitive Behavioural Model of Body Image Dissatisfaction.**

Most researches on body image dissatisfaction draw directly or implicitly from cognitive and/or behavioural paradigms in psychology (Cash & Smolak, 2011). Based on the empirical evidences that emphasized social learning and conditioning processes and emotions, cognitive behavioural model described that past events and experiences influenced how people come to react (e.g., think, feel, and act) in relation to their body. Such a reaction leads them to experience various feelings and emotion regarding their body shape and weight. In short, they experience various degrees of satisfaction and dissatisfaction with their body image.

Furthermore, the arisen body dissatisfaction evolved through the role of cognition and interpersonal events (Cash & Smolak, 2011). Cognitive behavioural model emphasized that expectations, opinions, and verbal and nonverbal communications from family members or close peers; even strangers could play a role in developing the individual's attitude toward their body shape and body image dissatisfaction. The standards of physical appearance of each person differs through how much criticisms or comments they received in the house they live in, therefore when negative comments are exerted, they are more likely to compare themselves to other people. Not only do siblings compare themselves to each other, they also frequently perpetrators of appearance-related teasing or denigration, especially brothers (Cash & Smolak, 2011). Close peers teasing are also one perpetuating factor that leads someone to have body image dissatisfaction, especially for female adolescents (Shroff & Thompson, 2006). Girls who wants to be part of a group or please other friends' opinion on appearance are more likely to adjust their physical appearance to conform with the social expectations, thus, having higher level of body image dissatisfaction (Shroff & Thompson, 2006). Therefore, individuals who engage in appearance comparison have higher prevalence to have body image dissatisfaction because the cognitive thoughts of comparing others such as close peers and family members can also act as a social influence.

Shroff and Thompson (2006) added that adolescent females who are more interpersonally oriented, which means that they believe that they will be more socially accepted if they have a thinner body, are more likely to have lower self esteem and higher body image dissatisfaction.

The cognitive behavioural model can also be linked to other conceptualization of body image dissatisfaction, drawn from Schrader-Patton's conceptualization of body perception (1998). According to the researcher, our perception is not always accurate and the individuals may possess distorted perceptions of their actual bodies; in other words, they are

unable to accurately evaluate their own body. Additionally, resonating the Cognitive-behavioural model, the individuals' attitude plays a role in this perception. Therefore, it is not the physical appearance per se that leaves the individuals with various degree of body image satisfaction. Rather, it is how the individual perceive the appearance plays a role.

An instance of how ones' perception could affect their body image dissatisfaction could be drawn from Higgins' (1987) self-discrepancy model (as cited in Thompson, Heinberg, Atabe, & Tantleff-Dunn, 1999a), where self-evaluation cognition is of the main focus. This model addresses one's perception of his or her actual self and ideal self. The model explains that situations that are associates with the activation of individual's self-discrepancy will arouse the emotions that trigger the negative feelings towards one self. Therefore, overt dissatisfaction of one's own body is activated by the one's own thoughts of their ideal self, such that the more they are attached to their ideal selves, the more dissatisfied with their own body. However, with the assistance of cognitive-behavioural therapy (CBT), this dysfunctional thoughts, feelings, and perception of their body, and their eating behaviours (Cash & Smolak, 2011) could be ameliorated. Hence, psychoeducation, self-monitoring, cognitive restructuring, desensitization, and exposure and response prevention are CBT techniques that have been utilized to reduce body image dissatisfaction.

With the role of the individuals' cognition in body image dissatisfaction and the Cognitive-behavioural therapy (CBT) has become a recognized option for improving body image dissatisfaction. This type of therapy is based on the amelioration of the individuals' dysfunctional thoughts, feelings, and perception of their body, and their eating behaviours that contribute to body image dissatisfaction (Cash & Smolak, 2011). Hence, psychoeducation, self-monitoring, cognitive restructuring, desensitization, and exposure and response prevention are CBT techniques that have been utilized to reduce body image dissatisfaction.

### **The Sociocultural Model of Body Image Dissatisfaction.**

Another model that can explain body image dissatisfaction is the Socio-cultural model. The risk factors for body dissatisfaction also involve sociocultural pressures (Stice & Whitenton, 2002). Theorists have suggested that pressure of thinness that a person receive from each social environment promotes body dissatisfaction as when negative repeated messages that one gets from surroundings are expected to increase the prevalence of discontent with their physical appearance (Stice & Whitenton, 2002). It has been reported that in United States, children as young as age 6 started using words such as 'lazy, dirty, stupid, ugly, cheats, and liar' to call other obese children but only positive words were used towards normal weight children (Schrader-Patton, 1998). Hence, the sociocultural message is conveyed that being thin is more desirable and associated with positive attributes. The opposite applies to being overweight, leading the general population to associate positive attribute to thinness.

In addition to conveying the societal-level message that associate thinness with positive attribute, the sociocultural influence also prescribe the type of thin body shape and figure culturally accepted as desirable. Thus, when socially prescribed ideal figure and their own body image is not the same, there's an increase in the tendency of appearance comparison such that it results in the increase of body image dissatisfaction (Paxton, 2002). Research suggested that media portrait of idealize female attractiveness also increase the appearance comparison between own body image and culturally accepted body image (Paxton, 2002).

Another factor that contributes to body dissatisfaction is low self-esteem, which is considered as an individual factor. The higher level of body dissatisfaction is directly linked to lower levels of self-esteem (Sneade, Badmin, & Furnham, 2002). Researches confirmed that there is a significant correlation of body satisfaction and self-esteem in females such that

less discrepancy between ideal and own body image results in higher self-esteem; vice versa. Sneade, Badmin, and Furnham (2002) stated that women are cherished when they have slimmer body thus, self-esteem are more likely to preoccupied with weight making women prone to negative thoughts that leads to body image dissatisfaction.

Other than the overall sociocultural ideal, sociocultural influence affects body image dissatisfaction in a more intimate level. One of such influence is peer pressure and peer comparison (Paxton, 2002), which is an important factor that leads to body image dissatisfaction and dietary restriction in female adolescents. Weight related teasing is correlated to high body image dissatisfaction and that slimmer body or thinness is considered as being socially accepted with social benefits such as academic success (Stice & Whitenton, 2002). Another intimate level of the idea is the pressure received from parents projecting to the child. As stated above, parents who make comments on body image appearance will make their children more aware of their appearance thus, more prone to body image dissatisfaction (Paxton, 2002).

Prior to concluding this section, it is worth mentioning that, in addition to theoretical grounds, attempts have been made to clarify body image dissatisfaction through the examination of individual differences. For example, socio-cultural factor has been examined as potentially associated with such dissatisfaction. Findings suggested that socioeconomic status also plays a role in affecting, albeit in a small extent, body dissatisfaction. Schrader-Patton (1998) shows that 18 year-old females attending universities with higher than average socioeconomic status are more prone to be dissatisfied with their bodies. These women also tend to be in lower weight classes and report lower ideal weights than women at lower socioeconomic statuses.

Other than socio-economic status, ethnicity has been examined in relation to body image dissatisfaction. In the past, Caucasian women were identified as being vulnerable of

body image dissatisfaction. Women in western countries stated that thin body shape is more preferable than large body shape (Mallick, Ray, & Mukhopadhyay, 2014). Such that in western scenarios, thinness is considered and perceived as a form of beauty, success, control, and sexual attractiveness in which obesity represents the opposite. The concept of thinness makes women in western countries more engaged in activities that aid in body weight and shape maintenance and that they are highly attached to the concept (Stice & Whitenton, 2002). Some western teenagers are willing to deny their daily nutrition in order to maintain their thin body shape. In the United States, studies on female adolescents indicate the consistency of vomiting their food and have purging behaviours by using laxatives or weight control drugs (Killen et al., 1986 as cited in Mallick, Ray, & Mukhopadhyay, 2014). Findings suggest that Native American female adolescents report fear of weight gain and constant dissatisfaction with their body shape (Schrader-Patton, 1998). According to Mallick, Ray, & Mukhopadhyay (2014) there are reports shown that several countries in Europe also have females who are undergoing troubles of being overweight and have high tendencies hence have higher level of body dissatisfaction. Australia also informed that unhealthy weight reduction practices among women largely affecting their health. When compared to other ethnic groups, Caucasian women expressed distinctly much more dissatisfaction, potentially attributable to their exposure to the media. Thus, there is a high population of women in western countries who are under pressures to be thin.

However, modern researches suggest otherwise with almost every cultures being under stress of the dissatisfaction (Schrader-Patton, 1998) and that the perceived thinness as a beauty symbolic is not restricted to western countries anymore (Mallick, Ray, & Mukhopadhyay, 2014). Diffusion of different cultures nowadays has made eastern countries develop the notion of thinness as beauty. Studies found that youth of some nonwestern countries, especially Philippines and Thailand, fear gaining weight and to maintain their low



weight, they develop eating disorder behaviours (Lorenzo, Lavori, & Lock, 2002, as cited in Mallick, Ray, & Mukhopadhyay, 2014). Internationalization concept of thinness as a form of beauty and attractiveness have governed several countries of Asia, and are still doing so to other parts of eastern countries. Thus, both western and eastern countries show similar trends in which women must be thin in order to gain attraction and to be perceived as beautiful.

Despite the effort to understand the phenomenon of body image dissatisfaction, it is important to note that researches in the field of body image are more often conducted in women of western cultures. The investigations of the phenomenon in Thailand remain limited. The current study, therefore, is conducted with the aim to examine factors potentially contributing to body image dissatisfaction: media influence and age, as will be outlined below.

### **Media Influences**

Media plays a critical role in the lives of children, adolescents, and adults. This targeted population is exposed to unhealthy messages about ideal body sizes and shapes in association with happiness, desirability, and success in life, especially females (Yamamiya, Cash, Melnyk, Posavac, & Posavac, 2005). The media exerts pressure on young women in making them believe that they should strive to attain ideal female body, generally portrayed as being young, tall, thin, and White, with relatively large breasts (Cash & Smolak, 2011). However, this ideal is extremely unrealistic and difficult to achieve. Indeed, current media images of women are displayed to be thinner than the past media, thinner than the average women, and even thinner than the baseline for anorexia (Grabe & Ward, 2008).

Media exposure independently increases the rates of body dissatisfaction and ambition to be thin. However, the type of exposure also plays a huge role in correlation with body image (Derenne & Beresin, 2006). Magazines, movies, and television shows continue to feature impossibly thin actresses and models in lead roles. An example from television

shows that explicitly expressed “thinness schema” is “The Swan” in which young women, or as the show labeled “ugly ducklings”, competed with each other to obtain the title of “The Swan” by undergoing an intensive diet, exercise plan, breast augmentation, facelifts, and Botox and collagen injections (Derenne & Beresin, 2006).

Since current mass media pressures exert such strong and ubiquitous influence on body ideals, young girls and women reported experiencing internalization for an ideal body, motivation for thinness and body dissatisfaction (Cash & Smolak, 2011). Hence, women are constantly exposed to media’s portrayal of thinness. They are led to believe that the thinness schema is accepted by the norms and viewed this ideal as representation of reality (Grabe & Ward, 2008). Thus, revealing an unattainable ideal would lead young girls and women with unsatisfied thoughts of own bodies by adopting this absurd reality. Several studies have investigated how exposure to media images of thin models disturbs women’s internalization of this ideal and body dissatisfaction. Most of them adopted theoretical approaches in account of implications for body image, especially with the sociocultural phenomena. Hence, sociocultural theory and comparison theory were among the most applicable theories in account for body image and body dissatisfaction.

There are four fundamental components in the grounds of sociocultural notion (Levine, Smolak, & Haylen, 1994). First, the ideal body of a woman has gotten thinner in the opposition of average Western women. Second, the thin body is being idealized as not only attractive but also “successful”. Third, both adolescent and adult women believe that thin-ideal body can be attained through dieting, exercising, and other weight losing methods. Fourth, being exposed to the ideal within subcultures can increase the rate of body dissatisfaction and negative body image. Hence, to be precise, sociocultural theory contends that women’s dissatisfaction with their bodies is based on: (1) the ideal of thinness that is being portrayed as normative for Western women, (2) the vulnerability for women to accept

their “body as an object” rather than “body as a process”, and (3) ‘the thin is good’ a belief that enhances the advantages of being thin and attractive and undermines the costs of being unattractive (Morrison, Kalin, & Morrison, 2004).

Exposure to the media has been shown to leave women vulnerable of body image dissatisfaction. Research showed that amount of time that young female adults spend on television is positively correlated with their levels of body dissatisfaction (Tiggemann & Pickering, 1996). Moreover, female adolescents who rated fashion magazines as a reliable source of information and ideas about an attractive body and weight management had higher levels of body dissatisfaction than those who regarded these magazines as unimportant (Levine, Smolak, & Hayden, 1994). Despite the thin ideal body being impossible to attain by any healthy means, it is still accepted and internalized by most women (Cash & Smolak, 2011). Since sociocultural message portrays that thin-ideal body is compulsory for women, women compare themselves with such role models that media has been provided for them. According to Morrison, Kalin, and Morrison (2004), Festinger’s (1954) social comparison theory could be used to explain the process of how the models influence on body image dissatisfaction. The researchers propose that, based on this theory, (1) individuals evaluate and judge their opinions and abilities, (2) engage in social comparison in relation to others, and (3) often compare one’s self to others whenever possible. Three types of assessments are involved in this process. They are self-evaluation, self- improvement and self-enhancement (Kramer, Ingledew, & Iphofen, 2008). Self-evaluation comparisons are to seek information about others’ features, abilities, and social expectations in relation to you. Self- improvement comparisons allow one to improve or develop certain characteristics. Self-enhancement comparisons are used to protect one’s self-esteem and self-worth by viewing positively about one’s self while viewing others as inferior. Research findings suggest that media body comparison produce decrements in self-evaluation of attractiveness (Cash & Smolak, 2011).

Empirical findings support the less adaptive role of media influence on body image dissatisfaction in relation to self-evaluation. Thornton and Moore (1993) found that both male and female reported dissatisfaction of their own bodies after being exposed to same-sex models images. Similarly, self-evaluation of attractiveness found to be negatively correlated with the frequency of media body comparison to the bodies of professional models (Morrison, Kalin, & Morrison, 2004). In addition, van de Berg, Paxton, Keery, Wall, Guo, and Neumark-Sztainer (2007) examined how body comparison with media images affected the association between sociocultural and psychological factors, BMI and body dissatisfaction in both females and males. Findings suggested a positive association between body comparison with media images and body dissatisfaction in females, in which the more frequent body comparison occurs, the more dissatisfaction they would feel about themselves (van de Berg et al., 2007). Therefore, social comparison theory contends that self-evaluation of one's own body on media images will decrease his or her body satisfaction

Moreover, another sociocultural theoretical ground relevant to body image dissatisfaction is self-objectification theory (Jongenelis, Byrne, & Pettigrew, 2014). The process of this approach is that humans internalize others' perceptions of their own bodies and perceive their physical appearance as objects that must be regularly monitored in order to conform to the norms of society (Jongenelis, Byrne, & Pettigrew, 2014). Therefore, with these empirical evidences and theoretical grounds, the sociocultural model body dissatisfaction as conveyed through the media appears to be established. In the next section, another factor that influences the dissatisfaction will be reviewed. Age, an intrapersonal factor, is selected as will be outlined below.

### **Age and Body Image**

In the consumer culture, we are surrounded by pictures of slim, beautiful, young bodies and we are constantly reminded that individuals who take care of their bodies

stay healthier, live longer, maintain their figure and look good. Television, film and other visual media remind us that the slim and graceful body, with dimples in the attractive face, is the key to happiness – maybe even its essence (Featherstone, 1994 as cited in Öberg & Tornstam, 1999).

The increasing discrepancy between the unrealistic portrayal of ideal beauty in the media versus real body types results in the emergence of body dissatisfaction among the population (Spitzer, Henderson, & Zivian, 1999 as cited in Tiggemann, 2004). This need to conform to the ideal standard of body gives way to the concept of self-objectification. The female bodies is socially constructed, in large parts by the media through representations and male gaze, as objects to be observed; such social construct results in the gradual internalization of young and old women alike of an observer's perspective of their physical self (Tiggemann, 2004).

Öberg and Tornstam (1999), in their paper, observed a pattern in their analysis of popular autobiographies. In their research they discovered that while most stories about men are about disembodiment, most stories regarding women are in relation to their bodies. The bodies, women were taught through socialization process to become obsessed with thinness. It is also worth noting that women, more often than men, were encouraged through society to “develop their bodies as objects of perception for others” (Shilling, 1993 as cited in Öberg and Tornstam, 1999). Thus, it is safe to suggest that there are perhaps gender differences in the field of body image and body image perception.

Fredrickson and Roberts (1997 as cited in Tiggemann, 2004) suggested that this “self-objectification” of constant awareness of one's physical appearance is what leads to the habitual body monitoring, which then leads to increased appearance anxiety (Tiggemann & Lynch, 2001) – the main source of body dissatisfaction.

Despite the objectification of the female body, it is however worth noting that there is a considerable difference in how it affects women throughout their lifespan. A common pattern appears in many studies in this field, a pattern suggesting that as women progress along their life course, their importance on physical appearance declined with age (Cash et al., 1986; Pliner et al., 1990 as cited in Tiggemann, 2004); thus is the aspect concerning age and body image that this proposal aim to study.

Šivert and Sinanović (2008) demonstrated similar findings in their research in which young women show more body dissatisfaction, and that young women tend to choose smaller body figures as the ideal body shape when compared to the choices more mature aged women chose, thus they conducted their own research. In their study of 215 women age ranges from 17-60, statistically significant effect of age were shown in that young women displayed much more dissatisfaction in their bodies when compared to mature women. Similar results were observed in the previous study of Öberg and Tornstam (1999), which revealed that positive body image increase in the same pattern as the increase in age among women. Findings from the work of Eisenberg, Neumark-Sztainer, and Paxton (2006) also pointed to similar patterns. In their work, young adolescents were studied over a five-year period; results suggest that body satisfaction decreases. In other words, body dissatisfaction increases, as young adults progress through two phases of their adolescence. However, their research also shows that in older females, their body satisfaction seem to improve suggesting an explanation that maturity may play a role in the importance they placed on their own self-image. Tiggemann and Lynch (2001) offered an explanation for the recurring patterns. They suggest that the reason self-objectification, appearance anxiety, and the focus of negative body image decline with age is because as women age, less emphasis is placed on their physical appearances. Though it is agreed upon by many research that body-dissatisfaction do remain relatively constant throughout a woman's life time (Wilcox, 1997; Demarest & Allen, 2000; Frederick,

Peplau, & Lever, 2006 as cited in Ålgars, 2009) while many other studies suggest that there exist age differences in aspects of body image. Older women also seem to not be as influenced by the ideal standard of beauty as their younger counterparts, with one study reporting that 86% of their older participants assert, while they do not consider their own aging bodies beauty, that current fashion models are unattractive and pose as inappropriate model for younger women (Hurd, 2000).

Davison and McCabe (2005) observed significantly decrease in concerns about other people's evaluation of their bodies in more mature-aged women than younger counterparts (as cited in Ålgars, 2009). This maybe partly due to the reason that with aging comes the priorities shift such that self-evaluation is placed upon health rather than physical beauty from outsiders' perspective; this claim is supported by the findings of Hurd (2000) in which 91% of the older women subjects reported reconciliation with negativity of their bodies by shifting the focus to the functionality such as the importance of health and maintenance. While body dissatisfaction still persists in the body of women studied, most follow-up interviews with women in Hurd's study follow up their negative comments about their bodies on their appreciative of their well-being and good health, and favoring that aspect over their physical attractiveness. Moreover, the transition of importance from physical attractiveness to health may be seen as a transition from viewing bodies as objects to bodies as processes (Franzoi, 1995 as cited in Hurd, 2000).

A coping mechanism may be responsible for the de-emphasizing of appearing in elderly women, such that as their bodies deteriorate, they minimize the importance of their appearance as a key part of their definition (Tiggemann, 2004). This explanation is supported by the results of their studies in which women in their 20s and 30s scored the highest in self-objectification and appearance anxiety, while women in their 60s and upwards scored the lowest. It is suggested that as age and mortality becomes a real matter, the functional aspects

of their bodies become much more important than conforming to the ideal beauty standards. Women seems to appreciate their health and their bodies' functionality as they age, much so that as they age they become more accepting of physical imperfections (Tiggemann & McCourt, 2013). An alternate explanation may also be that aging women diverted their body comparisons to those of their similarly aged peers, rather than comparing themselves to the thin idealistic standard the media portrayed (Tiggemann, 2004).

From empirical evidences and various past researches in the field, it is demonstrated that many mechanisms serve as contributing factors regarding different body dissatisfaction among women of different ages. While it seem rather evident that self-objectification is a major source for body dissatisfaction among females, this ideal of obsessive self-monitoring to develop ones bodies for the perception of others seem to be the reasoning more so among younger cohorts than older women. Younger women in many researches, time and time again, tend to choose slimmer figures as their ideal body types when compared the figures their older cohorts choose. One possible explanation for this recurring pattern, as offered by several studies discussed, is that as women mature through different stages of their lives their priorities shifts from physical appearances to the healthy functionalities of their bodies. Conversely, there are still arguments in which even if the priorities are shifted for mature ladies, but if they are extensively exposed to media, their perception on their body image might change.

### **Research Objectives**

The current study, therefore, was conducted with three main objectives. They are as follows:

1. To examine an association between age and body image dissatisfaction in Thai females.



2. To examine an association between media exposure and body image dissatisfaction in Thai females.
3. To investigate whether media exposure moderates the association between age and body image dissatisfaction.

### **Research Questions**

Questions that will be explored reflects the objectives of the current proposal:

1. Is there a significant association between age and body image dissatisfaction in Thai females?
2. Is there a significant association between the level of media exposure and body image dissatisfaction in Thai females?
3. Does the level of media exposure actually moderate the association between age and body image dissatisfaction in Thai females?

### **Research Hypotheses**

1. There is a significant negative association between age and body image dissatisfaction in Thai females.
2. There is a significant positive association between media exposure and body image dissatisfaction in Thai females.
3. Media exposure moderates the association between age and body image dissatisfaction in Thai females.

## Benefits Anticipated

### Theoretical Implications

A more comprehensive understanding of the associations that age and sociocultural factors have with body image should advance the understanding provide more insights on the roles of personal and socio-cultural factors on female body image dissatisfaction.

### Practical Implications

Findings regarding variables associated with body image dissatisfaction should pave the ways for preventative measures for body image dissatisfaction in females.

### Conceptual Framework

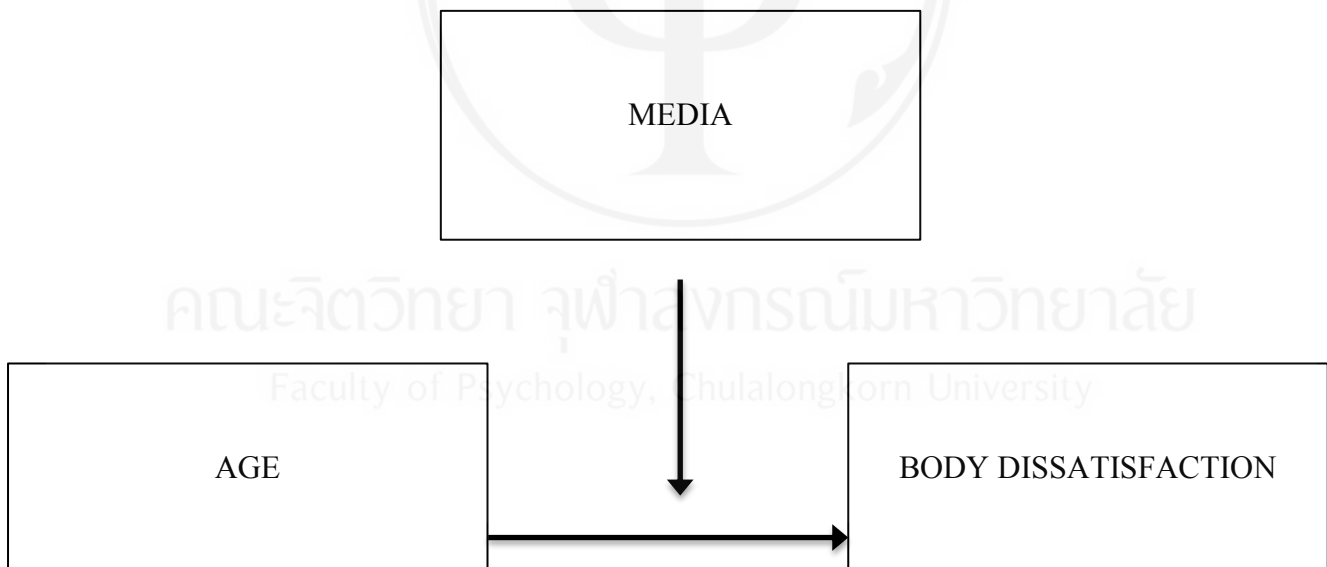


Figure 1. *A test of age as a predictor for body image dissatisfaction with media influence being a moderator.*

## Chapter2

### Materials and Methods

#### Participants and recruitments

A total of 90 Thai females participated in the current study. Their ages ranged from 18 to 70 years. The mean age was 29.35 ( $SD = 13.08$ ). Convenient sampling was employed. Still, efforts were made to ascertain that participants were of a variety of backgrounds. All participated in the current study strictly on a voluntary basis. The recruitment took place within the metropolitan areas in Bangkok, such as department stores, universities, and apartments.

Table 1  
*Participants' Demographic Information.*

<i>Variables</i>	<i>N</i>	<i>M</i>	<i>SD</i>	<i>Minimum</i>	<i>Maximum</i>
Age	88	29.35	13.08	18.00	67.00
BMI	84	21.00	3.56	15.81	35.38
Number of Medias Used Daily	88	4.14	1.76	1.00	8.00

In Table 1, participants' demographic information was provided. After analyzing the data retrieved from the questionnaires, two participants were eliminated from the study since they were under 18 years old, not conforming to the scope of the study that participants must be 18 or above. The age range of the 88 participants in the current study was 18-67 years with the average mean of 29.35 years. Also, the mean of the BMI was 21, suggesting that on average, the participants were in a 'normal weight range'. The average number of medias used per day was 4.14, which indicated that on average the participants used approximately 4 different types of media daily. The mode for number of hours that the female participants spend on media per day was 7, suggesting that most of the participants spent 'more than 5 hours' on media daily.

## Measures

All measures administered were in Thai. When applicable, the Thai translated measures with satisfactory psychometric properties were selected.

**Demographic Information.** The questionnaire includes demographic information to see if there is a representation of correlation between the items and body dissatisfaction. We have included age, height and weight (to measure BMI), income, occupation, types of media and the daily hour usage. The questionnaire consists of 9 choices of frequent media and a fill-in space if there's no direct choice for the participants. We measured hours spent on media with the questionnaire which contains 7 choices ranging from 30 minutes to more than 5 hours a day. This determines whether the information given is moderated by media exposure. Since the questionnaire is originally in English, to cater to the Thai population, it was then translated from English to Thai.

**Body Image Dissatisfaction.** To assess Body image dissatisfaction Yuktanont's (2006) version (Thai-translated version) of Mezzio's (1999) Body Shape Questionnaire-Revised scale was administered. The questionnaire consists of 10 direct scored statements such as "I am embarrassed of my own body". Participants responded using a 7-point Likert scale ranging from 1 (Strongly disagree) to 7 (Strongly agree). Higher scores indicated higher body image dissatisfaction and vice versa for lower scores. In the current study, the Cronbach's alpha estimated for the scores on this scale's reliability was .93, suggesting high internal consistency.

**Media Exposure.** To measure the effects of media influence, Thompson, Heinberg, Altabe, & Tantleff-Dunn's (1999b) Sociocultural Attitudes Towards Appearance Questionnaire-revised: Female version measure was used. The questionnaire was to rate on a five-point Likert scale, ranging from 1 (Completely Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), to 5 (Completely Agree). The questionnaire includes 21 statements, with 16 direct

scored statements such as “I would like my body to look like the women who appear in TV shows and movies” and 5 inversely scored statements such as “In our society, fat people are regarded as attractive.” After the scores were collected and calculated, including inverted the scores of the inversing statements; the scores were then summed and averaged. Higher scores would signify higher body dissatisfaction, while lower scores indicate lower body dissatisfaction. The questionnaire assesses how media exposure affects body dissatisfaction in the women of modern Thai society. The Cronbach’s alpha or reliability of this scale was .84 in this current study.

**Item-Total Statistics.** With the translation and application of Thompson and colleagues’ (1999b) Sociocultural Attitudes Towards Appearance Questionnaire-revised (female version) measure as one of our questionnaires without conducting a pilot study, the reliability of this scale was moderately high, suggesting a high internal consistency. However, according to the table of Item-Total Statistics (see Appendix D), questions 12 and 17 have low values of Corrected Item-Total Correlation (CITC) (0.11 and 0.10, respectively). Nonetheless, the removal of the two items would have no or small impact in Cronbach’s alpha of the scale. Therefore, this might lead us to consider the rewording of the questions instead of deleting them, as caution should be made in interpreting the results due to the scale limitations.

### **Procedure**

Participants were informed about the study and voluntarily comply. They were then asked to individually fill out a set of questionnaires (including demographic information about the participants) exploring the variables being examined in the study for approximately 10-15 minutes.

### **Data Analysis**

The SPSS version 22 was used for analysing data in this current study. The analysis procedure includes the descriptive analysis, in which the distribution, mean, and standard deviation of key variables were assessed. Then, a correlation and regression analyses were conducted to examine the relationship between body image dissatisfaction, age and media exposure. A subsequent test of media exposure as a potential moderator of the association between age and body image dissatisfaction was then engaged.



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## Chapter 3

### Results

Findings from the current study will be presented as follows:

- 1) Descriptive statistics, including mean, standard deviation, minimum and maximum scores of key variables
- 2) Correlation analysis
- 3) Regression analysis

#### Abbreviation of the variables examined

BID            the average scores of body image dissatisfaction  
ME            the average scores of media exposure

#### Abbreviation of statistics used in this study

*N*        Total number of participants recruited in this study  
*M*        Mean  
*SD*       Standard deviation  
*r*        Pearson correlation coefficient  
*B*        Regression coefficient  
 $\beta$        Standardized regression coefficient  
*SE*  $\beta$    Standard error of  $\beta$   
*VIF*     Variance inflation factor  
*R*<sup>2</sup>       Square of multiple correlation  
*ns*       Non-significant

**Research Hypothesis I: There is a significant negative association between age and body image dissatisfaction.**

**Research Hypothesis II: There is a significant positive association between media exposure and body image dissatisfaction.**

Table 2

*Pearson's r correlation between age, body image dissatisfaction, and media exposure (N = 88)*

<i>Measures</i>	<i>Mean</i>	<i>SD</i>	<i>Age</i>	<i>BID</i>	<i>ME</i>
Age			.		
BID	3.55	1.42	-.11	(.93)	
ME	3.35	.51	-.20*	.50**	(.84)

\*\* $p < .001$ , 1-tailed.

\* $p < .05$ , 1-tailed

According to Table 2, using Pearson's correlation analysis, there was a positive correlation between media exposure and body image dissatisfaction,  $r = .50$ ,  $p < .001$ . This indicated that participants who scored high on media exposure also had higher scores on body image dissatisfaction as well. However, there was no significant relationship between age ( $M = 29.35$ ,  $SD = 13.08$ ) and body image dissatisfaction,  $r = -.11$ ,  $p = .14$ . In addition, results also revealed that there was a negative correlation between age and media exposure,  $r = -.20$ ,  $p = .031$ . This suggested that the older the female participants were, the less likely they were to be exposed to media.



**Research Hypothesis III: Media exposure moderates the association between age and body image dissatisfaction.**

Table 3  
*Preliminary analysis for multicollinearity*

Variables	Co-linearity Statistic	
	Tolerance	VIF
Age	.93	1.08
ME	.95	1.06
Age*ME	.94	1.06

Prior to proceeding to conducting a regression analysis, a preliminary analysis was conducted to ascertain whether the assumptions for the analysis are met. These are tolerance and Variance Inflation Factor (VIF), in which tolerance should be greater or equal to .10 and VIF should be less than or equal to 10. According to Table 3, tolerance values were indeed greater than .10 and VIF values were less than 10, suggesting that multicollinearity was not an issue.

Table 4  
*Multiple regression analysis with age, media exposure, and the interaction between age and media exposure predicting body image dissatisfaction (Enter, N = 88)*

Variables	B	SE B	$\beta$
Age	-.003	.01	-.02
ME	1.39***	.27	.50***
Age*ME	-.01	.02	-.04
Constant	3.54***	.14	

Note:  $R^2 = .24^{***}$ ,  $F(3, 84) = 9.17^{***}$ ,  $***p < .001$

After these assumptions were confirmed, a multiple regression was conducted with the predictor variables being media exposure, age, and the interaction between the two variables. Our results revealed that these predictors explained 24% of the variance in body

image dissatisfaction,  $F(3, 84) = 9.17, p < .001$ . However, when the coefficient alphas were examined, only media exposure was significant in predicting body image dissatisfaction,  $\beta = .50, p < .05$ . Age and its interaction with media exposure were not significant in this regard ( $\beta = -.02, p = .815$ , and  $\beta = -.04, p = .695$ , respectively).

Table 5

*A follow-up regression analysis with age and media exposure predicting body image exposure (Enter,  $N = 88$ )*

Variables	<i>B</i>	<i>SE B</i>	$\beta$
Age	-.002	.01	-.02
ME	1.37***	.27	.50***
Constant	3.55***	.13	

Note:  $R^2 = .24***, F(2, 85) = 13.82***, ***p < .001$

With the interaction term being not significant, a follow-up regression analysis was conducted with the predictors being age and media exposure. Results revealed that all together the two variables significantly predicted body image dissatisfaction,  $F(2, 85) = 13.82, p < .001$ . However, when the coefficient alphas were examined, only media exposure was significant in predicting body image dissatisfaction,  $\beta = .50, p < .05$ . Age and its interaction with media exposure were not significant in this regard ( $\beta = -.02, p = .866$ ). Based on this finding, the regression equation where age and media exposure predict body image dissatisfaction can be constructed as follows:

$$Z_{\text{BID}} = 3.55*** - 0.02 Z_{\text{AGE}} + 0.50***Z_{\text{SME}}$$

Based on this equation, it can be explained that if the age were to increase by 1 unit, the body image dissatisfaction scores would be reduced by 0.02. However, the reduction was not significant. In contrast, if the scores of media exposure were to increase by 1 unit, the body image dissatisfaction scores would increase by 0.50 points, and such an increase is significant. Therefore, with the follow-up test on the main effects, when the two are

considered concurrently, only media exposure is a statistically significant predictor of body image dissatisfaction.

### **Additional Analysis**

A Pearson's  $r$  correlation analysis was also conducted to examine the association between BMI ( $M = 21$ ,  $SD = 3.56$ ) and body image dissatisfaction,  $r = .24$ ,  $p = .014$ . Findings showed that there was a positive correlation between the two variables, suggesting that women who have higher BMI scores were dissatisfied with their bodies. Additionally, a regression analysis was conducted with BMI being the predictor. Our results revealed that BMI explained 5% of the variance in body image dissatisfaction and it significantly predicted body image dissatisfaction,  $F(1, 82) = 5.06$ ,  $\beta = .24$ ,  $p = .027$ .

Table 6  
*Conclusions of the findings according to the research hypotheses*

Research Hypotheses	Findings
1. There is a significant negative association between age and body image dissatisfaction in Thai females.	Not supported; $r = -.11$ , $p = .144$ (one-tailed)
2. There is a significant positive association between media exposure and body image dissatisfaction in Thai Females.	Supported; $r = .50$ , $p < .001$ (one-tailed)
3. Media exposure moderates the association between age and body image dissatisfaction in Thai females.	Not supported; $\beta = -.04$ , $p = .695$ .

## Chapter 4

### Discussion

The current study aimed to examine the association that body image dissatisfaction have with age and media exposure in Thai females. Media exposure was also investigated as a moderator of the association between age and body image dissatisfaction. Various hypotheses were tested. First, there will be a significant positive correlation between media exposure and body image dissatisfaction. Secondly, a significant negative correlation between age and body image dissatisfaction in Thai females will be observed. Lastly, it is hypothesized that media exposure will moderate the association between age and body image dissatisfaction.

#### **Media Exposure and Body Image Dissatisfaction**

Our initial hypotheses stated that there is a significant positive correlation between media exposure and body image dissatisfaction. As predicted, we observed in our findings that there is a significant positive correlation between media exposure and the levels of the women's body image dissatisfaction ( $r = .50, p < .001$ ). Such that the more exposed they are (i.e. the more hours spent on media sources), the more likely these female participants are to obtain a higher body image dissatisfaction score. On the contrary, these individuals are less exposed to the media; they are more likely to have lower level of body image dissatisfaction.

The current finding is parallel to several past findings in regards to media and body image. Grabe and Ward (2008) explain the positive association between the two using communication theories, which describe how viewers internalize the media's portrayal of the body as reality representations through repeated exposure to its contents. The modern media's content, especially in movies, television, and online social sites (the current common means of media) often depicts, consistently emphasizes, and over-represents thinness ideals. T, this is consistent with the study by Fouts & Burggraf (1999 as cited in Grabe & Ward,

2008), which shows that while thin television characters were over-represented in shows, overweight ones were greatly underrepresented.

There are several papers that links repeated exposure to media contents to higher levels of body image dissatisfaction in women (Anderson, Huston, Schmitt, Linebarger, & Wright, 2001; Bissell & Zhou, 2004; Jones et al., 2004; Morry & Staska, 2001; Sands & Wardle, 2003; Stice, Schupak-Neuberg, Shaw, & Stein, 1994; Thomsen, 2002 as cited in Grabe & Ward, 2008), with particular focus on magazines that depicted fashion models and television programs that idealized the thin body type. The researcher also reviewed various empirical findings that suggested positive relationship between the consumption of media and body image dissatisfaction in women. This is consistent and provides an explanation for our significant finding of media and dissatisfaction in the current study.

### **Age and Body Image Dissatisfaction**

Aside from media exposure and body image dissatisfaction, the correlation of age and body image dissatisfaction in Thai females were also examined in the current study. Thus, we hypothesized that there will be a significant negative correlation from both variables.

Findings, however, suggested no association between age and body image dissatisfaction ( $r = -.11, p = .144$ ).

While the results may be contrary to what is reported in some past empirical findings, the observations correspond with several other papers in this field that similarly encounters this result. A paper by Tiggemann (2004) review several empirical research in the topic of body image among adults and concluded that while several changes do occurred throughout an average adult life span, body image dissatisfaction seems to be fairly stable through the lives of women. Several studies had determined that dissatisfaction with the bodies is so common that it is described as “a normative discontent” in the young women population (Rodin, Silberstein, & Striegel-Moore, 1985 as cited in Tiggemann, 2004). Tiggemann’s

(2004) empirical review also showed that when compared across the age groups, women's desire to be slimmer does not differ between ages suggesting a constant in body image dissatisfaction, as was observed from our own current research and results, Stevens and Tiggemann (1998 as cited in Tiggemann, 2004) also found no observable differences in the levels of body image dissatisfaction in their sample, this includes comparisons of different relationship statuses, education, and most relevant to our study – age.

Thus, while it is bewildering and rather disappointing that our hypothesis was not proven in our study, the observable results that concludes dissatisfaction to appear quite stable across the lifespan are concurrent of various other research prior to ours in this particular field. However, Öberg and Tornstam (1999), in their study focuses on one interesting aspect of their study such that for women in the age group of 45 and above, the response of “I am satisfied with my body” seems to increase. Therefore, while our results were non-significant in terms of the association between age and body image dissatisfaction, it was fairly close to becoming significant and the two factors has have a negative correlation. It is possible that with an increase in volume of participants and statistical power, future replication of this research study may help clarify this possibility.

In addition to the increase in the sample size, the consideration of participants' representativeness should be considered. A study by Tiggemann and McCourt (2013) also came up with no significant correlation between age and body image dissatisfaction, reported that, when the female participants are divided into three age groups (i.e., young adulthood, middle adulthood, and older adulthood), the examination of mean differences in body image appreciation using air a one-way ANOVA suggested significance such that oldest age group had highest body appreciation. The researchers offer an explanation that it is possible, and maybe rather normal that women may experience both dissatisfaction and appreciation of their bodies simultaneously, with the latter increasing with age. This observation maybe a

field of interest for future research studies that is able to acquire, in addition to a larger sample size proportionate numbers of women in different age groups.

### **Media Exposure as the Moderator of Age and Body Image Dissatisfaction**

Our third hypothesis, that media would act as a moderator such that it would moderate the effects of age on body image dissatisfaction, was proven to be non-significant ( $\beta = -.04, p = .695$ ). This could be due to the fact that we were unable to obtain a significant correlation between age and body image dissatisfaction, in other words age seems to not have influenced the level of body image dissatisfaction in Thai women. As shown in regression equation in which, upon being considered with media exposure, age was not significant in predicting body image dissatisfaction.

### **Additional Analysis**

From the additional analysis to examine the association between BMI and body image dissatisfaction, findings suggest that women with higher BMI were more dissatisfied with their body, such that BMI explains 5% variance in body image dissatisfaction. Many participants were uncomfortable stating their weight and height even under anonymity thus, our analysis were done using the available data.

### **Limitation**

This current study contains several limitations that could be addressed by future research endeavors. Whereas the translated measure of media exposure used in the current study is promising (i.e., the alpha coefficient of the translated Sociocultural Attitudes Towards Appearance Questionnaire-Revised scale (SATAQR) was .95), such properties could be enhanced through the use of the proper translation process (i.e., backtranslation, piloting testing, and adjustment to the Thai cultural context).

Another limitation is that the time frame of this study is restricted. A longitudinal replication of the current study is suggested as it might show that the body image

dissatisfaction does indeed constant throughout woman's lifespan, which will conform to the study from Tiggemann (2004) that indicated the even though there are several adaptations during the lifespan, the dissatisfaction remained constant and stable. Another restriction that is relevant to the methodology is relevant to the sample size, which is relatively small and does not promise statistical power.

Moreover, the participants' ages were not proportion such that the younger age group is larger than the older-aged group. If the population pool was larger and the groups were proportioned, the results could have been different. Another important part is that all of the data were collected from the urban area of Bangkok city and that the concept of body image dissatisfaction may be significantly different in the rural areas.

### **Future research**

For future research, the population pool should be larger so that it might show a significant result because even though our results were non-significant it does show a pattern with a tendency to conform to the theories but with our limited number of participants as well as the disproportionate in different age groups. The participants in each age group should also be proportionate because it might have an effect on the results. Future research should be a longitudinal research, as it would tell whether or not body image dissatisfaction is constant for female population. Furthermore, the participants taken part in the study could be from rural areas and not restricted in only people from the urban area, as the concept of body image dissatisfaction could be different in context.



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## Appendix A: Demographic Information

## ส่วนที่ 1 ข้อมูลพื้นฐานเกี่ยวกับผู้ตอบแบบสอบถาม

คำชี้แจง กรุณาทำเครื่องหมาย X หน้าคำตอบที่คุณต้องการลงในและเติมข้อความหรือตัวเลขลงในช่องว่างที่กำหนดให้

อายุ \_\_\_\_\_ ส่วนสูง \_\_\_\_\_ น้ำหนัก \_\_\_\_\_

อาชีพ \_\_\_\_\_ รายได้เฉลี่ยต่อเดือน \_\_\_\_\_

สื่อสังคม (Media) อันไหนที่คุณมักใช้เป็นประจำ (ตอบได้มากกว่า 1 ข้อ)

โทรทัศน์

นิตยสาร

โฆษณา

ภาพยนตร์

อินเทอร์เน็ต

Facebook

Instagram

Twitter

Youtube

อื่นๆ (โปรดระบุ) \_\_\_\_\_

Faculty of Psychology, Chulalongkorn University

จำนวนชั่วโมง (เฉลี่ย)ในการใช้งาน Media ใน 1 วัน

น้อยกว่า 30 นาทีต่อวัน

30 นาที ถึง 1 ชั่วโมงต่อวัน

1-2 ชั่วโมงต่อวัน

2-3 ชั่วโมงต่อวัน

3-4 ชั่วโมงต่อวัน

4-5 ชั่วโมงต่อวัน

มากกว่า 5 ชั่วโมงต่อวัน

## Appendix B: Body Image Dissatisfaction Questionnaire

**ส่วนที่ 2 แบบสอบถามการประเมินรูปร่างตนเอง (Body Dissatisfaction Questionnaire)**

**คำชี้แจง** โปรดอ่านข้อความต่อไปนี้อย่างระมัดระวัง แล้วระบุว่าในช่วงหนึ่งเดือนที่ผ่านมา

คุณมีความรู้สึกตามข้อความแต่ละข้อมากน้อยเพียงไร โดยเลือกหมายเลขที่เหมาะสมไปได้

	ข้อความ
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หน้า

ข้อความนั้น

ไม่เคย						รู้สึกอยู่
รู้สึกเลย						เสมอ
1	2	3	4	5	6	7

	1. ฉันไม่พอใจรูปร่างตนเองมากเกินไปจนรู้สึกว่าจะเปลี่ยนแปลงตัวเอง เช่น ลดหรือเพิ่มน้ำหนัก
	2. ฉันเห็นรูปร่างผู้หญิงคนอื่นและรู้สึกว่ารูปร่างตนเองด้อยกว่า
	3. เวลาถอดเสื้อผ้าออก เช่น เวลาอาบน้ำ ฉันรู้สึกว่าตัวเองอ้วนหรือผอมเกินไป
	4. ฉันรู้สึกไม่ดีเวลาทานขนมหวาน เค้กหรืออาหารแคลอรีสูงอื่นๆเข้าไป
	5. ฉันรู้สึกว่ารูปร่างตนเองไม่สมส่วน อ้วนหรือผอมจนเกินไป
	6. ฉันรู้สึกอายรูปร่างตนเอง
	7. เวลาเห็นเงาตัวเองในกระจก ฉันจะรู้สึกไม่พอใจรูปร่างตัวเอง
	8. ฉันรู้สึกอึดอัดกับรูปร่างตนเองเป็นพิเศษ เมื่ออยู่กับคนอื่น
	9. ฉันสังเกตว่าตัวเองหดหู่กับรูปร่างที่มี
	10. เวลามองเห็นผู้หญิงรูปร่างดี ฉันจะรู้สึกไม่พอใจรูปร่างตนเอง

### Appendix C: Media Exposure Questionnaire

#### ส่วนที่ 3 แบบสอบถามความพึงพอใจในรูปร่างของตนเองในด้านของสื่อสังคม

**คำชี้แจง** กรุณาระบุว่าคุณเห็นด้วยกับข้อความในแต่ละข้อมากน้อยเพียงใด โดยทำเครื่องหมาย  หรือ  บนตัวเลขในแต่ละข้อเพียงตัวเลขเดียว กรุณาทำเรียงตามลำดับให้ครบทุกข้อ

ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ไม่เห็นด้วย/เห็นด้วย พอๆกัน	เห็นด้วย	เห็นด้วย อย่างยิ่ง
1	2	3	4	5

ข้อความ	1	2	3	4	5
1. ฉันอยากให้รูปร่างของฉันเหมือนผู้หญิงที่อยู่ในรายการโทรทัศน์และภาพยนตร์	1	2	3	4	5
2. ฉันคิดว่าเสื้อผ้าจะดูสวยขึ้นถ้าผู้ใส่มีรูปร่างที่ดี	1	2	3	4	5

3. ฉันรู้สึกว่ายากให้ตัวเองมีรูปร่างที่ดีกว่านี้เมื่อเห็นผู้หญิงที่รูปร่างดีในมิวสิกวิดีโอ	1	2	3	4	5
4. ฉันไม่ชอบมีรูปร่างที่เหมือนกับนางแบบที่อยู่ในนิตยสารต่างๆ <input type="checkbox"/>	1	2	3	4	5
5. ฉันมักจะเปรียบเทียบรูปร่างของตัวเองกับดารานักแสดง	1	2	3	4	5
6. คนอ้วนมักถูกมองว่าเป็นคนที่มีเสน่ห์ในสังคมของเรา	1	2	3	4	5
7. รูปร่างของผู้หญิงที่มีรูปร่างดีทำให้ฉันอยากมีรูปร่างดีบ้าง	1	2	3	4	5
8. รูปร่างและหน้าตาที่มีเสน่ห์เป็นปัจจัยสำคัญในการก้าวหน้าในสังคมของเรา	1	2	3	4	5
9. เราต้องมีรูปร่างและหน้าตาที่ดีเพื่อที่จะประสบความสำเร็จในสังคมปัจจุบัน	1	2	3	4	5
10. คนส่วนมากเชื่อว่าการมีรูปร่างที่ดีและกระชับทำให้เราดูดีขึ้น <input type="checkbox"/>	1	2	3	4	5
11. ผู้คนมักคิดว่าคนรูปร่างดูดี แต่งตัวแล้วก็จะดูดีตามไปด้วย	1	2	3	4	5
12. ในสังคมปัจจุบันการที่รูปร่างหน้าตาดีมิได้มีความสำคัญเสมอไป	1	2	3	4	5
13. ฉันอยากจะมีรูปร่างเหมือนนางแบบในโฆษณาชุดชั้นใน	1	2	3	4	5
14. เวลาอ่านนิตยสารฉันมักจะเปรียบเทียบตนกับนางแบบในนิตยสาร	1	2	3	4	5
15. คนที่มีรูปร่างสมส่วนย่อมดูดีในเสื้อผ้ามากกว่าคนที่มีรูปร่างไม่สมส่วน	1	2	3	4	5
16. ผู้หญิงที่มีร่างกายดีมักจะได้รับความชื่นชมด้านทางรูปร่างมากกว่าผู้หญิงอื่นๆ	1	2	3	4	5
17. รูปร่างหน้าตาของฉันไม่ส่งผลกระทบต่อความรู้สึกของฉันเวลาเข้าสังคม	1	2	3	4	5
18. ผู้คนมองว่าคนที่รูปร่างดีจะดูดีมากกว่าคนที่รูปร่างไม่ดี	1	2	3	4	5
19. ในสังคมปัจจุบันคนที่รูปร่างดีจะมีโอกาสประสบความสำเร็จมากกว่าคนอื่นๆ	1	2	3	4	5
20. ฉันมักจะเปรียบเทียบรูปร่างตนกับรูปร่างของนักกีฬาในนิตยสาร	1	2	3	4	5
21. ฉันไม่เปรียบเทียบรูปร่างหน้าตาตนเองกับคนที่ฉันมองว่าดูดีมากๆ	1	2	3	4	5

Appendix D: Item-Total Statistic Table

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q1	67.03	98.80	.62	.75	.82
Q2	66.02	104.99	.47	.45	.83
Q3	66.97	102.26	.49	.71	.83
Q4*	66.92	107.48	.28	.25	.84
Q5	68.07	103.79	.42	.69	.83



Q6*	66.77	108.45	.22	.35	.84
Q7	66.50	102.83	.51	.53	.83
Q8	66.72	105.40	.37	.53	.83
Q9	67.25	106.33	.35	.58	.83
Q10	65.99	106.77	.51	.54	.83
Q11	66.17	106.37	.48	.60	.83
Q12*	67.51	110.97	.11	.35	.84
Q13	67.41	99.03	.58	.57	.82
Q14	68.03	100.93	.58	.67	.82
Q15	66.39	102.01	.58	.63	.82
Q16	66.48	106.32	.41	.52	.83
Q17*	67.64	110.88	.10	.34	.84
Q18	66.45	103.33	.55	.54	.82
Q19	67.38	105.43	.38	.60	.83
Q20	67.93	103.08	.43	.50	.83
Q21*	67.41	108.38	.21	.27	.84

Note: \* = reversed score

## Bibliography

### Kornraviya Sankorrakul

Kornraviya Sankorrakul graduated from the School of Psychology with a Bachelor of Arts from the University of Queensland, Australia. She is currently an undergraduate student in the Joint International Psychology Program at the Faculty of Psychology in Chulalongkorn University, Thailand, where she will be graduating in 2015. Kornraviya had a

passion for underlying mechanisms of brain and how it affects the behaviours. She gained a thorough understanding regarding the components of psychological research.

#### Yanika Sittisuntorn

Yanika Sittisuntorn is currently an undergraduate student enrolled in the Joint International Psychology Program at Chulalongkorn University, Thailand, where she will obtain her Bachelor of Science in 2015. She was granted a Bachelor of Arts with an extended major in Psychology from University of Queensland, Australia, as part of the joint program.

#### Mirin Lertbannapong

Mirin Lertbannapong is currently an undergraduate student enrolled in the Joint International Psychology Program at Chulalongkorn University, Thailand, soon to be graduated with a Bachelor of Science in Psychology. In 2014, she has graduated from the University of Queensland (UQ), Australia, with a Bachelor of Arts with extended major in psychology as part of the joint program. During these four years of study, she had gained a wealth of knowledge and experiences regarding psychology and human behaviors. As a fulfillment of the requirement of the curriculum, she had opportunities to conduct a research project on a topic of body image dissatisfaction. She had developed an understanding of the methodological, practical, and ethical considerations that shape the research process, especially in statistical analyses.