

**The Role of Social and Cultural Ideals on Body  
Self-Esteem and Dissatisfaction in Young and  
Middle Adulthood Periods**

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## **ABSTRACT**

Body dissatisfaction can occur at any stage of our lives and media plays an important role in influencing it in today`s world. Most of research was conducted with adolescents and therefore body dissatisfaction in young and middle adulthood periods remain a neglected area. This study aims to explore how the media and gender influence adults` level of body dissatisfaction, body esteem, self-esteem and the internalization of sociocultural ideals. The sample consisted of 195 Turkish speaking participants (99 Male and 96 Female; Mean Age: 35.16, SD: 11.94) who were randomly divided into two groups as experimental and control group. The experimental group were exposed to images that emphasized sociocultural ideals and videos whereas the control group were exposed to neutral images and non-appearance video. Then, they were administered a self-report questionnaire made up of a demographic information form, Body Dissatisfaction Subscale of the Eating Disorder Inventory, Rosenberg Self-Esteem Scale, Body Esteem Scale and Sociocultural Attitudes Toward Appearance Questionnaire. A significant effect of experimental manipulation and gender on each dependent variable (body dissatisfaction, self-esteem, body esteem and internalization) was obtained. In other words, results showed participants in experimental group reported lower level of body satisfaction, body esteem and higher level of internalization compare to control group. Additionally, women reported higher levels of body dissatisfaction, internalization and lower levels of self-esteem and body esteem compared to men. Besides, a significant interaction of group and gender was obtained on body dissatisfaction where women in the experimental group had higher level of body

dissatisfaction than the women in the control group. In addition to this, women had higher level of body dissatisfaction than men in both conditions. However, any other significant interaction between group and gender was not found on the other dependent measures. Based on the present results, necessary interventions to reduce media effect were discussed in order to decrease the level of body dissatisfaction, internalization, body esteem and to increase self-esteem and encourage positive body image in both men and women.

**Keywords:** Body dissatisfaction, Self-esteem, Body esteem, Internalization of sociocultural ideals, Gender, Experimental Manipulation

## ÖZ

Günümüzde medyanın da üzerinde oldukça etkisi olan, beden memnuniyetsizliği yaşamamızın her evresinde görülebilir. Fakat, bu konudaki bir çok çalışma ergenler ile birlikte yürütülmüştür. Dolayısıyla genç ve orta yaş yetişkinlerde beden memnuniyetsizliği konusu ihmal edilmiş ve üzerinde yeteri kadar araştırma yapılmamıştır. Yapılan bu çalışma medya ve cinsiyetin yetişkinlerdeki beden memnuniyetsizliğini, beden ve benlik saygısını, ve de sosyokültürel ideallerin içselleştirilmesi üzerindeki etkisini araştırmayı hedeflemektedir. Çalışmaya 195 (99 Erkek ve 96 Kadın Ort.Yaş: 35.16, SS: 11.94) kişi katılmıştır. Katılımcılar deney ve kontrol grubu olarak ikiye ayrılmıştır. Deney grubunda bulunan katılımcılara sosyokültürel idealleri vurgulayan resimler ve videolar gösterilmiştir. Bunun yanısıra kontrol grubunda bulunan katılımcılara ise doğa resimleri ve görüntüsüz video izletilmiştir. Veri toplama aracı olarak Demografik Bilgi Formu, Yeme Bozukluğu Ölçeği'nden bir alt ölçek (Beden Memnuniyetsizliği), Rosenberg Benlik Saygısı Ölçeği, Beden Algısı Ölçeği ve Görünüme Dair Sosyokültürel Tutumlar Ölçeği kullanılmıştır. Sonuç olarak deneysel manipülasyon'un ve cinsiyetin beden memnuniyetsizliği, benlik saygısı, beden saygısı ve sosyokültürel ideallerin içselleştirilmesinde etkisi olduğu bulunmuştur. Diğer bir değişle, deney grubunda bulunana katılımcıların beden memnuniyetsizliği ve sosyokültürel idealleri içselleştirmelerinin kontrol grubuna katılan katılımcılara göre daha fazla olduğu bulunmuştur. Buna ek olarak, deney grubundaki katılımcıların beden algılarının kontrol grubundaki katılımcılara göre daha düşük olduğu bulunmuştur. Fakat, deney grubundaki katılımcıların benlik saygısı kontrol grubundaki katılımcılardan daha

yüksek bulunmuştur. Buna ek olarak, kadın katılımcıların beden memnuniyetsizliği seviyesi ve sosyokültürel idealleri içselleştirmeleri erkek katılımcılara göre daha fazla bulunmuştur. Fakat, kadın katılımcıların benlik ve beden saygılarının erkek katılımcılara oranla daha düşük olduğu saptanmıştır. Mevcut sonuçlara dayanarak, beden memnuniyetsizliği seviyelerini düşürmek, sosyokültürel ideallerin içselleştirilmesini azaltmak, beden ve benlik saygısını artırmak için gerekli müdahaleler tartışılmıştır.

**Anahtar Kelimeler:** Beden Memnuniyetsizliği, Benlik Saygısı, Beden Saygısı, Sosyokültürel Ideallerin İçselleştirilmesi, Deneysel Manipülasyon

To My Parents and My Dear Uncle

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# TABLE OF CONTENTS

ABSTRACT.....	iii
ÖZ.....	v
DEDICATION.....	vii
ACKNOWLEDGMENT.....	viii
LIST OF TABLES.....	xii
LIST OF ABBREVIATIONS AND SYMBOLS.....	xiii
1 INTRODUCTION .....	1
1.1 Media Influence .....	2
1.2 Theoretical Approaches to Media Exposure.....	4
1.2.1 Social Comparison Theory .....	4
1.2.2 Cultivation Theory.....	5
1.2.3 Social Cognitive Theory .....	7
1.2.4 Objectification Theory.....	7
1.3 Media Exposure Effects .....	8
1.3.1 Body Dissatisfaction and the Media .....	8
1.3.2 Self-esteem, Body Esteem and the Media .....	10
1.3.3 Internalization of Ideals and the Media .....	12
1.4 Gender Differences in Body Image Issues.....	13
1.5 The Current Study .....	15
1.6 The Hypotheses of the Current Study .....	17
2 METHOD.....	19
2.1 Participants.....	19
2.2 Design .....	20

2.3 Materials.....	20
2.3.1 Personal Information Form.....	20
2.3.2 Media Exposure .....	21
2.3.3 Body Dissatisfaction Subscale of the Eating Disorder Inventory (EDI- BD).....	21
2.3.4 Rosenberg Self-Esteem Scale (RSES).....	22
2.3.5 Body Esteem Scale (BES) .....	22
2.3.6 Sociocultural Attitudes Toward Appearance Questionnaire (SATAQ- 3) .....	23
2.4 Procedure.....	23
3 RESULTS .....	26
3.1 Descriptive Statistics.....	26
3.2 Two Way between Subjects Design ANCOVA .....	27
4 DISCUSSION .....	29
REFERENCES.....	39
APPENDICES .....	64
Appendix A: Informed Consent Form .....	65
Appendix B: Debrief Form .....	66
Appendix C: Demographic Information Form.....	67
Appendix D: Images for Experimental Group .....	69
Appendix E: Videos for Experimental Group.....	90
Appendix F: Images for Control Group .....	91
Appendix G: Videos for Control Group .....	100
Appendix H: Body Dissatisfaction Subscale of the Eating Disorder Inventory	101
Appendix I: Rosenberg Self-Esteem Scale .....	102

Appendix J: Body Esteem Scale .....	104
Appendix K: Sociocultural Attitudes Toward Appearance Questionnaire .....	106
Appendix L: Eastern Mediterranean University Psychology Department's Ethics and Research Committee Approval Letter .....	109

**LIST OF TABLES**

Table 1: The means (M) and standard deviations (SD) of all the variables according to gender..... 26

## LIST OF ABBREVIATIONS AND SYMBOLS

BES	Body Esteem Scale	
EDI-BD	Body Dissatisfaction Subscale of the Eating Disorder Inventory	
EMU	Eastern Mediterranean University	
<i>F</i>	F Ratio	
<i>M</i>	Mean	
<i>SD</i>	Standard Deviation	
RSES	Rosenberg Self-Esteem Scale	
SATAQ-3	Sociocultural Attitudes Toward Appearance Questionnaire	
<i>r</i>	Pearson's Correlation Coefficient	
$\alpha$	Alpha	
$\eta^2$	Effect	Size

# Chapter 1

## INTRODUCTION

Throughout history, there has always been an ideal body image and beauty standards for both genders, but especially for women. The perception of `ideal` has changed over time in response to the demands and pressures from both the society and the media and body image is affected by what the society deems suitable and fashionable (Derenne & Beresin, 2006; Hayes & Laudan, 2009). For women throughout history, standards have changed from an emphasis on being more curvaceous to slender, having narrow shoulders, high waist and symmetrical face to being very thin, tall, lean and fit (Sieczkowski, 2015). As for men, in today's world, the ideal body type includes being muscular, having lean six packs, biceps and triceps and being fit (Sieczkowski, 2015). In other words, the ideal body type for men is being muscular whereas being thin is the ideal body type for women in more recent times (Kendall, 1999; Featherstone, 1982; Derenne & Beresin, 2006; Hayes & Laudan, 2009). It should also however be acknowledged that cultures vary in their standards of beauty and attractiveness. For example, having large body sizes are considered to be attractive in some countries such as Jamaica, South Africa and some districts of West Africa (Sobo, 1993; Harter, 2004).

Since the ideal body type is shaped by society and the media, societal norms, values and media ideals or portrayals in the media play a vital role in people`s perceptions of their own body. What is considered to be a modern and popular body type by the

society and media affects people`s perceptions towards their own body image (Derenne & Beresin, 2006). Although there are a number of influences on body image, the present thesis will cover the influence of media, its internalization and its effects on body dissatisfaction, self-esteem and body self-esteem.

## **1.1 Media Influence**

As stated earlier, the ideal body is transmitted through and promoted by mass media (Tiggemann, 2003). Media has been defined as “channels for transmitting messages to a particular audience in a way to attract and condition their attention for repeat exposure” (Potter & Riddle, 2007, p.94). Cosgrave (2006) and Olins (2008) addressed the issue of the sudden death of two models in Uruguay because of self-starvation in the year of 2006, drawing attention to underweight models and the use of extremely low weight models were requested to be banned (George, 2010). The controversy about underweight models is now becoming relevant to male models as well. Therefore, the size of male models have changed from a standard size to smaller sizes in the fashion world and consequently smaller size models are preferred again (McViegh, 2010). Several research findings have shown that the entire body of female models in British and American fashion magazines is emphasized with a specific reference to slimness (Morris, Cooper & Cooper, 1989; Sypeck, Gray & Ahrens, 2004; Voracek & Fisher, 2002). In addition to this, it was found that body size of female models has decreased. Apart from portraying ultra-thin female models in magazines and the fashion world, articles and commercials about dieting and exercise have significantly increased (Wiseman, Gray, Mosimann & Ahrens, 1992). Relatedly, the content of two American magazines were analysed by Luff and Gray (2009) and the authors indicated that the number of articles related to diet and sport significantly increased between the years of 1956 and 2005. In reference to male

fashion models, it was found that magazines increasingly use lean and muscular male models and furthermore the number of articles mentioned above (health, diet and exercise) showed an increase in male fashion models as well (Nemeroff, Stein, Diehl, & Smilack, 1994). Moreover, it was found that commercials and articles emphasized muscularity and leanness of males rather than losing weight (Anderson & DiDomenico, 1992). Additionally, when the magazines were analysed between the years of 1970 and 2000 in Canada, it was found that the concept of aesthetics in terms of physical appearance and strength showed an increase (Farquhar & Wasylikiw, 2007). Furthermore, Playgirl which is an American popular magazine, was also used in the body image literature and its content was analysed. It includes fashion, celebrity gossip, news and photos and has nude men on the cover page, focusing more on muscular males on its cover page compared to prior years (Leit, Pope & Gray, 2001). The authors stressed as a result of exposing media images frequently, individuals normalize these portrayals and within this framework, they perceive these portrayals as a part of real life. Additionally, it was proposed that media promotes the ideal body types (i.e. thin-ideal and muscular) and these ideals are spread through the mass media which is again perceived as social reality (Grabe, Ward & Hyde, 2008; Gerbner, Gross & Morgan, 2002).

Briefly, media presents unattainable and unrealistic images but individuals are not aware of this but rather they perceive these as real, attainable and standard. Several theories have been developed to explain the influences of media. Below, the main theories will be covered before moving onto its link to body dissatisfaction, self-esteem and internalization of ideals.



## **1.2 Theoretical Approaches to Media Exposure**

### **1.2.1 Social Comparison Theory**

Social comparison theory (Festinger, 1954), proposed that individuals form their identity via comparing themselves with other people in the absence of objective standards. This theory distinguishes between two kinds of social comparison which are classified as upwards social comparison and downward social comparison. Upwards social comparison emerges in the case of comparing oneself with somebody who is considered as superior to themselves. On the other hand, downward social comparison arises in the event of comparing oneself to somebody who is considered as inferior to oneself (Festinger, 1954; Myers, 2010). According to Festinger (1954), upward social comparison results in negative outcomes such as decreased, low self-esteem whereas downward social comparison results in positive outcomes such as high and increased self-esteem. Research shows that individuals frequently compare themselves with unrealistic images presented in the media (Strahan, Wilson, Cressman & Buote, 2006) even if it is to their detriment (Leahey, Crowther & Mickelson, 2007). Strahan et al. (2006) found that women carried on making comparisons even when they had psychologically damaging and negative outcomes (i.e. body dissatisfaction).

Body dissatisfaction is one of the most important and major outcomes of making appearance related comparisons (Trampe, Stapel & Siero, 2007; Tiggemann & McGeill, 2004; Bessenoff, 2006). The association between social comparison and body dissatisfaction has been supported by various studies where most of them found that the level of body satisfaction decreased in both gender as a result of making

making upward and appearance focused comparisons (Tantleff-Dunn & Gokee, 2002; Feingold & Mazzella, 1998).

Additionally, individual differences such as gender and level of body self-esteem have an effect upon the tendency to compare oneself to other people. In other words, some individuals are more vulnerable to socio-cultural pressure in terms of appearance and body size ideals compared to others. For instance, it was found that men and boys were not exposed to messages related to ideal body size and appearance as much as girls and women were (Ogletree et al., 1990). In reference to body esteem level, it was found that female college students who compared their bodies with the cultural ideals, desired and felt pressure to achieve the ideal standards of appearance and beauty since they were dissatisfied with their body images esteem (Harris, 1995; Mintz & Betz, 1988). Briefly, social comparison theory attempts to establish a relationship between media exposure and attitude and behaviours. Hence, media transmits cultural messages of body images and ideals to which individuals are exposed to. Consequently, this exposure causes individuals to envy and attempt to fulfil those cultural ideal standards (Grose, 2009).

### **1.2.2 Cultivation Theory**

Cultivation theory (Gerbner, Gross, & Morgan, 2002) has been defined as “the independent contributions television viewing makes to viewer conceptions of social reality” (Gerbner, 1998; p. 180). Simply, cultivation theory proposes that the more media individuals use and consume, the more they will perceive the shown contents as part of reality and also will look at the world through the lens of the media. Since this theory was proposed more than ten years ago, it only involves television. However, the scope has now been widened by developing technology, therefore

cultivation theory can be applied to the new media also. While discussing cultivation theory, mainstreaming must be considered as well. Mainstreaming effect occurs when the individuals have similar ideas and views as a result of the media exposure (Harrison, 2003). Furthermore, audiences feel pressured to conform to the dominant view presented in the media (Gerbner, Gross, Morgan, & Signorielli, 1980). As a result, for example, audiences accept the views (i.e. body image) as the norm and get information about how their appearances should be.

In addition to mainstreaming, Shrum and Bischak (2001) mentioned other elements of cultivation theory which are named as heuristic processing and accessibility. Shrum (2009) defined 'heuristic processing' as making judgements depending on cues (i.e. heuristics) rather than making detailed analysis, whereas 'accessibility' was explained as the most reachable information during retrieval. In order to be accessible, the ideas or messages should be repeatedly stimulated. In reference to body image example, media transmits its impact by exposing repetitive appearance related images. As a result of high exposure to the ideal body images, individuals retrieved the images heuristically during making judgements about weight. Additionally, since the individuals are frequently exposed to thin ideal and muscular body shapes, these images are more accessible for them and the positive implications related to thin-ideal and muscular body shapes can become more accessible. Therefore, individuals make negative associations with people who are overweight since the media exposed and emphasized the importance of having thin or muscular body shape (Van Vonderen & Kinnally, 2012; Wykes & Gunter, 2005). Briefly, this theory proposes that as the time spent using media increases, individuals will start perceiving the images presented in the media as a normal part of real life.

Additionally, individuals will perceive the messages related to the body shape as a norm (Wykes & Gunter, 2005).

### **1.2.3 Social Cognitive Theory**

Social cognitive theory (Bandura, 1977) proposes that behaviours, attitudes and actions must be learned. Additionally, Bandura (1977) mentioned that behaviours are learned either via observing the actions of others or through personal experiences. In reference to media and the ideal body images that are displayed, audiences watch and observe these ideals. As a result, they learn how their body should be through observation. Additionally, as the audiences internalize these images, the social impact reaches higher levels (Bandura, 2002). Moreover, Bandura (1977) found that visual images are more influential than the words used in the magazines in social learning. Furthermore, social cognitive theory also proposes that individuals' learning process and behaviours are regulated by themselves and in addition to this, people set goals for themselves and behave in ways to accomplish their goals. In reference to the media, audiences see the ideal body shape and observe the ideals. Then, audiences adjust their behaviours such as dieting in order to attain their goals – to gain an ideal body shape- (Bandura, 2002).

### **1.2.4 Objectification Theory**

Objectification theory (Fredrickson & Roberts, 1997), tries to explain why equalising women in terms of their bodies can lead to unfavourable outcomes for their body images. According to this theory, cultural practices in terms of objectifying women sexually are regarded as the point of origin. Additionally, this theory proposes that women are greatly exposed to sexually objectifying practices such as staring at women's bodies, making sexual comment, taking women's photographs including body parts or bodies via mobile phones and exposure to media images that

emphasizes the sexuality of women, in their daily lives more compared to men (Calogero, 2012). Moreover, this theory suggests that sexual objectification occurs in two fields which are classified as interpersonal interactions and the media. Since women frequently encounter sexually objectified practices, they accept and internalize the sexual objectification. As a result, women perceive and behave themselves as objects which can be assessed depending on their appearance (Aubrey, 2006; Fredrickson et al., 1998). As a consequence of living in a culture where sexual objectification is emphasized, self-objectification is determined as a psychological outcome among women. In other words, women adopt the perspective of a third person rather than their personal opinion and they care how other people see themselves (Roberts & Fredrickson, 1997). Furthermore, self-objectification gives rise to body dissatisfaction, anxiety for appearance, eating disorders and so on (Greenleaf & McGreer, 2006; Fredrickson et al., 1998; Calogero, Dawis & Thompson, 2005). Briefly, this theory mentions about how media constantly accentuate appearance and body shape and leads to self-objectification where women bear ideal appearances in their minds.

### **1.3 Media Exposure Effects**

#### **1.3.1 Body Dissatisfaction and the Media**

Body dissatisfaction, includes negative assessment of one's own body based on the body shape, appearance or size and a perceived incompatibility emerges between the ideal body image and the current body image (Grogan, 2008). The prevalence of body dissatisfaction for all age groups is quite high. For instance, Mintem, Horta, Domingues and Gigante (2015) conducted a study with 4,100 participants in Brazil in order to measure the prevalence of body dissatisfaction. They found that 64% of the participants were not satisfied with their bodies. Additionally, 78.8% of the

participants in another study, which was conducted with emerging adults in Brazil, were dissatisfied with their bodies (Coqueiro, Petrosky, Pelegrin & Barbosa, 2008). In the study of Pinheiro and Giugliani (2006), 82% of the children, where age ranged between 8 to 11 years, reported being dissatisfied with their own bodies.

A numerous and diverse range of studies have been carried out with regards to the relationship between media consumption and body dissatisfaction (Cohen, 2006). These studies are generally collected under three research methods as correlational, experimental and longitudinal studies (George, 2010 and mostly with adolescents rather than adults (Stice, Schupak-Neuberg, Shaw & Stein, 1994; Tiggemann & Pickering, 1996; Hofshire & Greenberg, 2002; Leit, Gray & Pope, 2002; Sands & Wandle, 2003; Lorenzen, Grieve & Thomas, 2004; Arbour & Martin-Ginis, 2006).

In these studies regarding body dissatisfaction as mentioned above the methodology usually includes, ideal body images or music videos containing thin women or muscular men being presented to one group where the neutral images or non-appearance music videos are displayed to other group in order to demonstrate the influence of media exposure on body dissatisfaction in women and men. For instance, it was found that girls and women, who were frequently exposed to thin-ideal media images, had higher levels of body dissatisfaction compared to those who were less exposed to thin-ideal media images (Botta, 1999; Anderson et al., 2001). Additionally, Borzekowski, Robinson and Killen (2000) found that participants in California, who were exposed to music videos that emphasized the ideal body image, experienced body dissatisfaction as well. Furthermore, body dissatisfaction was found when the participants were exposed to appearance related music videos rather than non-appearance (Tiggemann & Slater, 2004). Moreover, participants were

exposed to magazine models' pictures who either held an appearance related product or a neutral product. As a result, participants, who were exposed to the model that held appearance related products, had a higher level of body dissatisfaction compared to neutral products (Birkeland et al., 2005). Similarly, in the study of Myers and Bioacca (1992), which was conducted with female undergraduate students aged from 18 to 24, body dissatisfaction decreased as a result of being exposed to ideal body types. In reference to males, it was found that men were also dissatisfied with their own bodies after exposure to muscular images (Leit, Gray & Pope, 2002; Lorenzen, Grieve & Thomas, 2004; Arbour & Martin-Ginis, 2006).

### **1.3.2 Self-esteem, Body Esteem and the Media**

Self-esteem is globally defined as “the extent to which the individual believes him/herself to capable, significant, successful and worthy” (Coopersmith, 1967, pp. 4- 5). Self-esteem involves judging ones worthiness which in turn is expressed in one's inward turned attitudes.

Self-esteem is a critical variable with regards to body image (Harter, 1999) and numerous studies have been conducted to analyse the relationship between body dissatisfaction and self-esteem. Abell and Richards (1996), for instance conducted a study with adults from an urban Roman Catholic university and found a significant positive association between body satisfaction and self-esteem. Additionally, various studies found that body satisfaction is highly correlated with level of self-esteem (Secord & Jourard, 1954; Jourard & Ramy, 1955; Weinberg, 1960; Sprecher, McKinney & Delamater, 1981; Boldrick, 1983). Furthermore, other studies, which were predominantly conducted with adolescent females, found that the participants who were dissatisfied with their bodies also had lower level of self-esteem (Lerner,

Orlos & Knapp, 1976; Mintz & Betz, 1988; Mendelson & White, 1982, 1985; Fabian & Thompson, 1989; Thomas, 1989; Joiner & Kashubeck, 1996; Knox, Funk, Elliot & Bush, 1998; Venkat & Ogden, 2002; Clay, Vignoles, & Dittmar, 2005; Davison & McCabe, 2006; Mojtowicz & von Ranson, 2012).

The level of self-esteem can determine an individuals` vulnerability towards ideal body images that are presented. In other words, the negative effects of media exposure can be avoided by having higher levels of self-esteem whereas having low levels of self-esteem make individuals more vulnerable to media effects. Besides, self-esteem does not only affect how media exposure leaves a mark on the individuals` lives but self-esteem also can be influenced by the media (Rusello, 2013). For instance, some researchers found that women`s self-esteem diminished and their drive for being thin increased as a result of being exposed to thin-ideal body images. Additionally, men`s self-esteem decreased and their drive to be muscular increased after exposure to muscular ideal body images (Bessenoff, 2006; Dohnt & Tiggemann, 2006; Hawkins, Richards, Granley & Stein, 2004; Irving, 1990; Stice & Shaw, 1994; Hobza, Walker, Yakushko, & Peugh, 2007; Hobza & Rochlen, 2009). Additionally, a significant negative association between media exposure and self-esteem in men was found in the study of Rivadeneyra, Ward and Gordon`s (2007) whereby men who spent more time exposed to sources of media reported lower level of self-esteem. However, in the study of Seddon and Berry (1996) where all participants were women and they were exposed to thin-ideal images, participants` self-esteem were measured before and after exposing to the images but there was no change in the level of self-esteem. Such mixed results suggest a need for more thorough investigation.



In the study of Grogan, Williams and Conner (1996), photos of same gender models were presented to the participants and they found that the level of body esteem significantly decreased in both women and men. Additionally, it was found that men who were exposed to muscular male pictures, had lower level of body esteem compared to men who were exposed to neutral images (Barlett, Harris, Smith & Bonds- Raacke, 2005; Hobza & Rochlen, 2009). In another study a video that emphasized socio-cultural ideal images was exposed to female and male college students. After video exposure, participants reported lower level of body esteem.

### **1.3.3 Internalization of Ideals and the Media**

Internalization refers to “the extent to which an individual cognitively buys into socially defined ideals” (Thompson & Stice, 2001, pp. 181). In simple terms, as ideal body images are displayed and exposed to people, an acceptance and internalization of socio-cultural ideals emerges. As a consequence of internalizing the society`s ideals related to body image, individuals` perception towards their own bodies are affected and they start to make comparisons between their own bodies and the societal ideal related with body images which results in body dissatisfaction (Rusello, 2013). In the research findings that show a link between media exposure and body dissatisfaction, empirical evidence shows this link to be an indirect association (Grabe, Ward & Hyde, 2008; Stice, Schupak-Neuberg, Shaw, & Stein, 1994). For example, the relationship between media exposure and body dissatisfaction was found to be mediated by the internalization of ideals related with body image (Stice, Schupak-Neuberg, Shaw & Stein, 1994; Clark & Tiggemann, 2007). Body dissatisfaction is not only predicted by the level of self-esteem and media exposure, but also predicted by the intensity of internalization (Cattarin, Thompson, Thomas, & Williams, 2000; Halliwell & Dittmar, 2004; Tiggemann &

McGill, 2004) and intensity of internalization is based on the level of media consumption (Miller & Halberstadt, 2005; Tiggemann, 2003).

Furthermore, some researches were conducted with women where some magazine advertisements and thin women images were exposed to them. Consequently, it was found that women, who had high levels of internalization of societal ideals related with body image, had higher levels of body dissatisfaction compared to the women with low levels of internalization (Brown & Dittmar, 2005; Dittmar & Howard, 2004a, 2004b). Additionally, Dittmar, Halliwell and Stirling (2009) conducted a similar study in which participants were exposed to thin women images and found that internalization of ideals related with body image predicted body dissatisfaction. Furthermore, Jones (2004) conducted a longitudinal study where the internalization of muscular body ideal was found as a predictor of body dissatisfaction. However, research conducted with men are limited and additionally, almost all of the researches were conducted with undergraduate students. Additionally, there are a few studies which have not found internalization of ideals related with body image as a significant predictor of body dissatisfaction for males whereas the same studies found a significant relationship for females (Bardone-Cone, Cass & Ford, 2008; Cusunamo & Thompson, 2000) once again highlighting the need for more research in this area.

#### **1.4 Gender Differences in Body Image Issues**

Women have reported lower levels of body satisfaction compared to men throughout the history (Anderson, Cohn, & Holbrook, 2000; Connor-Greene, 1988; Crandall, 1994) as well lower body esteem compared to men (McKinley, 1998). Additionally, the concerns of women and men in terms of their body shape and weight are

different. In other words, they ascribe a different meaning to their bodies (Rodin, Silberstein, & Striegel-Moore, 1984; Vartanian, Giant, & Passino, 2001). For instance, Rodin, Silberstein and Striegel-Moore (1984) found that women are conventionally concerned with being thin due to a desire to be more attractive whereas men conventionally desire to have muscular body because of using their bodies to tasks that require strength. Even the performance of tasks that require strength can be quietly different for both gender, this does not mean that women cannot do physically demanding tasks. In reference to men`s desire to have muscular body, earlier research indicated that having a larger chest makes men happier whereas having larger bust makes women happier (Calden, Lundy & Schlafer, 1959).

One reason for gender differences in body dissatisfaction can be due to differences in the intensity of internalization of body ideals and the intensity of the pressure felt from the society and media (Knauss, Paxton & Alsaker, 2007). For example, women are more likely to internalize the ideal body images compared to men (Huilman, 2003; Rusello, 2013; Pasha & Golshekoh, 2009). However, it may occur since women are exposed ideal body images more frequently compared to men (Morrison, Kalin & Morrison, 2004). For instance, various researches have conducted and analysed popular women`s and men`s magazines and they found that women magazines included more messages about weight loss (Silverstein, Perdue, Peterson & Kelly, 1986) and more articles related to the body (Nemeroff, Stein, Diehl & Smilack, 1994) compared to men`s magazines. Therefore, it is not surprising that women`s and men`s reactions towards body dissatisfaction are different. Some studies provided support by finding higher level of body dissatisfaction among women than men (Miller, Coffman & Linke, 1980; Cooper & Fairburn. 1983; Mintz

& Bentz, 1986; Franco, Tambumno, Carroll & Bernal, 1988; Debold, Wilson & Malave, 1993; Pingitore, Spring & Garfield, 1997; Furnham & Calnan, 1998; Hargreaves & Tiggemann, 2004). Additionally, Kalodner (1997) did not find any significant increase in body dissatisfaction in males as a result of exposing ideal body images whereas females' body satisfaction decreased. On the other hand, some researchers found that men's level of body dissatisfaction are as much as women's level body dissatisfaction (Ogden & Munday, 1996; Drewnowski & Yee, 1987; Silberstein, Striegel-Moore, Timko, & Rodin, 1988).

Besides, researchers have different opinions about the effect of media exposure on body satisfaction in both genders, where some researches proposed that media exposure has a significant impact on the body dissatisfaction in both gender (Lavine, Sweeney & Wagner, 1999; Baker, Sivyer & Towell, 1998; Hofschire & Greenberg, 2002; Hatoum & Belle, 2004; Botta, 2003; Agliata & Tantleff-Dunn, 2004). However, other researchers assert the contrary where suggesting that there is not any relationship between media exposure and body dissatisfaction (Stice, Spangler & Agras, 2001; Borzekowski, Robinson & Killen, 2000; Cusumano & Thompson, 1997; Stice, Spangler & Agras, 2001).

### **1.5 The Current Study**

Throughout history sociocultural ideals have been transmitted through different forms of media influencing both women and men. This study aims to clarify how the media and ones gender influences adults' levels of body dissatisfaction, (body/) self-esteem and internalization of sociocultural ideals. The study aimed at looking at adults within both young adulthood and middle adulthood periods. Research to date has generally neglected the middle age adulthood period and has focused instead on

adolescence and young adulthood periods (Stice, Schupak-Neuberg, Shaw & Stein, 1994; Tiggemann & Pickering, 1996; Hofshire & Greenberg, 2002; Leit, Gray & Pope, 2002; Sands & Wardle, 2003; Lorenzen, Grieve & Thomas, 2004; Arbour & Martin-Ginis, 2006).

The literature review provided has therefore mainly concentrated on these age periods. Towards the aims of this research the following section will solely focus on middle adulthood period and the developmental processes this age group experiences with regards to their body and related issues.

Middle adulthood is the period of 40-64 years (Nicholas, 2009). Significant changes occur in both male and female bodies throughout the lifespan, including that of middle adulthood. For instance, as women get older, they encounter a range of biological changes such as ageing, pregnancy and menopause which make achieving the societal standard of beauty difficult (Fuller-Tyszkiewicz, Skouteirs, Watson & Hill, 2013; Tiggemann, 2004). In reference to ageing which is not related only to weight gain due to hormonal changes, it is also related to skin elasticity. In other words, wrinkles begin to occur and hair loss as well which conflict with the societal ideals (Lewis, Medvedev & Seponski, 2011).

Furthermore, pregnancy is the critical period in women's lives where their hormones are continuously changing and also it is a complicated experience for women as well. For example, Dworkin and Wachs (2004) found that pregnant women feel successful in terms of maternity but are under pressure after giving birth to have their pre-baby bodies back. Additionally, Clark et al., (2009) found that women have complicated

experiences. For instance, they admire their bodies but negative attitudes towards their bodies begin to develop after giving birth since they could not lose weight.

Lastly, the other transitional period in women`s lives is menopause which has an impact on the body image as perceived increase in fat mass occurs in addition to gaining weight (Ley, Lees & Stevenson, 1992; Lovejoy, Champagne, de Jonge, Xie & Smith, 2008; Poehlman & Tchernof, 1998), reduction in stiffness of skin and changes in skin tone (Dillaway, 2005; Ley, Lees & Stevenson, 1992). Deeks and McCabe (2001) found that pre-menopausal women had more positive body evaluations compared to post-menopausal women.

Men, also pass through some phases as they age such as marriage and parenthood but it is still uncertain to what extent the men`s body satisfaction is affected by these stages (McCabe & Ricciardelli, 2004). Additionally, body image for men is not only composed of their appearance. Rather, the functionality of their bodies in terms of sexual activities or physical strength is more important for men (Clarke, 2001; Clarke & Griffin, 2008; Lodge & Umberson, 2013). Additionally, as men age, losing weight and gaining muscle become more of an issue than increasing size in terms of fat as in the adolescent period (McCabe & Ricciardelli, 2004). Furthermore, even visible factors of ageing such as hair turning grey, losing the elasticity of skin and hair loss, do not affect men as much as they do women but these factors also occur and can affect men negatively (Rumsey, Rumsey & Harcourt, 2012).

## **1.6 The Hypotheses of the Current Study**

Based on the literature review that was given above, the five hypotheses were established as indicated below:

1. a) Women will show higher level of body dissatisfaction than men
  - b) Women will show higher level of internalization of socio-cultural ideals than men
  - c) Women will have lower levels of self-esteem than men.
  - d) Women will have lower levels of body-esteem than men.
2. a) Participants, who are exposed to media images and music video (in terms of showing thin-ideal females and muscular male models) will show higher level of body dissatisfaction compared to the participants who are exposed to neutral images and non-appearance music video while controlling for internalization of socio-cultural ideals .
  - b) Participants, who are exposed to the media images and music videos will show lower level of self-esteem compared to the participants who are exposed to neutral images and non-appearance music video while controlling for internalization of socio-cultural ideals .
  - c) Participants, who are exposed to the media images and music videos will show lower level of body esteem compared to the participants who are exposed to neutral images and non-appearance music video while controlling for internalization of socio-cultural ideals .
3. An interaction between gender and media exposure will be explored while controlling for internalization of socio-cultural ideals .

## Chapter 2

### METHOD

In the method chapter, information about the sample, design of the research, tools and measurements that are used in data collection and lastly, the study's procedure will be explained in detail.

#### 2.1 Participants

One hundred and ninety five participants, where 96 of them were females and 99 of them were males, age ranged from 19 to 64 years ( $M= 35.16$ ,  $SD= 11.94$ ) participated voluntarily. The mean age of females was 38.84 ( $SD= 11.55$ ) and the mean age of males was 35.47 ( $SD= 12.36$ ). Additionally, participants' weight ranged from 43 to 146 kilograms ( $M= 75.51$ ,  $SD= 16.37$ ) and height ranged from 1.53 to 1.95 cm ( $M= 1.70$ ,  $SD= .09$ ).

Participants who were in young adulthood (Simpson, 2008- MIT; University of Minnesota, nd.) and middle adulthood (Simmers, 2009; Werner & DeSimone, 2009) periods were chosen for the study. Five participants were removed because they did not fit into either of the age periods.

The number and gender of participants were matched for each group but since the age was not matched, some participants were removed.



In the current study, only 3 of the participants reported not using and/or spending time on any source of media. The mean duration of time spent on media was 164.34 minutes ( $SD= 175.76$ ) daily for the current sample.

## **2.2 Design**

This study used an experimental questionnaire. There were two independent variables which are classified as gender (females and males) and media exposure (neutral images, non-appearance music video for control group and thin-ideal & muscular-ideal images, appearance based music video for experimental group). The dependent variables were body dissatisfaction, self-esteem, body esteem and internalization of socio-cultural ideals.

## **2.3 Materials**

In this study, seven scales, which are classified as Body Dissatisfaction Subscale of Eating Disorder Inventory, Rosenberg Self-Esteem Scale, Body Esteem Scale and Sociocultural Attitudes Toward Appearance Questionnaire (SATAQ-3) were used. Additionally, a Personal Information Form developed by the researcher was given to the participants.

### **2.3.1 Personal Information Form**

The Personal Information Form (Appendix C) was developed in order to obtain information about the participants in terms of gender, age, weight, height. Additionally, the Personal Information Form includes some other questions whether they have any part in their bodies that they are dissatisfied with, their thoughts about their bodies, whether they have dieted before, the duration of the diet and the time they spent on any kind of media.

### **2.3.2 Media Exposure**

Participants in the experimental group were exposed to media sources by looking at pictures selected from magazines, television programs and popular clothing brands and by watching two combined music videos emphasizing thin and muscular sociocultural ideals (Appendix D and Appendix E). Participants in the control group however were exposed to neutral media images related to nature and a non-appearance music video (Appendix F and Appendix G).

### **2.3.3 Body Dissatisfaction Subscale of the Eating Disorder Inventory (EDI-BD)**

Eating Disorder Inventory (EDI) was developed by Garner, Olmsted and Polivy (1983), which is commonly used to measure eating disorders that are classified as bulimia nervosa and anorexia nervosa, however has also been used for measuring body dissatisfaction. Originally it includes 64 items in total and comprises eight subscales namely Drive for Thinness, Bulimia, Body Dissatisfaction, Ineffectiveness, Perfectionism, Interpersonal Distrust, Interoceptive Awareness, and Maturity Fears. For the purpose of this study, only *Body Dissatisfaction* subscale was used (Appendix H). The subscales had 9 items like “*I think that my stomach is too big*” and “*I think my hips are too big*”. Participants rated their perceptions and thoughts about their bodies on a 6-point Likert Scale line up from *always* (1) to *never* (6),  $\alpha = .89$ . High scores indicate greater dissatisfaction with one’s body. Since, the Turkish adaptation has not yet been done a back translation was conducted. The original scales were translated to Turkish after which they were back translated to English by a native speaker. Then, the original scales and translated scales were compared by three independent people to ensure equivalence of content.

### **2.3.4 Rosenberg Self-Esteem Scale (RSES)**

The Rosenberg Self-Esteem Scale was developed by Rosenberg (1965) in order to measure self-worth by assessing the feelings held toward the person itself. It comprises 10 items where half of the items are worded positively like “*On the whole, I am satisfied with myself*” and the other half are worded negatively like “*I feel I do not have much to be proud of*” in a random sequence. The items (2, 5, 6, 8, 9) which are worded negatively, are reverse scored. Participants rated their own feelings towards themselves on a 4-point Likert Scale line up from *strongly agree* (1) to *strongly disagree* (4). A moderate reliability,  $\alpha = 0.75$ , was found by Rojas-Barahona, Zegers and Förster (2009) in a sample of adults. Additionally, Turkish adaptation of Rosenberg Self-Esteem Scale (Appendix I) was conducted by Çuhadaroğlu (1986) where moderate reliability,  $\alpha = 0.71$ , was found as well. The highest score that the participants get is 30 whereas the lowest score is 0. Higher scores indicate higher self-esteem. For this study, strong reliability,  $\alpha = .89$  was found.

### **2.3.5 Body Esteem Scale (BES)**

Body Esteem Scale was developed by Franzoi and Shields (1984) in order to measure the level of body satisfaction and how well people feel about their bodies. Participants are required to rate their body parts and functions on 5-point Likert Scale line up from *have strong negative feelings* (1) to *have strong positive feelings* (5). Body Esteem Scale consists of 35 items and three separate subscales for both genders with a strong reliability  $\alpha = .93$ . The subscales are categorised as *Physical Attractiveness (PA)*, *Upper Body Strength (UBS)* for males, *Sexual Attractiveness (SA)*, *Weight Concern (WC)* for females and *Physical Condition (PC)* for both genders. The scale has 35 items like “*lips, sex organs, sex drive, body scent*” and

each subscale has a different number of items but the total score was used for this study. Higher scores indicate higher level of body esteem. However, Turkish adaptation has not conducted yet and therefore a back translation was done as in the Body Dissatisfaction Subscale of the Eating Disorder Inventory (Appendix J) where strong reliability,  $\alpha = .90$  was found in the current study.

### **2.3.6 Sociocultural Attitudes Toward Appearance Questionnaire (SATAQ-3)**

Sociocultural Attitudes Toward Appearance Questionnaire (Appendix K) evaluates the sociocultural influence of various sources of media on body image (Heinberg, Thompson & Stroman, 1995). It is also used to assess and determine the degree of internalization of sociocultural ideals (i.e. thin-ideal and muscular-ideal). SATAQ-3 has 30 items and 4 subscales to measure media influence which are classified as *Information*, *Pressures*, *Internalization-General*, and *Internalization-Athlete*. Participants rated their thoughts on a 5-point Likert Scale line up from *definitely disagree* (1) to *definitely agree* (5). It includes items such as “*Movies are an important source of information about fashion and `being attractive`.*” and “*I’ve felt pressure from TV or magazines to be thin*” The total score was used in the current study. Higher scores indicate higher level of internalization of sociocultural ideals.

The original version has strong reliability,  $\alpha = .96$ . The Turkish adaptation was conducted by Kalafat, Dilek and Özbaşı (2008) with a strong reliability  $\alpha = .93$ . In the current study, a strong reliability  $\alpha = .91$  was found.

## **2.4 Procedure**

Before starting to collect data, ethical approval was received from the Ethics and Research Committee of the Department of Psychology in Eastern Mediterranean University (Appendix L). Participation was voluntarily. Participants were recruited

from various environments such as in their workplaces and homes. The conditions were ensured to be quiet and the researcher and participants were alone in a room of the workplace or the house. Prior to taking participants to a quiet room, a brief verbal explanation about the study was made. Then, if they were still interested in and willing to participate in the study, a consent form was given to them in order to read and sign. Even after signing the consent form, participants were again informed verbally about the right to withdraw from the study any time without making any explanation. The participants were randomly divided into two groups as an experimental group and a control group. Both groups had the same bundle of questionnaires, which included the Personal Information Form, Body Dissatisfaction Subscale of the Eating Disorder Inventory, Rosenberg Self-Esteem Scale, Body Esteem Scale, Sociocultural Attitudes Toward Appearance Questionnaire-3. However, the participants in the experimental group were exposed to thin-ideal women and muscular-ideal men images which were presented on an A4 paper and pages were turned over by the researcher. Although, a stop watch was not used to ensure consistent exposure to pictures, an attempt was made to move through pictures at an equal rate. Following this, a music video consisting of two music videos that were shortened and combined by the researcher which once again emphasized ideal body shapes were shown to the participants. This exposure session lasted 3 minutes and 23 seconds, after which the questionnaires were administered. On the other hand, the participants in the control group were exposed to nature images, which did not have any person figure, and a music video that includes non-appearance music video, which in turn lasted 2 minutes.

At the end of the study, debriefing form was given in order to explain the aim of the study. Furthermore, the contact number of the psychiatric hospital of the state was given on the debriefing form that the participant can get in touch with in case of feeling any distress or discomfort as a result of this study (see Appendix B). This process took approximately 40 minutes.

## Chapter 3

### RESULTS

The collected data was analyzed by using the Statistical Package for the Social Sciences (SPSS version 21) computer software. Additionally, two way between groups ANOVA was used to analyze the collected data in parallel with the aims of the study.

#### 3.1 Descriptive Statistics

The means and standard deviations of all variables were calculated for both genders which is illustrated in Table 1.

Table 1: The means (*M*) and standard deviations (*SD*) of all the variables according to gender.

Variables	Female		Male	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Body Dissatisfaction	3.26	1.22	2.84	1.17
Internalization	2.78	.77	2.46	.89
Self-esteem	1.78	.52	2.00	.69
Body-esteem	3.56	.59	3.83	.69

*Note:* Body dissatisfaction ranged between 1-6; Internalization 1-5; Self-esteem 0-4 and Body-esteem 1-5.

### **3.2 Two Way between Subjects Design ANCOVA**

A 2 (gender: female vs. male)  $\times$  2 (group: experimental vs. control) between groups analysis of covariance was conducted to explore the impact of gender and experimental manipulation on body dissatisfaction, self-esteem and body esteem while controlling for internalization of socio-cultural ideals.

The assumptions of linearity, homogeneity of variances, homogeneity of regression slopes, and reliable measurement of covariate were met.

#### ***Body Dissatisfaction***

ANCOVA analysis showed that the experimental manipulation had a significant effect on body dissatisfaction, when the covariate factor was controlled for,  $F(1,190) = 4.75, p = .031, \eta^2 = .024$ . Additionally, gender had significant effect on body dissatisfaction too when the internalization was controlled,  $F(1,190) = 14.93, p < .001, \eta^2 = .073$ . The covariate internalization also had a significant effect on the dependent measure,  $F(1,190) = 34.91, p < .001, \eta^2 = .16$ . A significant interaction was founded between gender and experimental manipulation when the internalization of socio-cultural ideal was controlled,  $F(1, 190) = 4.94, p = .027, \eta^2 = .025$ . In other words, women in the experimental condition showed higher body dissatisfaction compared to women in the experimental condition whereas men showed no difference in either conditions.

#### ***Self esteem***

There is a significant effect of gender on the level of self-esteem after controlling the internalization,  $F(1, 190) = 17.11, p < .001, \eta^2 = .083$ . However, experimental



manipulation did not have any statically significant effect on body dissatisfaction when the covariate factor was controlled for,  $F(1, 190) = 2.42, p = .121, \eta^2 = .013$ . In addition to this, any significant interaction was not found,  $F(1, 190) = 1.37, p = .243$ .

### ***Body esteem***

Once again, there was not any statically significant effect of experimental manipulation on body-esteem when the covariate was controlled for,  $F(1, 190) = 26.17, p < .001, \eta^2 = .121$ . Any significant gender effect on body esteem was not found too,  $F(1, 190) = 4.68, p = .032, \eta^2 = .024$ . Lastly, there was no significant interaction between gender and experimental manipulation on body esteem after controlling for internalization,  $F(1, 190) = .003, p = .957$ .

## Chapter 4

### DISCUSSION

Research regarding body dissatisfaction has mainly been conducted with adolescents who have reported higher levels of body dissatisfaction compared to other age groups (Sivert & Sinanovic, 2008; Bucchianeri et al., 2013). This area of research in the middle adulthood period has been less covered, however it is an important age group since significant physical changes occur in the body during this period which also influences one's mental state and psychological well-being. Therefore, the purpose of this study was to investigate the influence of gender and media exposure on body dissatisfaction, internalization, self-esteem and body esteem in middle adulthood period.

As hypothesized, a significant impact of gender was found on body dissatisfaction where women had higher levels of body dissatisfaction compared to men while controlling for internalization of socio-cultural ideals. Previous research literature findings assert that the level of body dissatisfaction is higher in women compared to men. (Miller, Coffman & Linke, 1980; Cooper & Fairburn, 1983; Mintz & Bentz, 1986; Franco, Tambumno, Carroll & Bemal, 1988; Debold, Wilson & Malave, 1993; Pingitore, Spring & Garfield, 1997; Furnham & Calnan, 1998; Hargreaves & Tiggemann, 2004). Knaus, Paxton and Alsaker (2007) found that internalization and pressure are two important factors to help explain gender differences. For instance, it was found that women are more likely to internalize sociocultural ideals (Huilman,

2003; Rusello, 2013; Pasha & Golsheko, 2009), to have more pressure from the media sources (Silverstein, Perdue, Peterson & Kelly, 1986; Morrison, Kalin & Morrison, 2004) and to have much greater cognitive differentiation compared to men in terms of body perception and awareness (Brown, Cash & Mikulka, 1990; Fisher, 1986).

A significant impact of gender on self-esteem was found where women have lower levels of self-esteem than men as hypothesized while controlling for internalization of socio-cultural ideals. Therefore, this study provided support to the previous research literature findings that found lower levels of self-esteem in women compared to men (Hall, 1984; Kling, Hyde, Showers & Buswell, 1999; Major, Barr, Zubek & Babey, 1999; Feingold, 1994; McMullin & Cairney, 2004; Robins et al., 2002; Twenge & Campbell, 2001). Additionally, this study provided counter evidence to studies that did not find any significant gender differences in the levels of self-esteem (Maccoby & Jacklin, 1974; Wylie, 1979; Galambos, Barker & Krahn, 2006; Donnellan, Trzesniewski, Conger & Conger, 2007). Generally, research conducted with regards to self-esteem find a significant gender difference and tend to attribute sociocultural causes as the reason for this gender difference in which women are generally ascribed to and associated with lower status within society and are hence exposed to more gender based stereotypes and prejudices (Singh, 2015). It was specified that the feedback we get from the society improves a great majority of the self-esteem (Guest, 1984; Xavier, 2009; Kenneth, Bordens & Horowitz, 2013). However, since women frequently get negative and devalued feedback from society compared to men, gender differences in the level of self-esteem is not surprising. Additionally, it has been found that women's self-esteem is based on some aspects

such as social acceptance, accomplishing the social expectations and the feedback received from social and relational contexts (Joseph, Markus & Tafarodi, 1992). Moreover, since men have been found to be independent and not report many aims to achieve societal expectations, women on the other hand have been found to be interdependent and very sensitive to societal expectations (Cross & Madson, 1997; Josephs, Markus & Tafarodi, 1992). These factors might have contributed in the gender differences in self-esteem reported in the current study. Additionally, gender difference can be related to Objectification Theory, which suggests that women's sexuality is emphasized more such as in, magazines, articles, interpersonal interactions compared to men's. Since women expose to sexually objectified practices frequently, they internalize the sexual objectification where they behave themselves as objects in terms of their appearance.

A gender effect on body-esteem was also found in which women reported lower levels of body-esteem compared to men while controlling for internalization of socio-cultural ideals . In other words, women did not value their bodies as much as men did. Previous research literature findings assert the gender difference in body-esteem (Pliner, Chaiken & Flett, 1990; McKinley, 1998). Rodin, Silberstein and Striegel-Moore (1984) suggested that this gender difference in body esteem can be because of the pressures from society to conventionally harmonize women's physical appearance with the female gender role rather than the male gender role. This is once again related to the objectification theory which emphasizes how women are more so in danger of cultural aspects and media.

Additionally, gender influenced internalization in which women were more likely to internalize the sociocultural ideals than men. Therefore, this study provided support

to previous literature findings stating similar results (Andreyeva, Puhl, & Brownell, 2008; Schvey, Puhl & Brownell, 2012; Schvey, Roberto & White, 2013; Pearl, White, & Grilo, 2014). In other words, people start internalizing the sociocultural ideals as they are exposed to them. As a result of this internalization, they then start making comparisons of their bodies with the sociocultural ideals which result in body dissatisfaction. The reason of body dissatisfaction can be because of making upward and appearance related comparisons since individuals considered sociocultural ideals superior to themselves as mentioned in Social Comparison Theory. Gender differences might occur due to the fact that women are socialized to accept and internalize the pressure from the sociocultural aspects more so than men (Ropers-Huilman, 2003). Traditionally, physical appearance is emphasized to women much more than men as mentioned before which can account for the gender difference in the level of internalization. Additionally, it has been found that different forms of the media such as magazines target women more than men, to sociocultural ideals leading to higher levels of internalization (Silverstein, Perdue, Peterson & Kelly, 1986).

In addition to the significant gender effect on all of the dependent variables, media exposure had a significant impact on body dissatisfaction while controlling for internalization of socio-cultural ideals. In other words, the experimental group had higher levels of body dissatisfaction compared to the control group. Therefore, it provided support to the previous literature where participants in control groups reported a lower level of body dissatisfaction (Myers & Bioacca 1992; Borzekowski, Robinson & Killen, 2000; Leit, Gray & Pope, 2002; Tiggemann & Slater, 2004; Lorenzen, Grieve & Thomas, 2004; Birkeland et al., 2005; Arbour & Martin-Ginis,

2006). Therefore, this can be considered as support that the images were salient and realistic enough to influence body dissatisfaction as well as the other dependent measures. Additionally, when the images of sociocultural ideals were exposed to the participants, they accept and internalize these ideals. As they normalize these ideals, they compare their bodies with these ideals which give rise to body dissatisfaction (Rusello, 2013). Besides, this result can be related to Cultivation Theory where experimental group were exposed to media and they can feel pressure to conform to the dominant view presented in the media (i.e. mainstreaming effect). In addition to this, they might do heuristic processing where they did not make detailed analysis and they might just focus on the appearance and attractiveness of images.

Media exposure had a significant impact on self-esteem where experimental group had higher levels of self-esteem compared to control group while controlling for internalization of socio-cultural ideals. This result was not expected and the previous literature also assert the contrary (Lerner, Orlos & Knapp, 1976; Mintz & Betz, 1988; Mendelson & White, 1982, 1985; Fabian & Thompson, 1989; Thomas, 1989; Irving, 1990; ; Stice and Shaw, 1994; Joiner & Kashubeck, 1996; Knox, Funk, Elliot & Bush, 1998; Venkat & Ogden, 2002; Hawkins, Richards, Granley & Stein, 2004; Clay, Vignoles, & Dittmar, 2005; Bessenoff, 2006; Davison & McCabe, 2006; Mojtowicz & Ranson, 2012; Hobza & Rochlen, 2009). A possible explanation for this can be that body esteem is a more important variable to consider in such an area as opposed to self-esteem. For instance, some studies have found that while the level of body esteem was lower in the experimental group compared to control group, self-esteem was found to be unrelated (Dohnt & Tiggemann, 2006; Hobza, Walker, Yakushko, & Peugh, 2007). Self-esteem is a more general level of self-worth

whereas body esteem is related to one's body and hence more likely to be influenced by sociocultural ideals and values associated with body norms (Coopersmith, 1967). Furthermore, a significant media exposure effect was found on body esteem where experimental group had lower level of body-esteem than control group as expected while controlling for internalization of socio-cultural ideals. Therefore, this study provided support to the previous literature findings (Barlett, Harris, Smith & Bonds-Roacke, 2005; Grogan, Williams and Conner, 2006; Hobza & Rochlen, 2009). Since the participants were exposed to the sociocultural ideals, they internalized these ideals and considered them normal. Therefore, this affected the way that they perceive their bodies. When the individuals are exposed to the ideals presented in the media, they gave less value to their bodies (Rusello 2013; Grogan, Williams & Conner, 2006).

Lastly, a significant impact of media exposure was found on the internalization whereby the experimental group had higher level of internalization of socio-cultural ideals than the control group. Therefore, this clearly showed that participants gave more importance to and internalized these ideals in line with previous findings (Brown & Dittmar, 2005; Dittmar & Howard, 2004a, 2004b; Jones, 2004; Dittmar, Halliwell & Stirling, 2009). Additionally, since the participants were exposed to sociocultural ideals, they cognitively adopted these ideals. Therefore, they accept and internalize these ideals (Rusello, 2013).

In reference to interaction effect, there was a significant interaction between experimental manipulation and gender on body dissatisfaction when the internalization of socio-cultural ideals was controlled. Firstly, women in the experimental condition significantly had higher level of body dissatisfaction compare

to the women in the control condition. This result shows that women were affected by the portrayals presented on the media. This study supported previous researches (Botta, 1999; Anderson et al., 2001) that the women, who were exposed to thin ideal media images, had higher levels of body dissatisfaction compare to women who were not exposed to. The reason of this could be the intensity of pressure felt from society where therefore women can easily absorb/receive the messages presented on the media and make upward social comparison by seeing themselves worse than the portrayals on the media. Additionally, women had higher level of body dissatisfaction compare to men in both conditions. This might be because of the intensity of media exposure. In other words, even women magazines had more messages related to weight loss and more articles related to the appearance compare to men`s magazines (Silverstein, Perdue, Peterson & Kelly, 1986; Nemeroff, Stein, Diehl & Smilack, 1994). Furthermore, women are exposed ideal body images more frequently compared to men in the media and in the society (Morrison, Kalin & Morrison, 2004). Besides, Objectification Theory could be an explanation to this result which suggests how media constantly accentuate appearance and body shape and gives rise to self-objectification where women bear ideal appearances in their minds. Moreover, women desired and felt pressure to achieve the ideal standards of appearance and beauty. Therefore, they are more vulnerable to make upward social comparison which is again resulted in body dissatisfaction. Any other significant interaction between experimental manipulation and gender was not found on other dependent measures.

One of the limitations of this research was assessing self-report data where people can easily understand the aim of the research and respond in a socially desirable way.



Therefore, this type of data can sometimes provide misleading results. The other limitation is the content of demographic information. The participants might have had cosmetic surgery and it was not questioned, this might have caused biased reporting also. Additionally, a pre-test was not used in which participants' pre-existing body dissatisfaction, esteem, and internalization was measured. A simple experimental questionnaire was employed which limits the generalizability of the findings. Furthermore, the media images were selected from famous brands and models in Europe but it could have been taken from the Turkish culture. In other words, famous faces in the Turkish population could have been selected and this might have had an effect on results. The levels of body dissatisfaction could have been higher. Moreover, the long terms effect was not analysed since the methodology was not longitudinal.

There are various implications derived from this research. One of these implications is the existence of body image dissatisfaction in both genders. Therefore, this can be a guidance to develop compulsory workshops about acceptance and commitment towards ones bodies. Furthermore, these kinds of workshops can empower the body esteem of individuals. For instance, these workshops can have at least four sessions where first people can learn the terminology and the prevalence of body dissatisfaction across the life span. Then, the workshop can cover the internal (i.e. self-esteem, body esteem) and external influences (i.e. media effect, peer influence, family, sociocultural factors) where some advertisements can be shown to encourage people to share their ideas and empower them. Additionally, individuals can be informed about negative and positive effects of media on their body images by again discussing how the average of BMI decreased across the years. The last session can

include self-portrait activities where the individuals can draw themselves and write why they give value and love their bodies (Common Sense Media, 2015).

Additionally, although literacy is known as reading and writing, in today's world it also involves the media, since the information we receive is mainly through media technologies (Potter, 2013). In accordance with the findings of this research, which shows that media exposure has an impact on the internalization of the sociocultural ideals, media literacy programmes can be developed in order to help people to assess and make them aware of the complex messages of the media. The cosmetic brand 'Dove' for example has provided video clips and campaigns to raise the awareness of the use of photoshop and airbrushing of models within the media which can cause unrealistic and unattainable beauty standards in the public. Such campaigns can be broadened to include all age groups and genders to enhance such an understanding. Lastly, the findings of this research can be considered as a good indicator of the media influence upon the individuals' body image perception. Therefore, zero size models should be banned legally across the globe not only in France, Spain, Italy and Israel where they are currently banned ("France Passes Bill, 2015").

For future studies it is important to work with LGBTQ participants since the gender roles can show discrepancies and therefore body dissatisfaction can be found in men as much as in women too. Additionally, future studies should analyse the long term effects and participants should be analysed from childhood to older ages longitudinally as this would give more insight into the effects of media exposure on each developmental stage of life. Lastly, future research should consider ethnicity as a factor because past research findings have shown that some ethnic groups, Hispanics for example, are found to be resistant to the effects of the sociocultural

ideals presented in the media (Goodman, 2002). It would be interesting to isolate which factors as part of that cultural group protect them from the negative aspects of media. This could then be adapted to other cultural groups to measure for effectiveness.

To sum up, the current research sheds light on the role of media exposure in both men and women, providing support to the notion that media should be monitored and presented in a manner that supports positive body image and esteem across all age groups.

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## **APPENDICES**

## Appendix A: Informed Consent Form

**Doğu Akdeniz Üniversitesi**  
**Eastern Mediterranean University**  
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### Appendix A

#### Beden Memnuniyetsizliği, Magduriyet ve SosyoKültürel İdealleri İcseleştirme: Cinsiyet, Benlik Saygısı ve Medya'nın Etkisi

Değerli Katılımcı,

Lütfen bu araştırmaya katılımınızı onaylamadan önce, araştırma ile ilgili aşağıda bulunan bilgileri dikkatlice okumak için birkaç dakikanızı ayırınız. **Araştırma ile ilgili herhangi bir sorunuz varsa, aşağıda iletişim bilgileri olan araştırmacıyla iletişim kurabilirsiniz.**

Bu araştırma Cemaliye Sarcan tarafından Doc.Dr. Fatih Bayraktar süpervizörlüğü altında yürütülmektedir. Araştırma, medya, cinsiyet ve benlik saygısının, yetkinlerdeki bedensel memnuniyetsizlik, magduriyet ve sosyokültürel idealleri icseleştirme'nin üzerindeki etkisini araştırmayı hedeflemektedir. Bu çalışmanın 50 dakikadan daha fazla sürmemesi beklenmektedir.

Çalışmaya katılımınız zorunlu değildir ve katılmayı reddetme hakkına sahipsiniz. Çalışmadan, istediğiniz bir anda, açıklama yapmaksızın çekilme hakkında sahipsiniz. Araştırmadan çekilmesi durumunda, veriler yok edilecektir ve araştırmada kullanılmayacaktır. Eğer araştırmaya katılıp ve anketleri tamamlarsanız, cevaplar ve anketler **gizlilikle korunacaktır**. İsim ve tanımlayıcı bilgiler, anketin geri kalan kısımlarından ayrı olarak muhafaza edilecektir. Veriler, araştırma tamamlandıktan sonra en çok 6 yıl boyunca muhafaza edilecektir. Verilerin analizinden sonra, araştırma ile ilgili bir rapor yayınlanabilir.

**Gönüllü katılımınızı belirtmek için, lütfen aşağıda bulunan bilgilendirilmiş onam formunu imzalayınız.**

#### BİLGİLENDİRİLMİŞ ONAY FORMU

Beden Memnuniyetsizliği, Magduriyet ve SosyoKültürel İdealleri İcseleştirme: Cinsiyet, Benlik Saygısı ve Medya'nın Etkisi

Cemaliye Sarcan, cemo1729@hotmail.com  
Psikoloji Bölümü  
Doğu Akdeniz Üniversitesi  
Gazimağusa, Kuzey Kıbrıs Türk Cumhuriyeti

**Her ifadeye katıldığınızı belirtmek için lütfen yanda bulunan kutuları işaretleyiniz.**

1. Bilgileri okuyup anladığımı ve soru sorma fırsatımın olduğunu onaylıyorum.
2. Katılımımın gönüllü olduğunu ve açıklama yapmaksızın, istediğim bir anda araştırmadan çekilebileceğimi onaylıyorum.
3. Bu araştırmaya katılmayı kabul ediyorum.

Tarih

İmza

*Araştırmanın etiği ile ilgili bir endişeniz var ise, endişenizi detaylı bir şekilde açıklayan yazılı bir metin ile Doğu Akdeniz Üniversitesi, biran.mertan@emu.edu.tr).*

## Appendix B: Debrief Form

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### Appendix B:

#### Katılımcı Bilgi Formu

"*Beden Memnuniyetsizliği, Mağduriyet ve SosyoKültürel İdealleri İçselleştirme: Cinsiyet, Benlik Saygısı ve Medya'nın Etkisi*" başlığı altında yürütülen bu çalışmaya katıldığınız için teşekkür ederim. Araştırmanın amaçlarını ve hedeflerini açıklamayı amaçlayan aşağıdaki bilgileri okumak için birkaç dakikanızı ayırınız. Araştırma ile ilgili sorularınız varsa, aşağıda iletişim bilgileri olan araştırmacıyla iletişim kurabilirsiniz.

Bu araştırma, medya, cinsiyet, benlik saygısının, yetişkinlerdeki bedensel memnuniyetsizlik, mağduriyet ve sosyokültürel idealleri içselleştirmeyi ölçmeyi amaçlamaktadır. Bu konuda daha önce yapılan araştırmalara göre ideal vücut resimlerine maruz kalan yetişkinlerin, bedenlerinden memnurluk ve benlik saygılarının düşük, sosyokültürel idealleri içselleştirmeleri yüksek bulunmuştur (Sands & Wardle, 2003; Tiggemann & Slater, 2003). Buna ilişkin olarak, beden memnuniyetsizliği olan kişilerin, sosyokültürel idealleri daha fazla içselleştirdikleri bulunmuştur. Ayrıca, sosyokültürel ideallerin kadınlar tarafından daha fazla içselleştirildiği bulunmuştur (Johnson and Cattarin, 1995; Bardone-Cone, Cass, & Ford, 2008; Cusunama & Thompson, 2000). Buna ek olarak, benlik saygısı düşük olan kişilerin bedenlerinden memnurluk seviyelerinin düşük olduğu görülmektedir. Ayrıca, düşük benlik saygısı ve bedeninden memnun olmama mağduriyete yol açmaktadır (Bessenoff, 2006; Nelson, Vernberg, Fonagy & Twemlow, 2011).

Araştırma tamamlandıktan sonra herhangi bir rahatsızlık veya sıkıntı duyuyorsanız ve bir uzman ile konuşmak istiyorsanız, lütfen Lefkoşa Barış, Ruh ve Sinir Hastalıkları Hastanesi ile (+903922285441) iletişim kurunuz. Herhangi bir soru için araştırmacı ile (Cemaliye Sarcan, [cemo1729@hotmail.com](mailto:cemo1729@hotmail.com)) veya araştırma süpervizörü ile de (Assoc. Prof. Dr. Fatih Bayraktar [fatih.bayraktar@emu.edu.tr](mailto:fatih.bayraktar@emu.edu.tr), +903926301324) iletişime geçebilirsiniz.

Araştırmaya yaptığınız değerli katkıdan ve katılımınızdan dolayı size çok teşekkür ediyorum.

Gazimağusa, North Cyprus, via Meersin 10 TURKEY

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## Appendix C: Demographic Information Form

Size en uygun olan cevabı lütfen “√” işareti koyarak belirtiniz.

1. Lütfen cinsiyetinizi belirtiniz:

Erkek

Kadın

Diğer

2. Kaç yaşındasınız? \_\_\_\_\_

3. Kilonuz? \_\_\_\_\_

4. Boyunuz? \_\_\_\_\_

5. Şu anki kilonuzdan memnun musunuz? Evet  Hayır

i. Eğer cevabınız hayır ise; Kaç kilo olmak istediğinizi belirtiniz \_\_\_\_\_.

6. Vücuduzda memnun olmadığınız herhangi bir bölge var mı? Evet  Hayır

ii. Eğer cevabınız **evet** ise; memnun olmadığınız bölgeyi lütfen belirtiniz \_\_\_\_\_.

7. Herhangi bir fiziksel aktiviteyle uğraşıyor musunuz? Evet  Hayır

iii. Eğer cevabınız **evet** ise, günde kaç saat harcadığınızı belirtiniz

\_\_\_\_\_

8. Vücudunuz hakkınızdaki görüşlerinizi kısaca belirtiniz.

- 
- 
- 
- 
- 

9. Kilo vermek veya almak için diyet yaptınız mı? Evet  Hayır



10. En son yaptığınız diyet programı ne kadar sürdü? \_\_\_\_\_ (Gün olarak belirtiniz).

11. Şuan diyet yapıyor musunuz? Evet  Hayır  Eğer cevabınız **hayır** ise, lütfen 12. soruyu atlayın.

12. İdeal veya istediğiniz kiloya ulaştığınız zaman, neler hissedeceğinizi belirtiniz.

- 
- 
- 
- 
- 

13. Medya'nın herhangi bir türüne ( internette gezinmek, dergi okumak, vb.) zaman ayırıyor musunuz? Evet  Hayır

14. Eğer cevabınız evet ise, bir günde ortalama ne kadar zaman harcadığınızı belirtiniz \_\_\_\_\_ (Dakika şeklinde belirtiniz).

15. Kilonuzdan dolayı herhangi bir mağduriyet yaşadınız mı? (Örneğin; alay etme, lakap takma) Evet  Hayır

## Appendix D: Images for Experimental Group







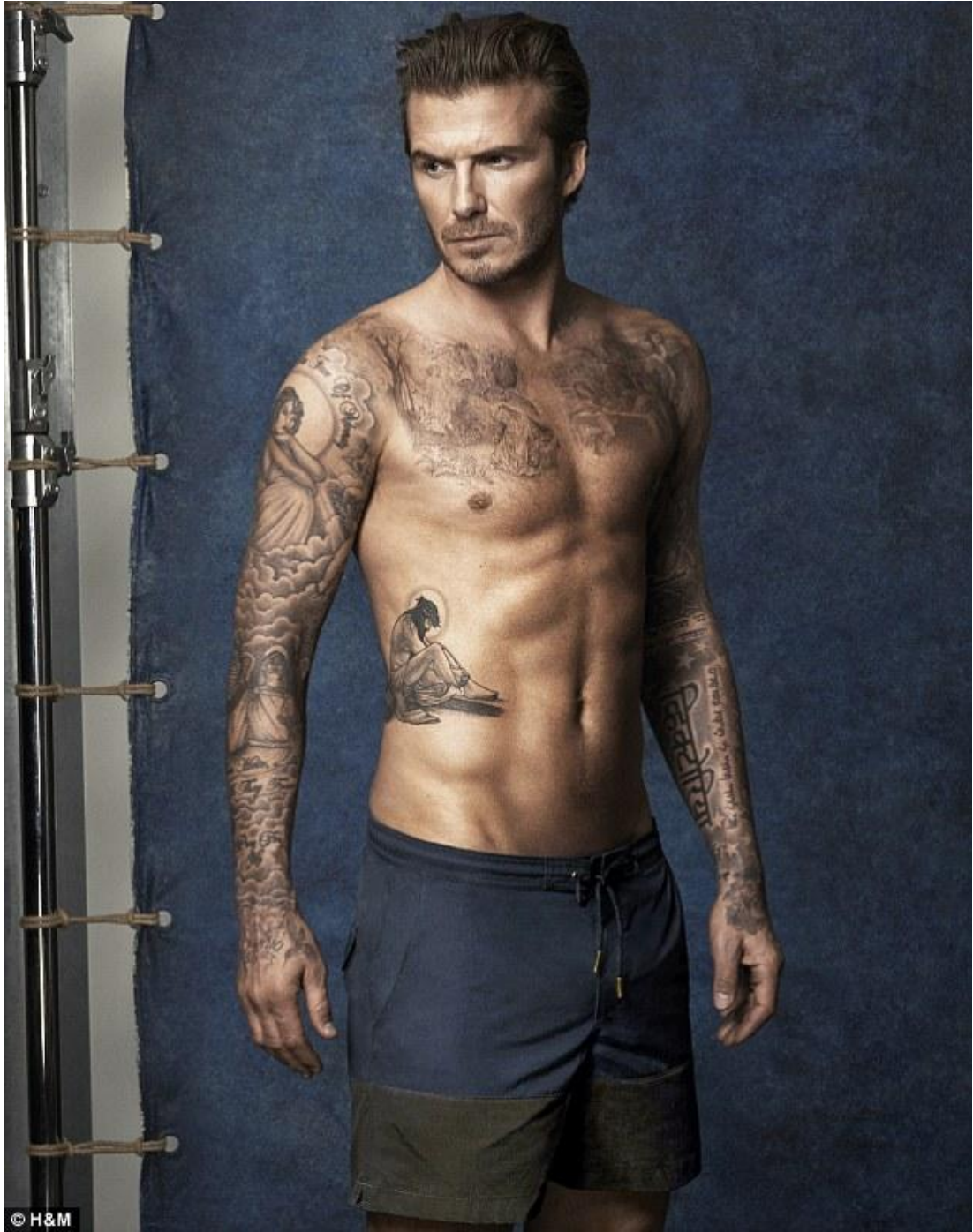


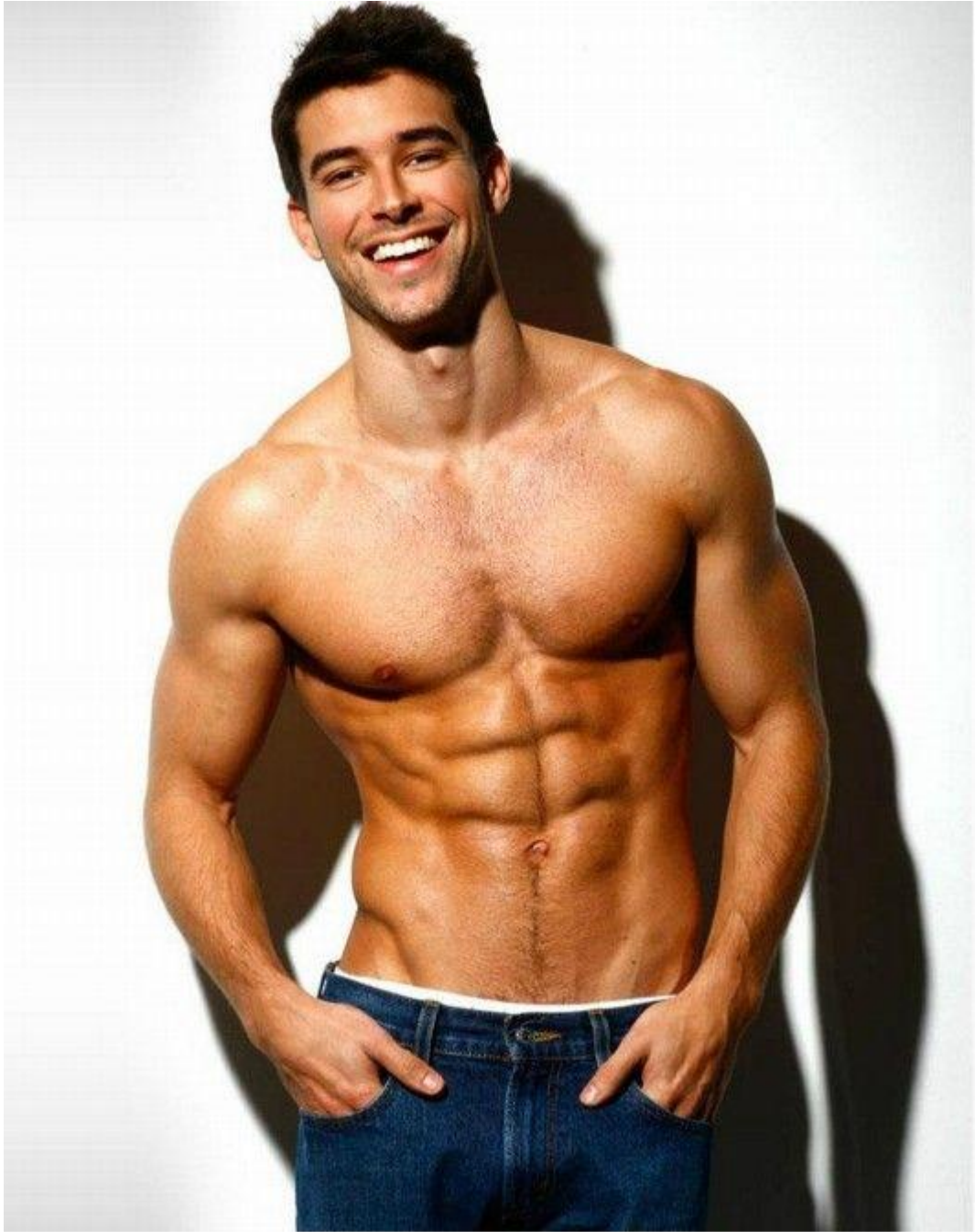












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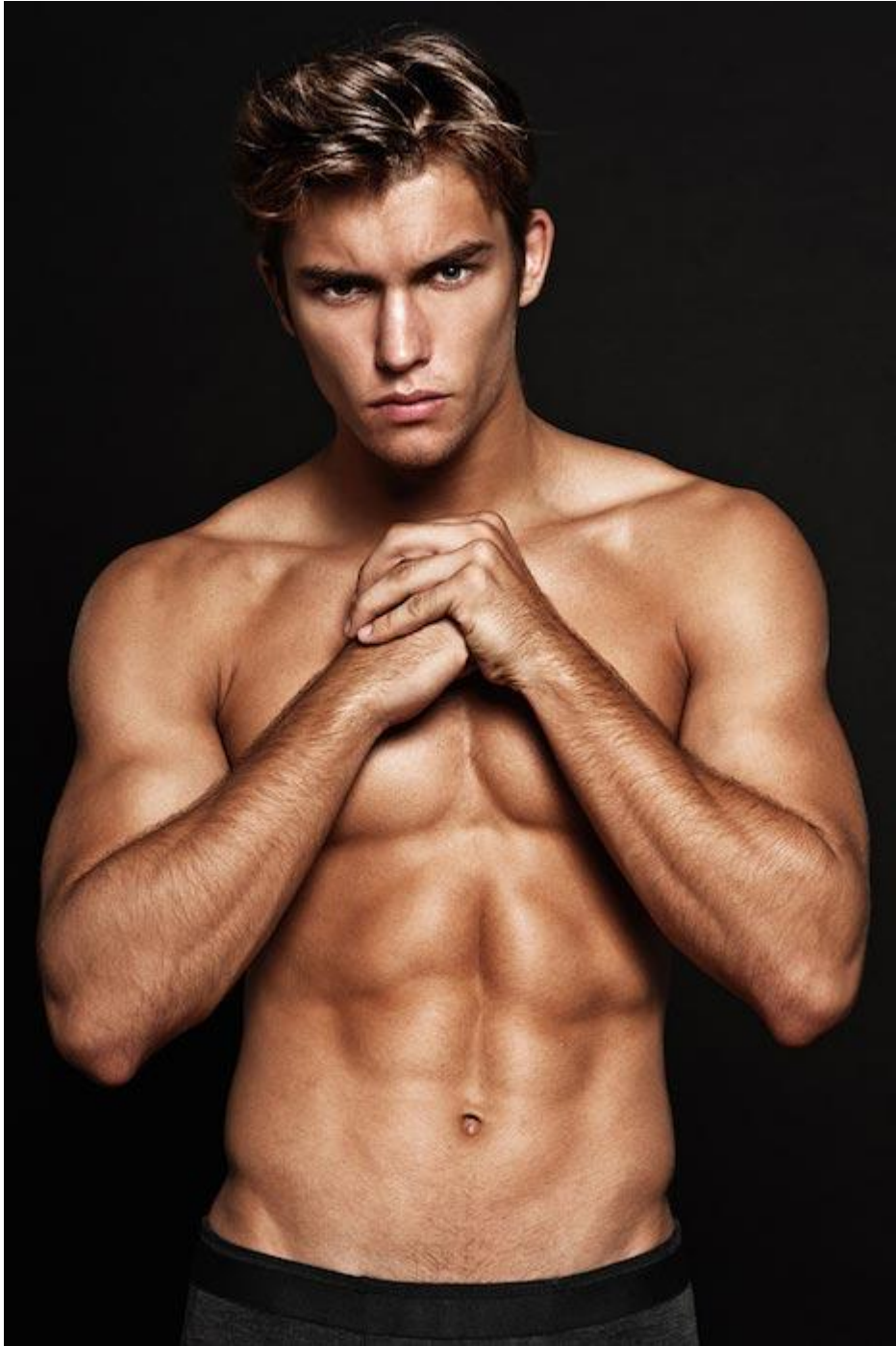
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## **Appendix E: Videos for Experimental Group**

Will be presented during presentation.

**Appendix F: Images for Control Group**























**Appendix G: Videos for Control Group**  
Will be presented during presentation.

## Appendix H: Body Dissatisfaction Subscale of the Eating Disorder Inventory

Aşağıdaki sorular vücudunuz hakkındaki düşünceleriniz ile ilgilidir. Lütfen her soruyu dikkatlice okuyup, size en uygun olan cevabı (rakamı) işaretleyin.

1	2	3	4	5	6
Herzaman	Genellikle	Sık sık	Bazen	Nadiren	Asla
1. Midemin büyük olduğunu düşünürüm.					1 2 3 4 5 6
2. Kalçadan dize kadar olan bacak bölgemin geniş olduğunu düşünürüm.					1 2 3 4 5 6
3. Midemin olması gerektiği ölçüde olduğunu düşünürüm.					1 2 3 4 5 6
4. Vücudumdan memnunum.					1 2 3 4 5 6
5. Kalçamın şeklini severim.					1 2 3 4 5 6
6. Basenlerimin çok geniş olduğunu düşünürüm.					1 2 3 4 5 6
7. Kalçadan dize kadar olan bacak bölgemin ideal ölçüde olduğunu düşünürüm.					1 2 3 4 5 6
8. Kalçamın geniş olduğunu düşünürüm.					1 2 3 4 5 6
9. Basenlerimin ideal ölçüde olduğunu düşünürüm.					1 2 3 4 5 6

## Appendix I: Rosenberg Self-Esteem Scale

Aşağıdaki maddeler, kendiniz hakkında ne düşünüp genel olarak nasıl hissettiğinize ilişkin olarak hazırlanmıştır. Her ifade için sizi en iyi şekilde uyan harfi lütfen daire içine alınız: **A, B, C, D, veya E.**

1. Kendimi en az diğer insanlar kadar değerli buluyorum.

a. ÇOK DOĞRU b. DOĞRU c. YANLIŞ d. ÇOK YANLIŞ

2. Bazı olumlu özelliklerim olduğunu düşünüyorum.

a. ÇOK DOĞRU b. DOĞRU c. YANLIŞ d. ÇOK YANLIŞ

3. Genelde kendimi başarısız bir kişi olarak görme eğilimindeyim.

a. ÇOK DOĞRU b. DOĞRU c. YANLIŞ d. ÇOK YANLIŞ

4. Ben de diğer insanların birçoğunun yapabildiği kadar birşeyler yapabilirim.

a. ÇOK DOĞRU b. DOĞRU c. YANLIŞ d. ÇOK YANLIŞ

5. Kendimde gurur duyacak fazla birşey bulamıyorum.

a. ÇOK DOĞRU b. DOĞRU c. YANLIŞ d. ÇOK YANLIŞ

6. Kendime karşı olumlu bir tutum içindeyim.

a. ÇOK DOĞRU b. DOĞRU c. YANLIŞ d. ÇOK YANLIŞ

7. Genel olarak kendimden memnunum.

a. ÇOK DOĞRU b. DOĞRU c. YANLIŞ d. ÇOK YANLIŞ

8. Kendime karşı daha fazla saygı duyabilmeyi isterdim.

a. OK DOĐRU b. DOĐRU c. YANLIŐ d. OK YANLIŐ

**9.** Bazen kesinlikle kendimin bir iŐe yaramadıĐını dűŐunuyorum.

a. OK DOĐRU b. DOĐRU c. YANLIŐ d. OK YANLIŐ

**10.** Bazen kendimin hi de yeterli bir insan olmadıĐını dűŐunuyorum.

a. OK DOĐRU b. DOĐRU c. YANLIŐ d. OK YANLIŐ

## Appendix J: Body Esteem Scale

Bu ankette bazı vücut bölümleri ve işlevleri verilmiştir. Her bir soruyu dikkatlice okuyup, vücudunuzun bahsedilen kısmı veya göreviyle nasıl hissettiğinizi numaralandırarak belirtiniz.

1 = Güçlü olumsuz duygularım var

2 = Orta olumsuz duygularım var

3 = Hiçbiri

4 = Orta olumlu duygularım var

5 = Güçlü olumlu duygularım var

-----  
1. Beden kokusu \_\_\_\_\_

2. İştah \_\_\_\_\_

3. Burun \_\_\_\_\_

4. Fiziksel dayanıklılık \_\_\_\_\_

5. Tepkiler \_\_\_\_\_

6. Dudaklar \_\_\_\_\_

7. Kas kuvveti \_\_\_\_\_

8. Bel \_\_\_\_\_

9. Enerji Seviyesi \_\_\_\_\_

10. Üst Bacak \_\_\_\_\_

11. Kulaklar \_\_\_\_\_

12. Pazu \_\_\_\_\_

13. Çene \_\_\_\_\_

14. Vücut yapısı \_\_\_\_\_

15. Fiziksel koordinasyon \_\_\_\_\_

16. Kalça \_\_\_\_\_

17. Çevik olma \_\_\_\_\_

18. Omuz genişliği \_\_\_\_\_

19. Kollar \_\_\_\_\_

20. Göğüs \_\_\_\_\_

21. Göz yapısı \_\_\_\_\_

22. Yanak/Elmacık kemiđi \_\_\_\_\_
23. Basen \_\_\_\_\_
24. Bacak \_\_\_\_\_
25. Fizik \_\_\_\_\_
26. Cinsel dürtü \_\_\_\_\_
27. Ayaklar \_\_\_\_\_
28. Cinsel organ \_\_\_\_\_
29. Karın yapısı \_\_\_\_\_
30. Sađlık \_\_\_\_\_
31. Cinsel iliřki \_\_\_\_\_
32. Vücut kılları \_\_\_\_\_
33. Fiziksel durum \_\_\_\_\_
34. Yüz \_\_\_\_\_
35. Kilo \_\_\_\_\_

## Appendix K: Sociocultural Attitudes Toward Appearance Questionnaire

Lütfen her bir maddeyi dikkatlice okuyunuz ve maddelerin size uygunluğunu 1' den 5' e kadar işaretleyiniz.

Puanların karşılık geldiği ifadeler aşağıdaki gibidir:

- 1= Kesinlikle katılmıyorum
- 2= Çoğunlukla katılmıyorum
- 3= Kararsızım
- 4= Çoğunlukla katılıyorum
- 5= Kesinlikle katılıyorum


	1	2	3	4	5
1	Televizyon programları, kişilerin modayla ve "çekici olmakla" ilgili bilgi edinmesinde önemli kaynaklardır.				
2	Televizyon programları veya magazin dergilerinden, kilo kaybetmem gerektiğine dair baskı hissedirim.				
3	Televizyondaki kişiler gibi bir bedenim olması benim için önemli değil.				
4	Kendi bedenimi televizyondaki kişilerin bedenleri ile kıyaslarım.				
5	Televizyon reklamları, kişilerin modayla ve "çekici olmakla" ilgili bilgi edinmesinde önemli kaynaklardır.				
6	Televizyon programları veya magazin dergilerinden, güzel görünmem gerektiğine dair bir baskı hissetmiyorum.				
7	Dergilerdeki modeller gibi bir bedenim olmasını isterim.				

8	Kendi görünüşümü televizyon veya film yıldızlarının görünüşleri ile kıyaslarım.					
9	Televizyondaki müzik programları, kişilerin modayla ve "çekici olmakla" ilgili bilgi edinmesinde önemli kaynaklar <u>değildir</u> .					
10	Televizyon programları veya magazin dergilerinden, ince görünmem gerektiğine dair baskı hissedirim.					
11	Filmlerdeki oyuncular gibi bir bedenim olmasını isterim.					
12	Kendi bedenimi magazin dergilerindeki kişilerin bedenleri ile <u>kıyaslamam</u> .					
13	Magazin dergisi makaleleri, kişilerin modayla ve "çekici olmakla" ilgili bilgi edinmesinde önemli kaynaklar <u>değildir</u> .					
14	Televizyon programları ve magazin dergilerinden, mükemmel bir fiziğe sahip olmam gerektiğine dair baskı hissedirim.					
15	Keşke video kliplerdeki modeller gibi görünsen.					
16	Kendi görünüşümü dergilerdeki kişilerin görünüşleriyle kıyaslarım.					
17	Magazin dergisindeki reklamlar, kişilerin modayla ve "çekici olmakla" ilgili bilgi edinmesinde önemli kaynaklardır.					
18	Televizyon programları veya magazin dergilerinden, diyet yapmam gerektiğine dair baskı hissedirim.					
19	Dergilerdeki kişiler kadar atletik görünmek <u>istemem</u> .					
20	Bedenimi "formda" olan insanların bedenleri ile kıyaslarım.					
21	Dergilerde yer alan fotoğraflar, kişilerin modayla ve "çekici olmakla" ilgili bilgi edinmesinde önemli kaynaklardır.					
22	Televizyon programları veya magazin dergilerinden, spor yapmam					



	gerektiğine dair baskı hissedirim.					
23	Keşke ünlü sporcular kadar atletik görünsem.					
24	Kendi bedenimi atletik yapıya sahip kişilerin bedenleri ile kıyaslarım.					
25	Sinema filmleri, kişilerin modayla ve “çekici olmakla” ilgili bilgi edinmesinde önemli kaynaklardır.					
26	Televizyon programları veya dergilerden, görünüşümü değiştirmem gerektiğine dair baskı hissedirim.					
27	Televizyondaki kişiler gibi görünmeye <u>çalışmam</u> .					
28	Ünlü film oyuncularını, kişilerin modayla ve “çekici olmakla” ilgili bilgi edinmesinde önemli kaynaklar <u>değildir</u> .					
29	Ünlü kişiler, kişilerin modayla ve “çekici olmakla” ilgili bilgi edinmesinde önemli kaynaklardır.					
30	Sporcular gibi atletik görünmeye çalışırım.					

## Appendix L: Eastern Mediterranean University Psychology Department's Ethics and Research Committee Approval Letter

 <p><b>Doğu Akdeniz Üniversitesi</b> "Uluslararası Kariyer İçin"</p>	<p><b>Eastern Mediterranean University</b> "For Your International Career"</p>	<p>P.K.: 99628 Gazimağusa, KUZEY KIBRIS / Famagusta, North Cyprus, via Mersin-10 TURKEY Tel: (+90) 392 630 1995 Faks/Fax: (+90) 392 630 2919 bayek@emu.edu.tr</p>
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Etik Kurulu / Ethics Committee

Sayı: ETK00-2016-0210

14.12.2016

Sayın Cemaliye Sarcan  
Psikoloji Bölümü  
Yüksek Lisans Öğrencisi

Doğu Akdeniz Üniversitesi Bilimsel Araştırma ve Yayın Etiği Kurulu'nun **05.12.2016** tarih ve **2016/35-05** sayılı kararı doğrultusunda, "**Body Dissatisfaction Dietary Restraint and Victimization: The Role of Social and Cultural Norms/Ideals, Gender, Self-Esteem and Media Use**" konulu tez çalışmanızı, Doç. Dr. Fatih Bayraktar'ın danışmanlığında araştırmanız Bilimsel ve Araştırma Etiği açısından uygun bulunmuştur.

Bilginize rica ederim.



Doç. Dr. Sükrü Tuzmen  
Etik Kurulu Başkanı

ŞT/sky.

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