

Predictors of Women's Body Satisfaction: Media, Body Discrepancy, and Thin Ideal Internalization



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Purpose

- **Role of mass media** (e.g., Lopez-Guimera, Levine, Sanchez-Carracedo, & Fauquet, 2010)
- **Thin ideals and body image** (Grabe, Ward, & Hyde, 2008; Groesz, Levine, & Murnen, 2002)
- **Meaning = Message + Perception**
- **Previous research**
 - Post-test only
 - Thinness/attractiveness confound (Groesz et al., 2002)
 - Use of extreme model size (Trampe, Stapel, & Siero, 2007; Tucci & Peters, 2008)
- **Current study....**



Literature

■ Media as socializing agent

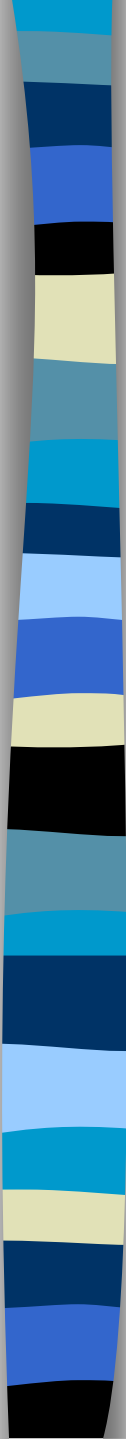
- Cultural ideals of thinness (Bryant & Oliver, 2009; Levine & Harrison, 2008)
- Model body size (e.g., Groesz et al., 2002)

■ Predictors of body satisfaction (Lopez-Guimera et al., 2010)

- Body image discrepancy (e.g., Cafri, van den Berg, & Brannick, 2010; Dittmar, Halliwell, & Stirling, 2009)
- Social comparison (e.g., Cattarin et al., 2000; Dittmar & Howard, 2004)
- Internalization of the thin ideal (e.g., Tiggemann & Polivy, 2010; Tiggemann, Polivy, & Hargreaves, 2009)

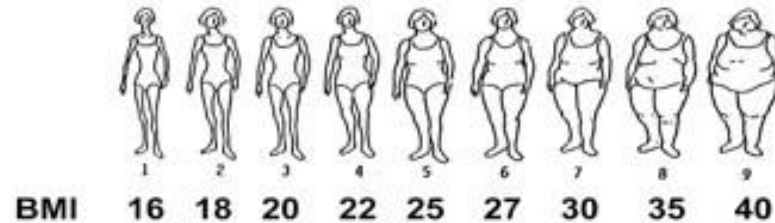
■ Effect of instructions

- Appearance (e.g., Cattarin et al., 2000; Tiggemann & McGill, 2004)
- Non-Appearance (Tiggemann & Polivy, 2010)



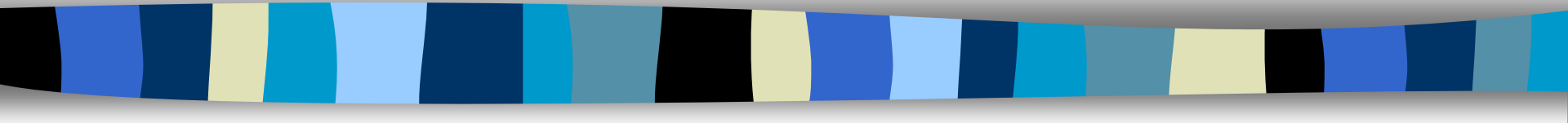
Methods Cont...

- **Body Parts Satisfaction Scale-Revised (BPSS-R)**
 - (Petrie, Tripp, & Harvey, 2002)
- **Figure Rating Scale (FRS)** (Stunkard, Sorensen, & Schulsinger, 1983)
 - Actual – Ideal = Body Image Discrepancy (BID)



- **Sociocultural Attitudes Towards Appearance Questionnaire (SATAQ-I)**
 - Internalization sub-scale (Heinberg, Thompson, & Stormer, 1995)
- **Upward Physical Comparison Scale (UPACS)**
 - (O'Brien, Caputi, Minto, Peoples, Hooper, Kell, & Sawley, 2009)
- **General Media Consumption**
- **Demographics, height, weight**

Results & Discussion





Preliminary Analyses

■ Manipulation check: Model size

- Rating: “Thin” (5-point scale)
- Thin 4.19 (.46)
- Average 2.58 (.37)
- $t(107) = 20.00, p < .001, \eta^2 = .79$

■ Confound: Thin vs. attractive

- Rating: “Attractive”
- Thin 3.57 (.52)
- Average 3.63 (.47)
- $t(107) = -0.72, p = .473, \eta^2 = .01$

Analysis 1: Effects of Model Size and Rating Focus on Body Satisfaction (N=214)

	BPSS-R:		
Model Size:	Pre	Post	Change
Thin	4.05 (.72)	3.99 (.78)	-.06 (.19)
Average	3.94 (.84)	4.06 (.90)	.12 (.29)

$$F(1, 210) = 25.47, p < .001, \eta^2 = .11$$

Analysis 2: Predictors of Changes in Body Satisfaction

	Model Size	BMI	BID	SATAQ-I	UPACS	
Model 1						<i>Adj R² = .10</i>
β	.33***	-.02				<i>F Change = 12.69***</i>
Model 2						<i>Adj R² = .12</i>
β	.32***	.08	-.22*	.14	-.08	<i>F Change = 6.66</i>
Variables	BPSS-R Change (DV)	BMI	BID	SATAQ-I	UPACS	
BMI	-.02					
BID	-.15*	.45***				
SATAQ-I	-.03	-.04	.49***			
UPACS	-.09	-.06	.35***	.63***		
<i>M</i>	0.02	23.14	1.12	3.17	3.53	
<i>SD</i>	0.27	4.06	1.06	0.91	0.91	

Notes:

•p<.05 ** p<.01 ***p<.001

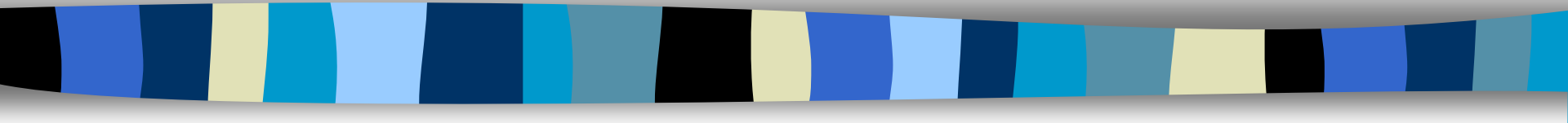
Analysis 3: Predictors of Pre-existing Body Satisfaction

	BMI	BID	SATAQ-I	UPACS	
Model 1					<i>Adj R² = .03</i>
β	-.18**				<i>F Change = 6.89**</i>
Model 2					<i>Adj R² = .47</i>
β	.02	-.47***	-.24**	-.12	<i>F Change = 6.66***</i>
Variables	Pre-BPSS-R (DV)	BMI	BID	SATAQ-I	UPACS
BMI	-.18**				
BID	-.63***	.45***			
SATAQ-I	-.55***	-.04	.49***		
UPACS	-.43***	-.06	.35***	.63***	
<i>M</i>	3.99	23.14	1.12	3.17	3.53
<i>SD</i>	0.79	4.06	1.06	0.91	0.91

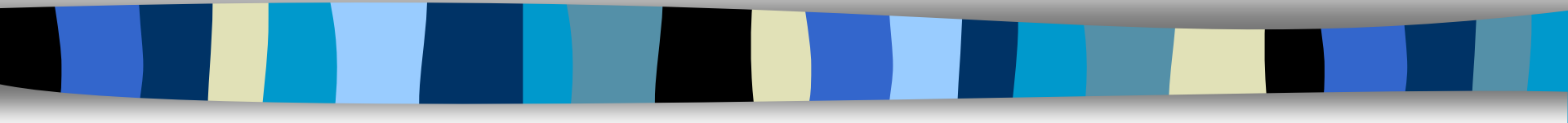
Notes:

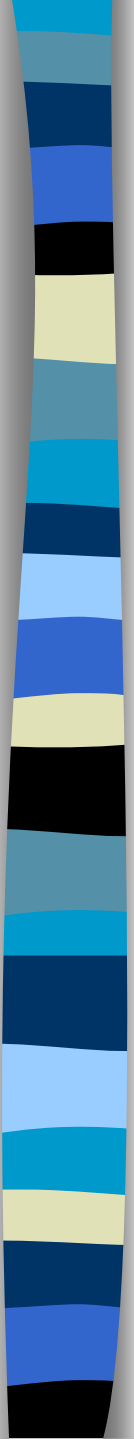
•p<.05 ** p<.01 ***p<.001

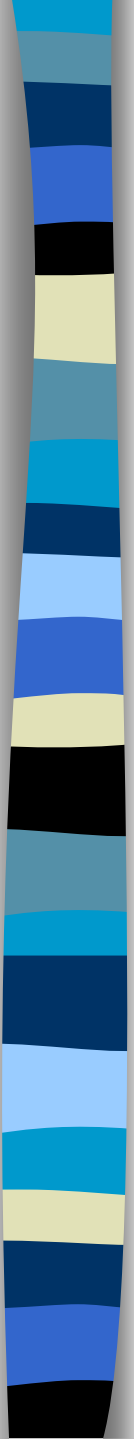
Contributions & Conclusion



Thank you!









Discussion

- Effects of thin models
- Social comparison (Langer, Pirson, & Delizonna, 2010)
- Effects of average sized models
- Body image discrepancy
- Internalization of the thin ideal (Grabe et al., 2008)
- Limitations
- Future directions
- Conclusion

Thank you

