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## THE EFFECT OF WARNING LABELS ON MEDIA ADVERTISEMENTS AND THE INFLUENCE ON WOMEN'S BODY SATISFACTION

Kaysha Herd

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THE EFFECT OF WARNING LABELS ON MEDIA  
ADVERTISEMENTS AND THE  
INFLUENCE ON WOMEN'S  
BODY SATISFACTION

by

KAYSHA S. HERD

Presented to the Faculty of the Honors College of  
The University of Texas at Arlington in Partial Fulfillment  
of the Requirements  
for the Degree of

HONORS BACHELOR OF ARTS IN PSYCHOLOGY

THE UNIVERSITY OF TEXAS AT ARLINGTON

December 2014

## ACKNOWLEDGMENTS

First and foremost, I have to thank my research supervisor, Dr. Lauri Jensen-Campbell. Without her assistance and dedicated involvement in every step throughout the process, this paper would have never been accomplished. I would like to thank her for continuous support, enthusiasm, motivation, and knowledge. I could not have imagined having a better mentor for my project.

I would also like to show gratitude to the individuals of the Personality and Social Behavior Lab, specifically Katerina Lilly, Melody Sizer, Raquavia McDonald, Rayni Thomas, Talha Khan, Laura Blanco, and Maria Davalos, who helped collect data for this research project.

Getting through my thesis required more than academic support, and I have many people to thank for that. Thank you to all who have prayed with me, encouraged me and motivated me to succeed in persistence. Also to my family who has believed in me and inspired me to be the best I can be, I thank them.

November 14, 2014

## ABSTRACT

# THE EFFECT OF WARNING LABELS ON MEDIA ADVERTISEMENTS AND THE INFLUENCE ON WOMEN'S BODY SATISFACTION

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The University of Texas at Arlington, 2014

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Research shows one probable source of body dissatisfaction is the thin ideal prevalent in media images (Hargreaves & Tiggemann, 2004). This bombardment of thin images can lead individuals to internalize the thin ideal, possibly leading to body dissatisfaction, poorer life satisfaction, and/or irregular eating behaviors. The focal hypothesis investigated if women's internalization of the thin ideal affects their body satisfaction, even when warning labels were present on advertisements. Secondly, it examined if body satisfaction varies among different ethnicities. Participants were 150 female undergraduates randomly assigned to one of four conditions: (1) control, (2) thin

ideal, (3) thin ideal with subtle warning, or (4) thin ideal with blatant warning. Participants in the control and blatant warning condition reported less body dissatisfaction than participants in the thin ideal and subtle warning condition. Moreover, participants in the thin ideal condition were reporting a negative overall self-esteem, significantly high levels of body dissatisfaction and feeling of disgust with self. Finally, white participants in the thin ideal condition were reporting higher levels of body dissatisfaction than other ethnicities. These results suggest that media may influence women's body satisfaction, especially for Whites. More importantly, warnings seem to buffer against the negative effects of the media images on body satisfaction.

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## CHAPTER 1

### INTRODUCTION

Media in today's society significantly influences how individuals perceive their body image. The manner in which the media portrays men and women in advertisements can unconsciously affect thoughts and feelings. For example, Fernandez and Pritchard (2012) stated that when college students were given advertisements featuring thin women, the women tended to have greater feelings of body dissatisfaction and an increased drive to be thin. Women also associate a thin female ideal with a successful life; women are less satisfied with themselves and less optimistic about the future after being exposed to thin-ideal women who had a successful life (Evans, 2003). If individuals begin to internalize negative thoughts and feelings about their body, they are at risk to develop an attitude marked by poor life satisfaction and irregular eating behaviors. The thin ideal is crucial in the society by individuals accepting or buying into the sociocultural definitions of beauty and standards of thinness.

Many people are not aware that original images are altered. Female models look even thinner and more attractive than they are in person while male models are often made to look more athletic and muscular than they actually are. Usually these alterations are done via Photoshop, a program that can digitally alter the original image to distort different areas on the model's body. Many countries and advocacy groups are suggesting that consumers should be notified when images have been digitally altered to make the

model look more eye-catching, especially since the likelihood of achieving this airbrushed look is not realistic (Tiggemann, Slater, & Smyth, 2013).

The goal of this undergraduate thesis is to examine where media images do influence body satisfaction. Only women were examined, even though men may also be influenced by media ideals. It is anticipated that women who view models who represent the thin ideal will report greater body dissatisfaction than women who do not see such models. More importantly, this thesis examined whether providing warnings to women about photo alterations buffers against the negative influence of media portrayals of women on body satisfaction. In other words, if warning labels are incorporated into different media advertisements and the effect of the thin ideal is reduced in viewers, policies can be made to help lower this unattainable drive to be thin.

Not all women may be equally influenced by media images that portray the thin ideal. Indeed, researchers have found that black women were less likely to exhibit a fat bias (Franko & Striegel-Moore, 2002; Hebl & Heatherton, 1998). Similarly, Latino women are less likely to internalize the mainstream thin ideal portrayed in the media (Crandall & Martinez, 1996). As such, this thesis examined whether the influence of media on body satisfaction varies among different ethnic/racial groups and whether the warnings influence ethnic groups differently. More specifically, white women were expected to be affected more by media portrayals of the thin ideal than were Black or Latina women.

This thesis is important because researching how advertisements influence individuals' body image is valuable for future generations. The idealization of a thin, blemish-free body will continue to drive women to lose weight if something does not

change. Realizing how to alter advertisements to benefit individuals' body satisfaction may ultimately help reduce the onset of eating disorders, depression, and anxiety. Reducing the influence of the thin ideal will hopefully help women to realize they do not have to hold themselves to this standard of unattainable body weight. Different companies have started to use models of average, healthy weight and not allowing Photoshop in their advertisements (Tiggemann et al., 2013). These companies have seen an increase in sales due to the reduction of Photoshop in attempts to sell their product (Masaryk, 2014). As such, portraying attainable ideals may not only help women's body image but may also influence the company's profitability.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Sociocultural norms and ethnicities

Strahan et al., (2010) noted the pressure women in Western societies feel to be thin, and that girls often start to feel preoccupied with weight and body shape at a young age. Past research has suggested women's body dissatisfaction is influenced by sociocultural norms to be thin. Sociocultural norms are rules that a society uses to determine what is appropriate and inappropriate through different behaviors, expressions, and values. Different sociocultural norms known for body image include women feeling tremendous pressure to be thin, so dieting and obsession with weight and body image occurs throughout life (Strahan et al., 2010). One of the first studies to examine the influence of sociocultural norms on body image was conducted by Strahan, Lafrance, Wilson, Ethier, Spencer, and Zanna (2010). Women were shown a series of commercials, some of which were neutral (e.g., cell phone, gas station, a pharmacy, and an insurance company) while others conveyed sociocultural norms (e.g., thin, attractive models wearing Victoria's Secret bras or promoting Dove soap). After viewing the commercials, women took a break before they could take a memory recall task by completing different questionnaires (i.e. Contingencies of Self-worth, Appearance Self-esteem, and Public Self-consciousness). Before the women left, height and weight were measured to calculate body mass index (BMI), followed by a debriefing process. Findings indicate

sociocultural norms for appearance impact women's body dissatisfaction and concern with other people's perceptions of them, as well as basing their self-worth on their appearance. By being exposed to sociocultural idealizations, women base their self-esteem of their appearance that they cannot live up to with these set standards (Strahan et al., 2010). The thin ideal is then impacted by the sociocultural norms displayed in the media. There is also evidence that White and Black cultures may evaluate weight differently. White women were more likely to stigmatize larger White targets by rating them lower in attractiveness, intelligence, popularity, happiness and success, while Black women proved little evidence for the stigmatization of larger Black targets by rating large Black targets more popular than thin and average targets (Hebl & Heatherton, 1998).

## 2.2 Thin ideal's effect on body image

Past researchers have found that in the United States, 94% of women in television roles are thinner than the average American woman. The average American woman is 5'4" and weighs 140 pounds, where the average American model is 5'11" and weighs 117 pounds (Casal, n.d.). In addition, the media associates success and happiness in life with being thinner (Yamamiya, Cash, Melnyk, Posavac, & Posavac, 2004). Media also informs society how to achieve thin bodies through diet, exercise, and plastic surgery procedures; this sends the message to women that they can and should be thin in order to be accepted in the society. In an article published by ABC News Staff (2012), they revealed that: Americans spend around \$20 billion annually in the weight-loss industry, 108 million Americans are on diets, and 85% of the customers consuming weight-loss products are female. A study conducted by Yamamiya et al. (2004) used college-aged

White women to view pictures of young White fashion models or pictures of automobiles for 15 seconds each, followed by 15 seconds of a blank slide for a response interval. Participants were then required to complete the Sociocultural Attitudes toward Appearance Questionnaire-3 (SATAQ-3) a few days before coming in for the second portion of the study. Participants then received information regarding parenting skills or facts about artificial beauty prior to advertisement viewing. The researchers found that even after being exposed to images that display thin and beautiful female models after five minutes, the females were reporting more negative body image than those exposed to images of neutral objects. Results indicated that having the beauty psychoeducation procedure prior to viewing advertisements did not significantly enhance preventative effects as expected.

### 2.3 Influence of warning labels on thin ideal advertisements

Models in different fashion magazines are naturally tall, thin, and attractive, but the usage of Photoshop makes the image more “perfect”. Some countries have started to take measures to combat unrealistic body images. These measures include: (1) models must be of healthy weight, (2) the use of a diverse range of body sizes, and (3) Photoshop being disallowed or consumers warned if Photoshop is used. However, research needs to examine whether warnings actually buffer against the thin ideals portrayed in the media. Tiggemann et al. (2013) had their participants view a set of fashion advertisements depending on the assigned condition- ten images featured thin and attractive White models while two images featured fashion accessories without any models. One version of the advertisements did not contain a label, while the other was labeled “Retouch Free Zone” and “This image has not been digitally altered”. Mood and body dissatisfaction



through the visual analogue scales (VAS) were assessed before and after viewing the fashion shoots, as well as having participants complete a short scale covering social comparison. The aim of the study was to test the unintended effects of labeling images; however, there was no effect of the label on body dissatisfaction (Tiggemann et al., 2013).

In another study by Tiggemann, Slater, Bury, Hawkins and Firth (2012) participants were assigned to a control condition or thin ideal condition; those in the control condition viewed product ads that did not contain people (i.e. jewelry, shoes, perfume) while those in the thin ideal conditions viewed images featuring the face and at least three-quarters of the body of a thin and attractive female model, plus four product advertisements for control. In the thin ideal conditions, there was one with no label, with a generic label (i.e. “Warning: This image has been digitally altered”) and with a specific label (i.e. “Warning: This image has been digitally altered to smooth skin tone and slim arms and legs”). Before viewing advertisements, participants took a survey to assess their magazine consumption, mood, and body dissatisfaction. While viewing the advertisements, participants were told to make a series of judgments to make sure they spent time looking at the images. After viewing the advertisements, participants completed assessments covering mood and body dissatisfaction, appearance comparison, and self-relevance, as well as having physical measurements taken. Results indicated neither warning labels had a significant effect on reducing body dissatisfaction.

## CHAPTER 3

### METHODOLOGY

Participants were 150 ethnically diverse female students at the University of Texas at Arlington; 29.5% Latina, 21.2% African American, 18.5% Asian, 17.1% White, and 13.7% Biracial/Multiracial. Most of the participants were between the ages 18 to 21 ( $M = 19.97$ ,  $SD = 4.26$ ) and volunteered for the study in exchange for credit in psychology courses.

Experimental stimuli were four advertisements representing the thin ideal in female models, while control stimuli were three advertisements representing neutral items without people (i.e. car, nail polish, make up). The final seven advertisements were selected from an initial pool of 55 advertisements rated by 33 research assistants; raters answered statements on a Likert-type scale ranging from 1- Not at All to 7- Very Much, where statements included the quality, professionalism, thin ideal representation, and attractiveness of the advertisement. Based on the ratings, the four images rated highest on thin ideal, professionalism, quality, and attractiveness were selected for the thin ideal conditions, and the three images rated lowest on thin ideal and high on quality, professionalism, and attractiveness were selected for the control conditions. Stimuli were presented in a PowerPoint presentation, where advertisements were timed to display for 60 seconds before automatically moving on to the next image. The order of the images for the presentation depended on the assigned condition; conditions were 1a-1b, 2a-2d

3a-3d, and 4a-4d, where the numbers 1 through 4 represent the images displayed (i.e. neutral, thin ideal with no warning, thin ideal with subtle warning, or thin ideal with blatant warning) and letters A through D represent the advertisements shown and the order displayed. A Photoshop bar was added to thin ideal advertisements to represent the subtle warning, and the disclaimer “WARNING: Retouched to modify the physical appearance of a person” was shown for the blatant warning.

*Physical Appearance Comparison Scale (PACS; Thompson et al., 1991).* This 10-item scale uses a 5-point Likert-type scale (1=Never, 5=Always) to assess an individual’s tendency to compare his or her appearance to others. Items include statements such as “At parties or other social events, I compare my physical appearance to the physical appearance of others” and “I would like my body to look like the models who appear in magazines”.

*Positive and Negative Affect Schedule- Expanded Form (PANAS-X; Watson & Clark, 1994).* This 60-item scale consists of a number of words and phrases that describe different feelings and emotions to complete on a 5-point Likert-type scale (1=Very slightly or not at all, 7=Extremely). Individuals are asked to “indicate the rating to what extent you feel this way right now” including emotions like disgust, confident, afraid, and sad.

*Big Five Inventory (BFI; John & Srivastava, 1999).* This 44-item scale addresses different characteristics the individual sees oneself as on a 5-point Likert-type scale (1=Disagree strongly, 5=Agree strongly). There are five domains, which included extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience.

*Contingencies of Self-Worth Scale (CSW; Crocker & Wolfe, 2001)*. The 35-item scale was adapted to look at internal and external sources of self-esteem by using a 7-point Likert-type scale (1=Strongly Disagree, 7=Strongly Agree). The seven domains include others' approval, physical appearance, outdoing others in competition, academic competence, family love and support, being a moral person, and God's love. Statements include "My self-esteem is unrelated to how I feel about the way my body looks" and "My opinion about myself isn't tied to how well I do in school."

*Self-Perception Scale for Adults (Messer & Harter, 1986)*. This 38 item-scale measured one's self-perception in regards to sociability, job competence, nurturance, athletic competence, physical appearance, intimate relationships, intelligence, sense of humor, and global self-worth. Statements include "I am happy with the way I look" and "I am disappointed with myself" by answering them on a 10-point Likert-type scale (1=Not at all true, 10=Very true).

Participants were required to complete the PACS in a pre-screening process before arriving for the session. They were randomly assigned to one of four conditions: Control/No Thin Ideal Advertisements, Thin Ideal Advertisements, Thin Ideal Advertisements with a Subtle Warning, and Thin Ideal Advertisements with a Blatant Warning. Before viewing advertisements, participants took the PANAS-X and BFI online through Survey Monkey. The researcher then retrieved the appropriate condition in a slideshow through PowerPoint for the participant to study; participants were told the purpose of the slideshow was to perform a memory recall task, so it was important to look at all facets of the image. The participant then took the CSW, Self-Perception Scale for Adults, and the PANAS-X after being informed that they were there for another

researcher whom the current researcher was helping. Participants then got their height, weight, hip circumference, and waist circumference measured by the researcher. Participants believed the memory recall task would take place after having their measurements taken, however there was no memory recall task. The reason for informing the participant of a memory task was to help participants pay close attention to the advertisements without creating a biased effect of knowing the study's actual purpose. The researcher then debriefed the participant of the true nature of the study.

## CHAPTER 4

### RESULTS

#### 4.1 Do individual differences predict negative physical self-concept?

First, I examined the correlations among my variables to determine if women who are heavier, younger, and place more emphasis on their appearance have poorer body image. More specifically, I examined whether age, BMI, waist-to-hip ratio (WHR), Physical Appearance Comparison Schedule (PACS), and Physical Appearance Contingent Self-Worth (PASW) affect negative physical self-concept. Overall, women with higher BMIs and WHR reported lower negative physical self-worth. In addition, women with higher BMIs reported greater changes in disgust with themselves from the beginning to the end of the study. Women with higher PACS and PASW also reported more negative physical self-worth and lower general self-esteem. Age had no influence on feelings of poorer body image (see Table 4.1).

Table 4.1: Individual Differences in Body Satisfaction

	Negative Body Satisfaction	Overall Self-Esteem	Disgusted with Self
Age	-0.09	-0.06	0.06
BMI	0.23**	-0.12	0.23**
PACS	0.50**	-0.37**	0.13
PCSW	0.33**	-0.23**	0.15
WHR	0.20*	-0.04	0.13

\* $p < 0.005$     \*\* $p < 0.001$

#### 4.2 Does ethnicity influence body image?

Five main ethnic/racial groups participated in this study. As such, I examined whether ethnicity affected their overall body image. There was no overall effect for ethnicity on negative physical body image,  $F(4, 134) = 1.19$ ,  $p = 0.318$ , partial  $\eta^2 = 0.034$ . Even though the main effect was not significant, there is a trend suggesting that Asians and Whites have poorer body images than other ethnic minorities (see Table 4.2).

Table 4.2: Influence of Negative Body Satisfaction in Ethnicities

Ethnicity	Mean ( <i>M</i> )	Standard Error (SE)	95% Confidence Interval	
			Lower Bound	Upper Bound
Asian	19.44	1.65	16.19	22.70
European White	19.21	1.68	15.89	22.53
Latina	18.78	1.27	16.26	21.29
African/Black	16.40	1.50	13.43	19.37
Multiracial	15.28	1.94	11.44	19.11

#### 4.3 Does the type of advertisement influence body image?

My focal hypothesis examined whether viewing media images of the thin ideal influenced body image. Participants were randomly assigned to control advertisements (i.e., no thin ideal image), thin ideal advertisements, subtle warnings, and blatant warnings. First, I expected that people in the thin ideal condition would report the worst body satisfaction compared to the other conditions. Secondly, I wanted to extend and replicate the findings of Tiggemann et al. (2012) to determine whether warnings buffered against negative body satisfaction. For this analysis, I conducted a one-way ANOVA with 5000 bootstrap samples and controlled for BMI as well as the woman's negative and positive affect prior to viewing the advertisements. There was a main effect for condition,  $F(3, 131) = 2.86, p = 0.039, \text{partial } \eta^2 = 0.062$ . Using Bonferroni corrections, I found women assigned to the thin ideal condition reported poorer body satisfaction than women in the control ( $p = 0.032$ ) and the blatant warning condition ( $p = 0.006$ ). The subtle warning condition was not significantly different than any of the conditions. In addition,



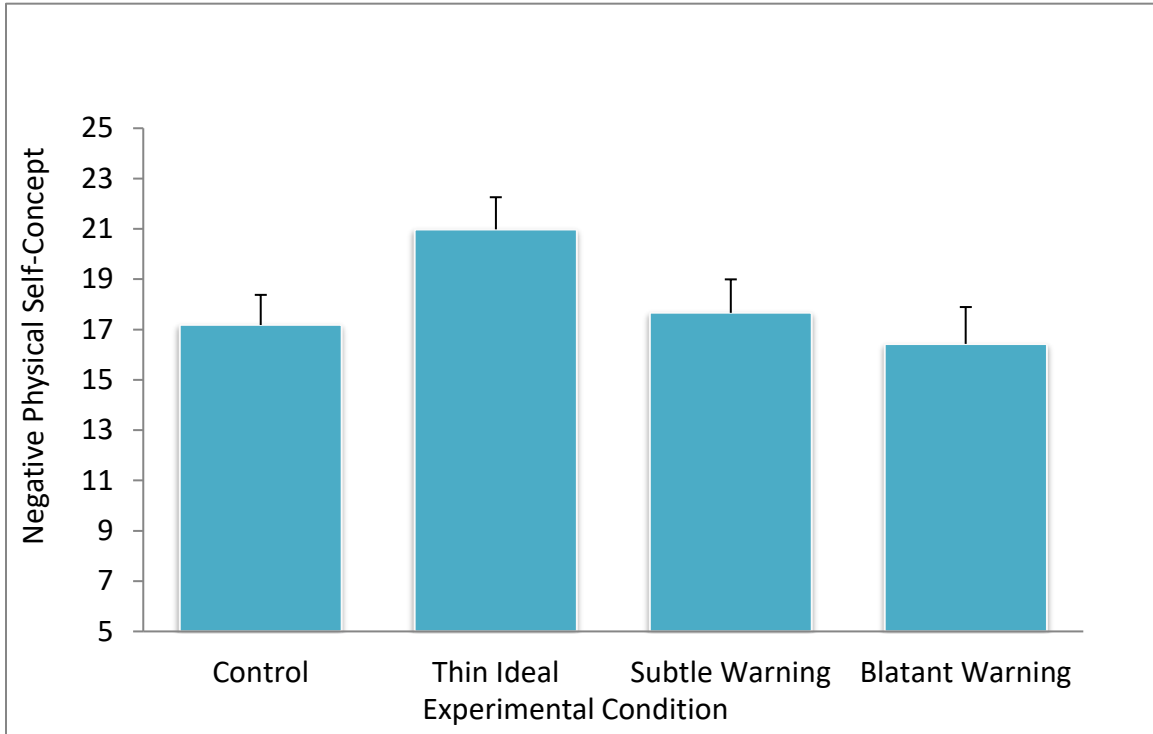
the control and blatant warning condition were not different from each other (See Table 4.3 for means and standard errors and Figure 4.1). Overall, women were negatively influenced by thin ideal images. More importantly, the warnings appeared to eliminate the thin ideal effect on negative body satisfaction.

Next, I examined whether condition influenced general self-esteem. Again, I used a one-way ANOVA with 5000 bootstrap samples and controlled for BMI as well as the woman's negative and positive affect prior to viewing the advertisements. There was no evidence of a main effect for condition,  $F(3, 136) = 0.87, p = 0.49, \text{partial } \eta^2 = 0.018$ .

Table 4.3: The Influence of Condition on Body Satisfaction

Condition	<i>M</i>	SE	95% Confidence Interval	
			Lower Bound	Upper Bound
Control	17.39 <sup>a</sup>	1.19	15.03	19.75
Thin Ideal	20.92 <sup>b</sup>	1.25	18.44	23.40
Subtle Warning	18.06 <sup>abc</sup>	1.33	15.44	20.69
Blatant Warning	15.50 <sup>a</sup>	1.48	12.57	18.42

Figure 4.1: Body Dissatisfaction by Condition Type



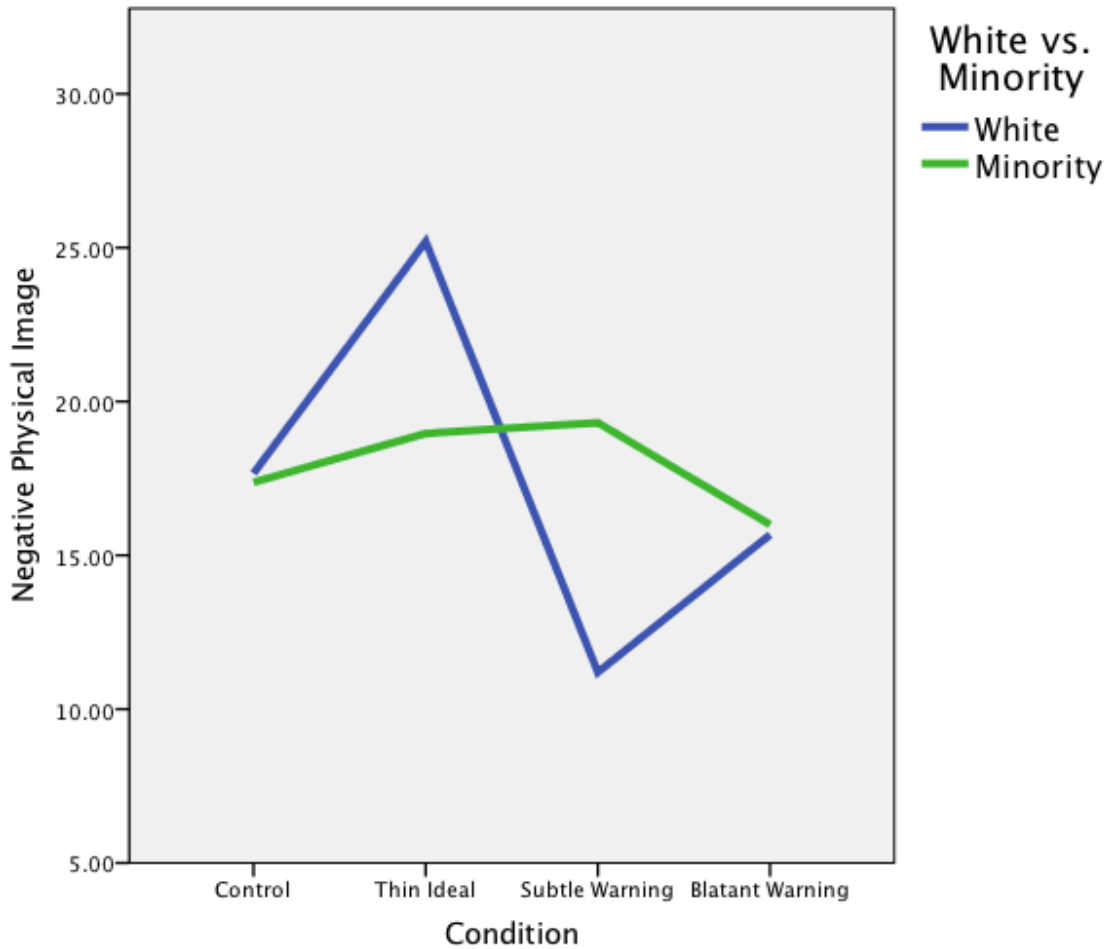
#### 4.4 Does ethnicity influence the effect of condition on body satisfaction?

For this analysis, I collapsed ethnic groups into Whites versus other ethnic minorities. Previous research has suggested that Whites are more influenced by the thin ideal portrayed in the media than are ethnic minorities, specifically Blacks and Latinas (Greenwood & Dal Cin, 2012). I ran a 4 (Condition) X 2 (Whites Vs. Minorities) ANOVA with 5000 bootstrap samples while controlling for BMI as well as the woman's negative and positive affect prior to viewing the images. A main effect for condition remained,  $F(3, 129) = 4.09, p = 0.008, \eta^2 = 0.088$ . Women in the thin ideal condition reported poorer body satisfaction than women in the control ( $p = 0.007$ ), subtle warning ( $p = 0.002$ ), and the blatant warning ( $p = 0.027$ ). As before, women in the control and blatant conditions reported similar body satisfaction ( $p = 0.547$ ). The subtle condition

was not significantly different than the control ( $p = 0.388$ ) or the blatant warning ( $p = 0.868$ ).

There was no main effect for ethnicity,  $F(1, 127) = 0.003, p = 0.954$ . There was, however, an Ethnicity X Condition interaction,  $F(3, 127) = 2.78, p = 0.044, \eta^2 = 0.062$  (see Figure 4.2). There were no differences between Whites and minorities in the control and blatant warning conditions ( $M_s = 17.52$  vs.  $17.43, 15.25$  vs.  $15.42, t_s = 0.09, -0.055, d_f_s = 40, 26, p_s = 0.929, 0.956$ , respectively). As expected, Whites reported poorer body satisfaction ( $M = 25.82, SE = 2.37$ ) than did minorities ( $M = 19.04, SE = 1.45, t(35) = 2.25, p = 0.031$ ). Unexpectedly, minorities reported poorer body satisfaction in the subtle warning condition ( $M = 19.07, SE = 1.42$ ) than did Whites ( $M = 12.81, SE = 3.36, t(32) = -2.11, p = 0.043$ ). These findings should be evaluated carefully because my white participants accounted for such a small part of the sample (17.1%).

Figure 4.2: Difference in ethnicities view of body dissatisfaction

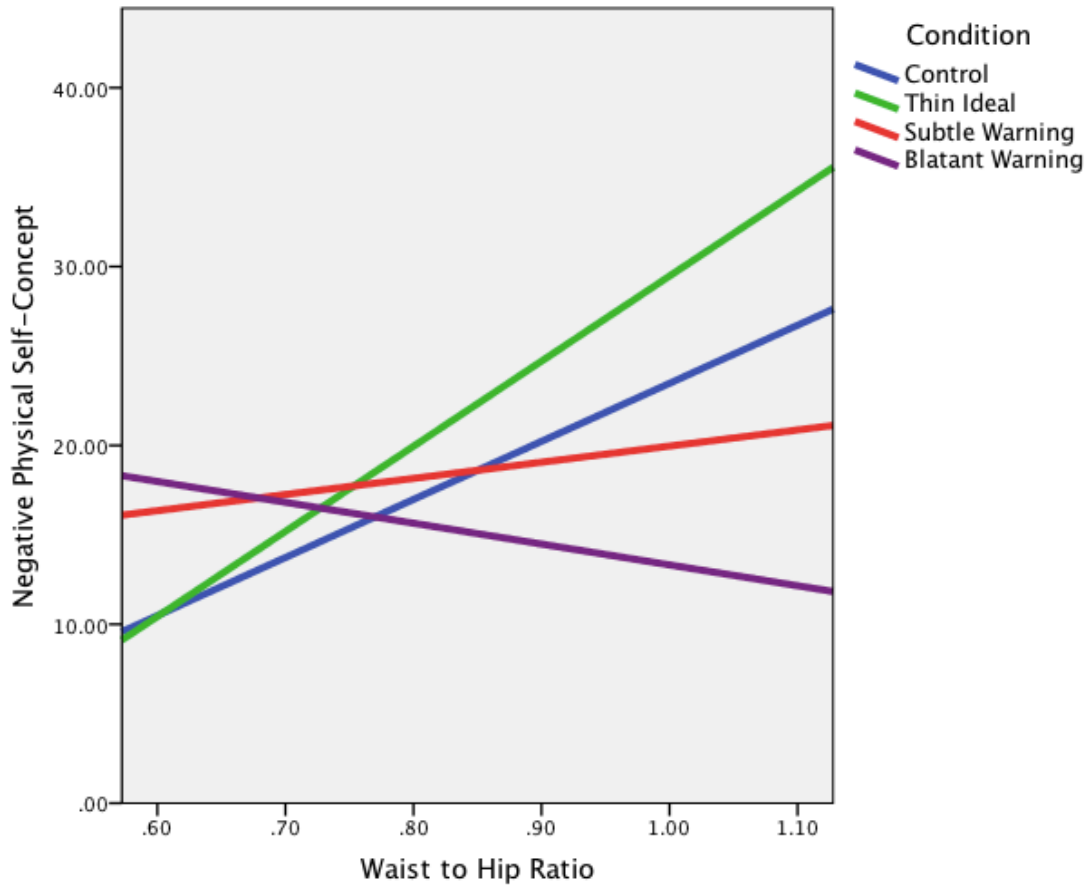


#### 4.5 Does WHR influence the effect of condition on body satisfaction?

WHR was used as a measure of heaviness because higher WHR is more highly related to obesity than is BMI (i.e., athletes can have high BMIs without being overweight). For these analyses, I simply looked at the bivariate correlations between WHR and negative body satisfaction within each condition. For the control and thin ideal, women who had higher WHR reported poorer body satisfaction,  $r_s = 0.33, .39, p_s = 0.03, 0.02$ . However, in the warning conditions, there was no relationship between WHR and reports of poorer body image,  $r_s = 0.06, -0.06, p_s = 0.75, 0.76$ . As can be seen in

Figure 4.3, women with low WHR responded similarly in all conditions. As WHR increased the warnings appeared to reduce the influence of the thin ideal.

Figure 4.3: Physical Self-Concept by Waist to Hip Ratio



## CHAPTER 5

### DISCUSSION

This study's results indicate that being exposed to thin ideal advertisements led to an increase in body dissatisfaction in women. Overall, participants assigned to the thin ideal condition-- without any warning labels--reported significantly higher feelings of body dissatisfaction in comparison to other conditions. However, by incorporating the warning labels, those exposed to the blatant warnings reported similar levels of body satisfaction to that of the control. In other words, this warning reduced the thin idealization influence on women. By looking at individual differences in body dissatisfaction, I found that women with higher BMIs and WHR had lower levels of body dissatisfaction and greater changes in self-disgust pre- and post- advertisement viewing. Also, women who base their self-worth more on appearance reported greater feelings of body dissatisfaction than others.

With an ethnically diverse sample, results indicated there was not a significant influence of ethnicity on body dissatisfaction. Whites did express higher ratings of body dissatisfaction than minorities did in the thin ideal conditions. The results suggest Whites are more likely to be influenced by the thin idealization due to sociocultural norms, which is consistent with previous research (Greenwood & Dal Cin, 2012; Tiggemann et al., 2013). Results in the current study also imply Asians may also be influenced by the thin ideal, similar to white women. However, past research has shown Asian-Americans to have lower levels of distorted eating, dieting behaviors and attitudes,

and body dissatisfaction than Whites and Blacks (Akan & Grilo, 1995). Future studies should focus on body satisfaction among Asians to see how attitudes have changed.

By taking measurements and calculating the BMI and WHR for each participant, findings for the current study revealed that body dissatisfaction in the warning conditions was not influenced by the thin ideal in higher WHR calculations. Therefore, warnings lowered feelings of body dissatisfaction as WHR increased. Additionally, participants exposed to control and thin ideal conditions rated higher levels of body dissatisfaction as the WHR increased; thus, those participants with high WHR displayed more body dissatisfaction when viewing models who portray the thin ideal.

## CHAPTER 6

### CONCLUSION

Overall, when women are exposed to images portraying the thin ideal, they report greater body dissatisfaction. In addition, white women were more likely to report higher levels of body dissatisfaction in the thin idea condition than Blacks or Latinas, although this trend was not statistically significant. Warning labels also buffered against social cultural norms to be unrealistically thin. A blatant notation on the advertisement with the words “WARNING: Retouched to modify the physical appearance of a person” led to similar levels of body satisfaction as those found in the control condition where no thin images were viewed.

Limitations in the current study include having a small sample size, including a limited number of white participants (17%). Future directions include obtaining more data in order to have enough statistical power to better examine possible moderators of the thin ideal-body dissatisfaction relationship. These moderators include ethnicity and contingent self-worth. Research needs to also examine whether men are negatively influenced by unrealistic norms to be athletically built (e.g., have a “six pack” or large “guns”/biceps). In other words, are men more dissatisfied with their body image when they view these images, and does this dissatisfaction lead to disordered eating and steroid/supplement use? Further research on warning labels versus using untouched photographs would be useful to better understand the influence of media on body image. Finally, research should examine whether these images are directly associated



with disordered eating behaviors. Despite these limitations, the current study is a first step in understanding the influence of media and warning labels on women's body satisfaction.

APPENDIX A  
ASSESSMENTS

## Physical Appearance Comparison Scale (PACS)

Using the following scale please select a number that comes closest to how you feel:

Never	Seldom	Sometimes	Often	Always
1	2	3	4	5

1. At parties or other social events, I compare my physical appearance to the physical appearance of others.
2. The best way for a person to know if they are overweight or underweight is to compare their figure to the figure of others.
3. At parties or other social events, I compare how I am dressed to how other people are dressed.
4. Comparing your “looks” to the “looks” of others is a bad way to determine if you are attractive or unattractive.
5. In social situations, I sometimes compare my figure to the figures of other people.
6. I do not care if my body looks like the body of people who are on TV.
7. I would like my body to look like the models who appear in magazines.
8. I compare my appearance to the appearance of TV and movie stars.
9. I do not try to look like the people on TV.
10. Magazine advertisements are an important source of information about fashion and “being attractive.”

Positive and Negative Affect Schedule- Expanded Form (PANAS-X)

This scale consists of a number of words and phrases that describe different feelings and emotions. Read each item and then mark the appropriate answer in the space next to that word. Indicate to what extent you feel this way *right now*. Use the following scale to record your answers:

1	2	3	4	5
very slightly or not at all	a little	moderately	quite a bit	extremely

- |   |   |
|---|---|
| <p>1. _____ cheerful</p> <p>2. _____ disgusted</p> <p>3. _____ attentive</p> <p>4. _____ bashful</p> <p>5. _____ sluggish</p> <p>6. _____ daring</p> <p>7. _____ surprised</p> <p>8. _____ strong</p> <p>9. _____ scornful</p> <p>10. _____ relaxed</p> <p>11. _____ irritable</p> <p>12. _____ delighted</p> <p>13. _____ inspired</p> <p>14. _____ fearless</p> <p>15. _____ disgusted with self</p> <p>16. _____ sad</p> <p>17. _____ calm</p> | <p>18. _____ afraid</p> <p>19. _____ tired</p> <p>20. _____ amazed</p> <p>21. _____ shaky</p> <p>22. _____ happy</p> <p>23. _____ timid</p> <p>24. _____ alone</p> <p>25. _____ alert</p> <p>26. _____ upset</p> <p>27. _____ angry</p> <p>28. _____ bold</p> <p>29. _____ blue</p> <p>30. _____ shy</p> <p>31. _____ active</p> <p>32. _____ guilty</p> <p>33. _____ joyful</p> <p>34. _____ nervous</p> |
|---|---|

35. \_\_\_\_\_ lonely
36. \_\_\_\_\_ sleepy
37. \_\_\_\_\_ excited
38. \_\_\_\_\_ hostile
39. \_\_\_\_\_ proud
40. \_\_\_\_\_ jittery
41. \_\_\_\_\_ lively
42. \_\_\_\_\_ ashamed
43. \_\_\_\_\_ at ease
44. \_\_\_\_\_ scared
45. \_\_\_\_\_ drowsy
46. \_\_\_\_\_ angry at self
47. \_\_\_\_\_ enthusiastic
48. \_\_\_\_\_ downhearted
49. \_\_\_\_\_ sheepish
50. \_\_\_\_\_ distressed
51. \_\_\_\_\_ blameworthy
52. \_\_\_\_\_ determined
53. \_\_\_\_\_ frightened
54. \_\_\_\_\_ astonished
55. \_\_\_\_\_ interested
56. \_\_\_\_\_ loathing
57. \_\_\_\_\_ confident
58. \_\_\_\_\_ energetic
59. \_\_\_\_\_ concentrating
60. \_\_\_\_\_ dissatisfied with self

## Big Five Personality Inventory

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Please choose a number for each statement to indicate the extent to which you agree or disagree with that statement. 1 being "Disagree Strongly" and 5 being "Agree Strongly".

### I see myself as someone who...

	Disagree Strongly	Disagree a little	Neither Agree nor Disagree	Agree a little	Agree Strongly
1. is talkative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. tends to find fault with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Does a thorough job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. is depressed, blue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. is original, comes up with new ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. is reserved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. is helpful and unselfish with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. can be somewhat careless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. is relaxed, handles stress well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. is curious about many different things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. is full of energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. starts quarrels with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. is a reliable worker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. can be tense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Is a creative problem solver, a deep thinker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. generates a lot of enthusiasm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. has a forgiving nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. tends to be disorganized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. worries a lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. has an active imagination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. tends to be quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. is generally trusting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. tends to be lazy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. is emotionally stable, not easily upset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. is inventive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. has an assertive personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. is cold and aloof , reserved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. perseveres until the task is finished	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. can be moody	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. values artistic, aesthetic experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. is sometimes shy, inhibited	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. is considerate and kind to almost everyone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. does things efficiently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34 remains calm in tense situations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35. prefers work that is routine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36. is outgoing sociable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. is sometimes rude to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38. makes plans and follows through with them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39. gets nervous easily	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40. likes to reflect, play with ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
41. has few artistic interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
42. likes to cooperate with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
43. is easily distracted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
44. is sophisticated in art, music, or literature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Contingent Self-Worth Scale

INSTRUCTIONS: Please respond to each of the following statements by circling your answer using the scale from "1 = Strongly disagree" to "7 = Strongly agree." If you haven't experienced the situation described in a particular statement, please answer how you think you would feel if that situation occurred.

1	2	3	4	5	6	7
Strongly Disagree			Neutral			Strongly Agree

- \_\_\_ 1. When I think I look attractive, I feel good about myself.
- \_\_\_ 2. My self-worth is based on God's love.
- \_\_\_ 3. I feel worthwhile when I perform better than others on a task or skill.
- \_\_\_ 4. My self-esteem is unrelated to how I feel about the way my body looks.
- \_\_\_ 5. Doing something I know is wrong makes me lose my self-respect.
- \_\_\_ 6. I don't care if other people have a negative opinion about me.
- \_\_\_ 7. Knowing that my family members love me makes me feel good about myself.
- \_\_\_ 8. I feel worthwhile when I have God's love.
- \_\_\_ 9. I can't respect myself if others don't respect me.
- \_\_\_ 10. My self-worth is not influenced by the quality of my relationships with my family members.
- \_\_\_ 11. Whenever I follow my moral principles, my sense of self-respect gets a boost.
- \_\_\_ 12. Knowing that I am better than others on a task raises my self-esteem.
- \_\_\_ 13. My opinion about myself isn't tied to how well I do in school.
- \_\_\_ 14. I couldn't respect myself if I didn't live up to a moral code.
- \_\_\_ 15. I don't care what other people think of me.
- \_\_\_ 16. When my family members are proud of me, my sense of self-worth increases.
- \_\_\_ 17. My self-esteem is influenced by how attractive I think my face or facial features are.
- \_\_\_ 18. My self-esteem would suffer if I didn't have God's love.
- \_\_\_ 19. Doing well in school gives me a sense of self-respect.
- \_\_\_ 20. Doing better than others gives me a sense of self-respect.
- \_\_\_ 21. My sense of self-worth suffers whenever I think I don't look good.
- \_\_\_ 22. I feel better about myself when I know I'm doing well academically.
- \_\_\_ 23. What others think of me has no effect on what I think about myself.
- \_\_\_ 24. When I don't feel loved by my family, my self-esteem goes down.
- \_\_\_ 25. My self-worth is affected by how well I do when I am competing with others.
- \_\_\_ 26. My self-esteem goes up when I feel that God loves me.
- \_\_\_ 27. My self-esteem is influenced by my academic performance.
- \_\_\_ 28. My self-esteem would suffer if I did something unethical.
- \_\_\_ 29. It is important to my self-respect that I have a family that cares about me.
- \_\_\_ 30. My self-esteem does not depend on whether or not I feel attractive.
- \_\_\_ 31. When I think that I'm disobeying God, I feel bad about myself.
- \_\_\_ 32. My self-worth is influenced by how well I do on competitive tasks.
- \_\_\_ 33. I feel bad about myself whenever my academic performance is lacking.

- \_\_\_\_ 34. My self-esteem depends on whether or not I follow my moral/ethical principles.  
 \_\_\_\_ 35. My self-esteem depends on the opinions others hold of me.

### Self-Perception Scale for Adults

Please rate the following questions on a scale of 1 to 10, 1 being ‘not at all true’ and 10 being “very true”.

1-----2-----3-----4-----5-----6-----7-----8-----9-----10  
 Not at Very  
 All True True

1. I feel that I am enjoyable to be with.
2. I feel uncomfortable when I have to meet new people.
3. I feel at ease with other people.
4. I am not very sociable.
5. I am not satisfied with the way I do my work.
6. I feel I am very good at my work.
7. I am not very productive in my work.
8. I am proud of my work.
9. I see caring or nurturing others as a contribution to the future.
10. I do not enjoy fostering the growth of others.
11. I feel I am good at nurturing others.
12. I do not enjoy nurturing others.
13. In games and sports I usually watch instead of play.
14. I think I could do well at just about any new physical activity I haven't tried before.
15. I do not feel that I am very good when it comes to sports.
16. I feel I am better than others my age at sports.
17. I am happy with the way I look.
18. I think I am not very attractive or good looking.
19. I like my physical appearance the way it is.
20. I am unsatisfied with something about my face or hair.
21. I have the ability to develop intimate relationships.
22. I find it hard to establish intimate relationships.
23. I seek out close relationships.
24. I have a hard time communicating openly in close relationships.
25. When I don't understand something, it makes me feel stupid.
26. I feel that I am intelligent.
27. I do not feel that I am very intellectually capable.
28. I feel like I am as smart as other adults.
29. I can really laugh at myself.
30. I find it hard to act in a joking or kidding manner with friends or colleagues.

31. I feel I have a good sense of humor.
32. I feel that I am often too serious about my life.
33. I like the way I am leading my life.
34. I am very happy being the way I am.
35. I sometimes question whether I am a worthwhile person.
36. I am disappointed with myself.
37. I am dissatisfied with myself.
38. I like the kind of person I am.

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## BIOGRAPHICAL INFORMATION

Kaysha Herd is a graduating senior studying psychology at the University of Texas at Arlington. She plans to pursue graduate school in clinical and counseling psychology to someday work with adolescents with eating disorders. Kaysha noticed the presence of attractive, thin models constantly surrounding individuals through different media products. Kaysha has worked in the Personality and Social Behavior Lab at the University of Texas at Arlington under Dr. Lauri Jensen-Campbell looking at the influence of peer relations in health in adolescents.