

Thin is In: An Analysis of Media Endorsed Ideals of Physical Attractiveness and Their
Affects on College-Aged Women

A Senior Honor's Thesis

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If there is one thing that all women have in common, it's their desire to be thin. We live in a world where thinness has become a way of life and is a necessary requirement for what it means to be beautiful. American's obsession with thinness is so ubiquitous that it is virtually impossible to escape. Each and everyday we are surrounded by images of beautiful, thin people on TV, in magazines and newspapers, and spread across billboards. Accompanied by this constant reminder that thin equates beauty, we are also bombarded with a steady string of the newest fad diets, exercise programs, and dieting pills. This combination is lethal. Women's body images are deteriorating as the standards of beauty are becoming thinner and thinner. Often young starlets enter Hollywood with a "normal" body and then after being exposed to the lime light alter their bodies drastically to fit the mold of beauty the media has set – an extremely thin and slender body. The media's heavy emphasis on thinness as a characteristic of beauty is an area that has been heavily researched due to the negative affects these endorsements can have on young women. (Bessenoff, 2006; Englen-Maddox, 2005; Engeln-Maddox, 2006; Hawkins, Richards, MacGranley, & Stein, 2004; Heingberg & Thompson, 1995; Lokken, K.L., Worthy, S.L., & Trautmann, 2004; Owen & Laurel-Seller, 2000; Park, 2005; H. Posavac, S. Posavac, E. Posavac, 1998; Thomsen, 2002). On top of being thin and beautiful, viewers also often attach an array of other positive qualities to the images they see, making it all the more tempting to emulate them.

The current study aims to examine media endorsed ideals of attractiveness and their affects on college-aged women. It is my hope to discover young women's attitudes

on what they believe is an ideal body and what it means to be beautiful. I will also explore the extent to which women look to the media, namely television, movies, and magazines as a source of information about beauty and attractiveness and whether or not these sources put pressure on women to diet and exercise to meet this ideal. Lastly, I will examine whether or not women attach positive reward qualities, such as happiness, intelligence, popularity, romantic success, and career/economic success, to women who attain the thin ideal beauty standard.

Defining Attractiveness: A History of The Thin-Ideal Requirement

Throughout history, and among different cultures, standards of beauty have differed depending on what is aesthetically pleasing for the time. Often times, it has been a person's body that is used as a measure of attractiveness. The rise of industrialization and mass production in the 19th century significantly influenced American's perceptions of the ideal body type. Social historian Roberta Seid, author of *Never Too Thin*, notes that at this time for women, "beauty was becoming democratized as ready-made clothing introduced the idea of standard sizes" (Hesse-Biber, 2007, p.40). With the rise of technology and the emphasis on innovation and efficiency, value was increasingly placed on a slender body, with the release of various studies relating obesity to premature mortality. "While slenderness had been associated with sickness and fragility, now many health authorities cautioned against overeating and excess weight," (Hesse-Biber, 2007, p. 40). Men, however, did not feel the same pressure as women to fit this thin ideal. While women were dying to be thin, men were striving to meet the image of a "self-made" man, untouched by the pressures women were facing with their bodies (Hesse-Biber, 2007).

In order to attain this thin standard of beauty the late 19th century also introduced the first practices of “body management” techniques, such as dieting and exercise, which began to preoccupy the middle-class (Bordo, 1992). According to Bordo, “the current era has witnessed a comparable shift (from the hourglass figure of the fifties to the lanky, ‘androgynous,’ increasingly elongated slender look that has developed over the past decade)” (Bordo, 1992, p. 84). The 19th century thus set the wave for the trend of thinness that would reach drastically shrinking proportions by present day.

As the 19th century came to an end, women were increasingly becoming more involved in projects outside of the home. More and more women were entering college and beginning to compete with men in professions such as law, medicine, and journalism. As the women’s movement of the 1920s emerged, traditional views of how men and women should spend their time was challenged. To keep women from pursuing other interests, like receiving an education or a pursuing career, the patriarchy redirected women’s focus to their bodies and the attainment of thinness. “Just as women were demanding more ‘space’ and equality, the culture’s standards of attractiveness demanded that they shrink” (Hesse-Biber, 2007, 41). As a result, women began purchasing a tremendous amount dieting products and spending a great deal of time and energy on their bodies. Interestingly, the 1920s was also the age of the “flapper.” American beauty thus became idealized by a straight, boyish figure that was ultra slender The 1926 New York Academy of Science conference confirmed that during this time eating problems skyrocketed, as well as, the number of women whose dramatic weight loss left them hospitalized or with a mental breakdown (Hesse-Biber, 2007).

Luckily, the flapper age was short lived with the outbreak of World War 2 and the Depression. In the 1930s, women's bodies remained overall slim, but a curvier figure was seen as ideal. In late 1940s and 1950s, American saw a temporary shift away from an ultra slender body. After the war women were pushed back into their domestic lives in the home and the hourglass figure came into fashion for women (Hesse-Biber, 2007). Now, a heavier, more voluptuous female figure was seen as ideal (Owen & Laurel-Seller, 2000). Magazine advertisements and movie stars, like the infamous Marilyn Monroe, set the standard for beauty with bodies that were drastically larger than the ones we see on the silver screen today. This standard, however, did not last long. The publication of the Metropolitan Life Insurance Company's table of ideal healthy weights in 1959 and the successive publication of research documenting the benefit of decreased mortality with weight loss and the dangers of being overweight created a disdain and fear of fat, promoting once again a thin ideal standard of beauty (Owen & Laurel-Seller, 2000).

With the increasing influence of the media and widespread consumerism the 1960s gave way to a super-slim standard of beauty for women. Whereas film had previously been used as a means of acquiring information about the ideal body and what it means to be beautiful, in the 60s television, the American fashion industry, and women's magazines were being used instead. Fashion, particularly, demanded a stick-thin body. This ideal was personified in the mid-1960s when Twiggy, a 17 year-old, 5'6", 97-pound British model entered the American fashion world. She quickly became a celebrity – women across the country wanted to be her or at the very least have her body (Hesse-Biber, 2007). This created a trend in fashion that would continue into the present day. Models today remain extremely skinny and are emulated by women everywhere with

their constant presence in our lives, thanks to the forces of the media. Twiggy wasn't the only representation of the thin ideal standard of beauty. Even before Twiggy there was Barbie who was introduced by Mattel in 1959 to a younger, more impressionable audience. "Someone once figured out that had the original Barbie been human, she would have been about 5'6" and her figure would have been 39-18-33" (Hesse-Biber, 2007, p. 43). These proportions are virtually impossible for a human to emulate naturally. She has "exaggerated breasts, impossibly long legs, nonexistent hips and a waist tinier than a Victoria lady's" (Hesse-Biber, 2007, p. 43). Barbie thus presents young girls with an "ideal" body that is impossible for them to achieve. By playing with Barbie young girls learn that a thin body is ideal, a notion that they often carry with them into adulthood, especially because this idea is reinforced over and over again as they grow up.

America's obsession with thinness still exists today, perhaps even more so than in the past. Diet, beauty, cosmetic, fitness, and health industries are all an integral part of twentieth century capitalism, creating an enormous societal emphasis on the body and the pursuit of a thin ideal body (Hesse-Biber, 2007). The pressure to be thin today is great, especially with the pervasiveness of the media in feeding women images of female beauty where the constant trend that exists is that they are all thin. Exposure to these idealized images promotes extreme thinness as a means of being attractive. What is most alarming today, something that was foreign to previous generations, is the age of retouching. This type of technology, "further increases the gap between media images of women intended to portray beauty ideals and the reality of most women's appearances" (Engeln-Maddox, 2006, p. 258). The images women are seeing are thus, more often than not, impossible to emulate physically, but they are nonetheless viewed as ideal.

Thinness is not only pervasive in our society, is also valued. As the “cult of thinness” spreads heavier bodies are being viewed more and more negatively. Research has documented that heavier framed bodies are associated with negative characteristics such as laziness and lack of self-control (Owen & Laurel-Seller, 2000). Heavier bodies are also viewed as unattractive and unappealing sexually. On the flip side thinness is associated with attractiveness and positive characteristics such as goodness, virtue, and control (Owen & Laurel-Seller, 2000). Over the years thus the demand on American women to be thin and thus beautiful has increased greatly. As time passes, waistlines shrink while the size of breasts continue to grow. The natural body has literally been lost in a culture that uses thinness as a measure of beauty.

In light of previous research **Hypothesis 1** of the current study is:

Subjects will be more likely to choose thinner framed figures in the *Media Ideal Body Types Scale* as their ideal body type because of the pervasiveness of thinness as a standard of attractiveness.

Social Comparison and The Media’s Endorsement of Thinness and Beauty

The emphasis American culture places on thinness as a standard of beauty is most apparent when the media is examined. Television, for example, is an area where women often see the thin-beauty standard at play. A study done by Raphael and Lacey (1992) analyzed the depictions of women on television and found that TV portrays thin body types as normal, despite the fact that these bodies are disproportionately smaller than the actual body types of American women. And these images found on TV weren’t just thin. The study analyzed 221 TV shows and found that 69% of the main female characters had, “thin, anorexic body types” (Raphael & Lacey, 1992, p. 108). This type of extreme

thinness is prevalent on TV and is depicted as normal. In reality, however, women's bodies do not look like this. By constantly exposing women to such images, they receive the false notion that women's bodies are supposed to look the way they appear on TV. This leaves women feeling dissatisfied with their bodies, sucking them down the endless trail of thinness.

Another study by Hawkins, Richards, Mac Granley, and Stein (2004) extends the argument that the media promotes a dangerously thin ideal body as beautiful. The study found that images presented in the media are well below the recommended weight for women. They found that women in the media are often tall, with narrow hips, long legs, and thin thighs and are typically 15% below the average weight of women. "This ideal stresses slimness, youth, and androgyny rather than the normative female body. The thin-ideal woman portrayed in the media is biogenetically difficult, if not impossible, for the majority of women" (Hawkins et al., 2004, p. 36). Consistently presenting these images to women is thus dangerous, leading to extreme body dissatisfaction and the pursuit of unhealthy means, like eating disorders, of achieving this thin-beauty ideal.

Magazines are another outlet where thinness as a standard of beauty is overwhelmingly represented. A study by Lokken, Worthy, and Trautmann (2004) found that exposure to magazines was positively associated with a drive for thinness in women. A small, but significant correlation was found between preferences for health and fitness magazines and a drive for thinness and preferences for fashion and beauty magazines and the internalization of sociocultural standards of beauty. Women's exposure to magazines is thus reinforcing the notion that thinness is a requirement of beauty. Magazines are important because their influence is so great on women. Not only are there carefully

manipulated pictures of the thin-beauty ideal, but these pictures are also often accompanied with articles about how to reach this ideal through diet and exercise, as well as advertisements for products to help attain this level of thinness. This combination heavily reinforces the notion that in order to be beautiful you must be thin, and moreover that this body is attainable if you do the right diet or buy the right pill.

Another vein in which to explore the thin ideal beauty standard is through examining advertisements and the body types of models being pictured. A study by Percy and Lautman (1994) found that the ideal weight of women in the media over the years has progressively decreased. The study found that in 1894 the average female model was 5'4" and 140 lbs. In 1947, models weighed an average of 125lbs, a drop of 15 pounds and later in 1970, the average model was 5'8" and 118 lbs. Researchers were unable to find research documenting this trend into the 21st century, but it is clear that today models continue to be extremely thin. These women are splashed across pages of magazines and blown up in billboards across America, a constant reminder to women that beauty and thinness go hand in hand.

The media is thus highly unrepresentative of the real world. Women on TV and in magazines are depicted much thinner than they are normally, often to the point that the images presented are unhealthy. These ultra-slender bodies are also accompanied by extremely attractive faces. Average looking people spend many hours of their days looking at beautiful people on TV, and in movies and magazines. "Thus, cognitive availability assures that the impressions we form of good-looking people are shaped primarily by Hollywood and Madison Avenue," (Feingold, 1992, p. 333). With the age of computer retouching this is a dangerous combination (Engeln-Maddox, 2006). The

images of beauty represented in the media take on an air of perfection that can only be reached through digital alterations. The gap between actors and models on television and in movies and magazines becomes even greater. Emulating these bodies thus crosses from difficult to impossible.

Having such unrealistic portrayals of beauty in the media is dangerous because of the likeliness of women and men to use the media as an outlet to get information about what it means to be attractive. In a study by Heinburg and Thompson (1992) researchers explored the groups men and women use when examining their body image. The groups examined were family, friends, classmates, students, celebrities, and USA citizens. Results indicate that individuals are highly likely to use celebrities, more so than family, classmates, and students, as a relevant comparison group to identify with when examining their body image. Another study by Irving (1990) found that college women felt the most pressure to be thin from the media, more so than their peers or family members. It is thus clear that women are using the media as a means of acquiring information on what it means to be beautiful, making the images they see an important area to examine.

Research has also indicated that women often compare themselves to the representations of attractiveness that they see in the media. According to Stice and Shaw (1994), “women are conditioned to make constant social comparisons between themselves and highly reinforced cultural models of ideal femininity” (Stice and Shaw, 1994, p. 289). The images women are exposed to, however, do not represent real women’s bodies. Repeated exposure to the thin ideal overwhelmingly represented in the media thus leaves women feeling like they are not good enough and that they are

inadequate, ugly, and fat. Another study, Bessenoff's (2006) study, also found that women often engage in social comparison between themselves and the media and that this comparison can lead to lower self esteem as well as depressive symptoms, negative moods, and weight-regulatory thoughts.

Many other scholars have used social comparison as a theory to explain women's dissatisfaction with their bodies. Social comparison theory states that, "we seek to compare ourselves to others we believe are similar to ourselves, particularly to determine our own levels of abilities and successes" (Bessenoff, 2006). Although it was initially believed that people would look for people most like them to use for comparisons, recent research has discovered that the media images of beautiful women are becoming more ideal targets of comparison (Engeln-Maddox, 2005). A study by Kruglanski and Mayseless (1990) argued that the choice for comparison is based on the extent to which a person believes the target seems likely to provide valuable information. If you are looking to make a comparison on your appearance, looking to someone dissimilar to yourself (the images we see in the media) can give you valuable insight, even if it makes you feel badly about yourself in the end. A number of other researchers have found that women do indeed compare themselves to the idealized images of women they see in the media (Engeln-Maddox, 2005).

In light of this previous research **Hypothesis 2A and 2B** of the current study are:

2A: Subjects who have internalized the thinness standard represented by the media will look to TV, magazines, and movies as a means to get

information about what it means to be physically attractive (measured by having higher SATAQ scores on the 8 sub-items of attractiveness).

2B: Additionally subject who are influenced by TV, magazines, and movies on what it means to be beautiful (measured by higher SATAQ scores on the 8 sub items of attractiveness) will be more likely to choose thinner body types as their ideal (Picture 2).

The Media's Influence of Body Shape Concerns in Women

The representation of such unrealistic portrayals of beauty in the media, defined rigidly by extreme thinness, is dangerous for women viewers. This stems from the fact that today a woman's self worth continues to be determined by her ability to attract a man (Hesse-Biber, 2007). In order to attract a man, however, a woman must look a certain way and often times women look towards the media to see what they should look like. Here they quickly learn, that it is an ultra-thin body that men find the most attractive. In fact, "In research studies which asked people what attributes are most indicative of 'positive appearance,' weight was a key factor" (Hesse-Biber, 2007, p18). Thus, in order to be worthy and attractive a woman must be thin.

The media's emphasis of thinness as a standard of beauty is so great that according to Hesse-Biber (2007) a "Cult of Thinness" is pervading American society at unprecedented levels. American women sucked down the thinness trail are worshipping the "perfect" body as represented by the advertising industry and media. The images they are worshipping, however, are highly unrepresentative of what real women look like. This disparity is dangerous because more and more women are developing negative body images and dissatisfaction with their bodies. In fact, "estimates of body dissatisfaction

among women range upward to 56%” (Hesse-Biber, 2007, p.15). Hand in hand with this statistic is the fact that the number of women and girls with eating disorders ranges between 5 and 10 million (Hesse-Biber, 2007). Women who internalize the thin standard of beauty represented by the media are thus engaging in unhealthy behaviors in an attempt to meet this ideal. Other researchers have furthered this evidence finding that women are extreme dieting and exercising, vomiting, or abusing laxative to achieve the thin ideal standard of beauty represented by the media (Hawkins, Richards, MacGranley, Stein 2004). The media’s strict representations of beauty are thus having a negative and damaging impact on American women.

Specifically looking at magazines, exposure to fashion models has proven to increase weight concerns among viewers because this ideal is so extreme and diverges so drastically from a viewer’s natural body. A study by Heidi Posavac, Steve Posavac, and Emil Posavac (1998) examined this phenomenon in college-aged women. Researchers conducted two experiments: one in which participants were presented with a series of slides of fashion models from *Cosmopolitan*, *Vogue* and *Glamour* and another in which slides were of attractive college women. Results indicate that the thin standard of female attractiveness represented by the media has the potential to affect women more negatively than realistic portrayals of attractiveness (slides of attractive college women). The images of models taken from magazines were far more likely to cause weight concerns from the women participants. These results are indicative of the social comparison women often engage in with the media, assessing their bodies against the media’s representations of attractiveness. “Because the media’s perfected image of slim feminine attractiveness is so exaggerated, most of our participants were doomed to perceive a discrepancy between

their bodies and that of the media standard . . .” (H. Posavac, S. Posavac, & E. Posavac, 1998, p. 198). Dissatisfied with their own bodies, women are likely to seek out methods such as dieting, exercise, eating disorders, or plastic surgery to alter their bodies to more closely mimic the ultra-slender bodies they see consistently represented in the media.

The media’s influence on women’s body shape concerns has also been researched by examining the effect of reading beauty and fashion magazines on women. A study by Park (2005) examined this trend in college aged-women and found that reading fashion and beauty magazines does indeed increase young women’s desire to be thin. Female college students who read these types of magazines believed that the thin-ideal images prevalent in the mass media do not only affect themselves but other men and women too. The assumption that everyone is affected by and prefers the thin ideal standard represented by the media, reinforced the influence of these images on the women tested and created added pressure to conform to this type of body. Women are thus feeling pressure to be thin from the media, and from the assumption that everyone prefers a thin body because its prevalence in the media is so pervasive. A study by Thomsen (2002) examined the effects of magazine reading on college women through the use of social comparison theory. Researchers found that exposure to magazines increased women’s beliefs that men expect them to be thin. The expectation that men find them thin further increased these women’s concerns about their bodies.

Exposure to thin-ideal images of women on television also has a negative impact on women. A study by Heinberg and Thompson (1995) used television commercials and advertisements as the media source for examining the thin ideal standard. Researchers found that exposure to the thin-ideal images prevalent in the media can negatively affect

mood and body dissatisfaction. This study proves that both print and broadcast media are promoters of a thin standard of beauty, negatively influencing captivated women audiences.

In light of this previous research **Hypothesis 3A and 3B** of the current study are:

3A: Subjects who have internalized the thinness standard represented by the media will demonstrate concerns about their body shape and feel pressure from TV, magazines, or movies to diet and exercise to attain the thin-beauty standard represented in the media. (Measured by higher SATAQ scores on the 8 sub-items of body shape concern).

3B: Additionally subject who are influenced by TV, magazines, and movies to diet and exercise to attain the thin-beauty standard represented in the media (measured by higher SATAQ scores on the 8 sub items of body shape concerns) will be more likely to choose thinner body types as their ideal (Picture 2).

Rewards Associated with Attaining the Thin Ideal Beauty Requirement

Further examination of the thin-ideal standard of beauty reveals that thinness is not only associated with attractiveness, but it is also associated with an array of other positive characteristics. Dion, Berscheid, and Walster's (1972) landmark study was one of the first to study this phenomenon and created the "what is beautiful is good" (p.285) stereotype to describe the attribution of positive characteristics to beautiful people. The researchers reasoned that because a person's physical appearance and sexual identity is a

person's most evident and accessible characteristic in social interactions, people often make personal judgments about people based on their appearance. Their study found that attractive individuals were judged to be more socially desirable than unattractive people, experience happier marriages and be more competent spouses, attain more prestigious occupations, enjoy more fulfilling social and occupational lives, and overall lead happier lives than unattractive people. Attractive people are thus assigned a variety of positive characteristics solely based on their appearance.

Evidence from Dion, Berschied, and Walter's (1972) study proves that an attractive stereotype does exist and began a revolution of additional research in this area. Griffin and Langlois's (2006) study, for example, further examined the "beauty is good" (p.187) stereotype, which they defined as a "set of beliefs and expectations that impart social advantage to attractive people" (p. 188). This study explored the directionality of the stereotype – is being attractive an advantage and being unattractive a disadvantage? Results indicated that unattractiveness is indeed "bad" primarily in judgments of altruism, being helpful, and intelligence. Unattractive people were thus seen as both less helpful and less intelligent than attractive people. Sociability judgments, deciding whether someone was friendly or popular, was perceived more positively in attractive people as well showing a bi-directional pattern of the attractiveness stereotype - that attractiveness is indeed good and unattractiveness is bad (Griffin & Langlois, 2006). Social desirability is thus an important advantage that attractive people have over unattractive people.

The perception of a person's intelligence is another characteristic that is often affected by their physical attractiveness. Studies have indicated that people view those who are attractive as more intelligent and competent than those who are unattractive.

Kanazawa and Kovar's study (2004) even makes the claim that "beautiful people are more intelligent." They rationalize that intelligent men are more likely to hold positions of high status, thus giving them the ability to date more beautiful women. Since intelligence and beauty are both inheritable characteristics Kanazawa and Kovar conclude that beautiful people are in fact more intelligent. Their research project demonstrates the extreme power of attractiveness and its ability to alter people's perceptions.

Life success is another positive characteristics associated with attractive people. Studies have demonstrated that people who are attractive are viewed as having more successful lives than those who are unattractive. Evans (2003) performed a study to measure this theory on college-aged women. Evans found that after viewing a picture of a thin-ideal woman, participants viewed their life outcomes more negatively. Evans reasoned that this occurred because the belief exists that thin women lead ideal lives. Evans (2003) results indicated that women associate thinness with positive life success. Exposure to thin ideal standards thus leaves women feeling less satisfied with their lives since they don't measure up physically. It can be argued that women may attempt to attain a thin-ideal body in hopes of attaining a more ideal life.

In light of this previous research **Hypothesis 4** of the current study is:

Subjects will be more likely to associate positive rewards (positive personal qualities i.e. happiness, intelligence, friendliness, social desirability, romantic success, and career/economic success) to attaining the media's representation of a thin-ideal standard of attractiveness.

Hypothesis 5, after discovering the celebrity's identity participants would change their body type answer depending on whether or whether or not

they were heavily influenced by the media influence on attractiveness (measured by higher SATAQ scores).

Method

Participants

A total of 114 Boston College women were recruited for the current study. Students were informed of the project via an email announcement to Communication majors. Communication professor's also announced the research project to classes. There were three days with allotted time slots for students to drop in and complete the study. Participation was purely voluntary and subjects could decline to participate at any time. Students did, however, receive research credit for participation.

Ages of the participants ranged from 18 to 22 years old. The ethnic diversity of the sample is limited due to the lack of diversity of the Boston College student body as a whole.

The decision to sample college women in particular was done intentionally. Previous research has demonstrated that college women are a special risk group that is likely to experience body dissatisfaction and use methods such as dieting and exercise in order to look like magazine models (Owen & Laurel-Seller, 2000). College women are also more likely to have concerns about body fat because of the biological reality that women during this developmental stage experience increased fatty tissue on their bodies (2000).

The focus of this study was solely on women's perceptions of media endorsed ideals of attractiveness so men were omitted from the study. This omission, however, is not to say the men are not also affected by media images of attractiveness as well. On the

contrary, research supports the fact that men too are affected by media images, but the gender differences and reasons are complex and diverse. Instead, this study aims to shed light on the affect of the media endorsed ideas of attractiveness on the lives of women specifically.

Materials

Media Body Types Scale 1 (Faces Disguised). The current scale was created specifically for the present study. Images of celebrities – Lindsay Lohan, Hilary Duff, Carrie Underwood, and Nicole Richie - were chosen from superiorpics.com, a site dedicated to providing free high quality celebrity pictures and news. Two pictures were selected for each celebrity – a “before” and “after” picture. The “before” pictures were images of each of the celebrities at the beginning of their careers, at a time when they were first being introduced into Hollywood. For Lindsay Lohan this was a picture at the 2003 premier of *Freaky Friday*, one of the first movies to introduce her as a young woman into the Hollywood scene. For Hilary Duff this was a picture of her at the 2004 premier of *A Cinderella Story*, one of the first movies to introduce Duff as a young woman into the Hollywood limelight. For Carrie Underwood this was a picture taken from the 2005 Billboard Music Awards that she attended recently after her stint on American Idol Season 4. Lastly, for Nicole Richie this was a picture taken from the 2004 54th Annual Eddie Awards, a year after the premier of *The Simple Life*, Richie’s first television show. Each of these images were selected because they pictured the celebrities at the beginning of their careers in Hollywood. In addition, these celebrities were chosen because of their popularity among young women. They are each highly popular in the press and easily recognizable by young women.

“After” pictures were images of each celebrity after their careers had allowed them exposure to the pressures of Hollywood. For Lohan this was a picture 2 years later at the 2005 *Mr. And Mrs. Smith* movie premier. For Duff, this was a picture taken a year later at a 2005 red carpet appearance. For Underwood this was a picture taken a year later at the 2006 Billboard Music Awards, and finally for Richie this was a picture taken a year later at a 2005 Maxim Party red carpet appearance.

“Before” and “after” pictures were shown to demonstrate the excessive weight loss trend in Hollywood that exists for young celebrities. While these women entered Hollywood with relatively “normal” bodies, after being exposed to the pressures of celebrity for a few short years their bodies became drastically thinner. In this scale, with the faces disguised, it is difficult to make the connection that the pictures sitting side by side are even of the same person. Subject, however, will realize this connection when given *Media Body Types Scales 2* in which the faces are revealed.

“Before” and “after” pictures were placed side by side with the faces of each image blackened out to disguise the identity of the celebrity. The pictures were printed in black and white and the images selected were chosen because the figures bodies could be seen clearly. An attempt was made to make the pictures as uniform as possible, for example, by choosing images where the style and length of the dresses were similar. Complete uniformity, however, was impossible with the variety of fashion designs available. The pictures were accompanied by 3 questions that will be further explained and examined in the procedure section.

Media Body Types Scale 2 (Celebrities Revealed). The current scale was designed for the study based on *Media Body Types Scales 1*. Each of the “before” and “after”

pictures are displayed side by side with the faces of the images revealed, using the same images from the previous scale.

Sociocultural Attitudes Towards Appearance Scale (SATAQ) – 3 Revised (Thompson et al. 2004). This scale was selected because it is a widely used scale that assesses subjects' awareness of a cultural beauty ideal as represented by the media. After examination the scale was narrowed down to 16 questions to reflect the two areas examined in the present study. Eight questions represented attractiveness related questions and examined the extent to which people use TV, movies, or magazines as a means of getting information about what it means to be attractive. The remaining eight questions represented body shape concerns and examined the extent to which people feel pressure from TV, movies, or magazines to diet and exercise. The questions were presented in a random order with response options ranged from 1 (Strongly Agree) to 7 (Strongly Disagree). (Appendix A).

Positive Rewards Scale for Appearance. This questionnaire was created for the present study to measure the possible rewards associated with attaining the thin ideal standard of beauty represented by the media. The questionnaire measured happiness, intelligence, popularity, romantic success with the opposite sex, and career / economic success. The items were presented using a 7-point Likert scale with response options ranging from 1 (Very Unlikely) to 7 (Very Likely) (Appendix B).

Procedure

Participants were each presented with 3 packets – each a different color. The first packet, *The Media Body Types Scale 1*, was green; the second packet, *The Media Body Types Scales 2*, was blue; and the third packet, the SATAQ-3 Revised Scale and Positive

Rewards Scale, was orange. Participants were instructed to complete each packet in order (green, blue, orange) and not to skip ahead as to not alter the intent of the study.

Packet 1 – *The Media Body Types Scale 1*. In the *Media Body Types Scale 1* scale participants were asked to examine the scale and circle the figure they believed was their ideal body type. After circling the figure participants were asked to indicate whether or not they would switch their current body with the one they had previously chosen (yes or no). Lastly, participants were asked to indicate how satisfied they were with their own body from 1 (Not at All) to 5 (Very). Participants were asked to answer each of these questions with each set of pictures, 4 sets in total.

Packet 2 – *The Media Body Types Scale 2*. In the *Media Body Types Scale 2* scale participants were asked to examine the pictures, now revealing the faces of the celebrities, for a second time and choose the figure they believed was their ideal. If participants changed their answers from the previous scale (*The Media Body Types Scale 1*) they were provided with room to indicate why they did so. After this, participants were asked whether or not they considered the celebrity physically attractive in general (yes or no) and were asked to check off each characteristic they found attractive in them (facial features, body type, or style). Lastly, participants were asked to indicate what it was that they liked about the celebrity from a list that included looks, body type, personality, or style.

Packet 3 – SATAQ – 3 Revised and Positive Rewards Scale. In the *SATAQ – 3 Revised* subjects were presented with a list of 16 statements and asked to read each item carefully and indicate how strongly they agreed or disagreed with the

statements. Response options ranged from 1 (Strongly Agree) to 5 (Strongly Disagree). In the *Positive Rewards Scale* participants were presented with 7 items and asked to read each statement carefully and indicate on a scale ranging from 1 (Very Unlikely) to 7 (Very Likely) how possible they believed each of the rewards statements would be if they were to have the same characteristics as the ideal figure they had chosen from the second picture scale (*The Media Body Types Scale 2*).

Participants were also asked to provide their age and race for demographic reasons. Names, however, were not required so that the subjects could maintain anonymity. The researcher was present when administering the items to minimize confusion and provide explanations or directions if needed.

Results

Hypothesis 1, that subjects will be more likely to choose thinner framed figures in the *Media Ideal Body Types Scale* as their ideal body type because of the pervasiveness of thinness as a standard of attractiveness, was partially supported by results. To examine this hypothesis we will look at each of the celebrities tested – Lindsay Lohan, Hilary Duff, Carrie Underwood, and Nicole Richie – separately.

Lindsay Lohan

In the *Media Body Types Scale 1* (the scale where the celebrity's identity was disguised) results indicate that people preferred picture 2, the thinner framed picture, for Lohan ($m = 1.82$, $s.d. = .382$). For the *Media Types Scale 2* (the scale where the celebrity's identity was revealed) people again preferred picture 2, the thinner framed

picture, for Lohan ($m = 1.73$, $s.d. = .447$). Thus, consistent with hypothesis 1, overall participants were more inclined to choose the thinner framed picture for Lohan.

Hilary Duff

In the *Media Body Types Scale 1* (the scale where the celebrity's identity was disguised) results indicate that people preferred picture 2, the thinner framed picture, for Duff ($m = 1.93$, $s.d. = .257$). For the *Media Types Scale 2* (the scale where the celebrity's identity was revealed) people again preferred picture 2, the thinner framed picture, for Duff ($m = 1.72$, $s.d. = .453$). Thus, consistent with hypothesis 1, overall participants were more inclined to choose the thinner framed picture for Duff.

Carrie Underwood

In the *Media Body Types Scale 1* (the scale where the celebrity's identity was disguised) results indicate that people preferred picture 2, the thinner framed picture, for Underwood ($m = 1.73$, $s.d. = .447$). For the *Media Types Scale 2* (the scale where the celebrity's identity was revealed) people again preferred picture 2, the thinner framed picture, for Underwood ($m = 1.76$, $s.d. = .427$). Thus, consistent with hypothesis 1, overall participants were more inclined to choose the thinner framed picture for Underwood.

Nicole Richie

In the *Media Body Types Scale 1* (the scale where the celebrities identity was disguised) results indicate that people preferred picture 1, the larger framed picture, for Richie ($m = 1.34$, $s.d. = .475$). For the *Media Types Scale 2* (the scale where the celebrities identity was revealed) people again preferred picture 1, the larger framed picture, for Richie ($m = 1.38$, $s.d. = .486$). Unlike Lohan, Duff, and Underwood, these

results are inconsistent with hypothesis 1. Instead for Richie, the larger framed picture was more popular

Overall thus, hypothesis 1 was greatly supported by the results. For Lohan, Duff, and Underwood, participants preferred picture 2, the thinner framed pictures, as their ideal body type. This is can be attributed to their internalization of thin ideal standard of attractiveness represented by the media. For Richie, however, results were inconsistent with this hypothesis. The reasons why this may have resulted will be discussed in the discussion section.

Hypothesis 2A, subjects who have internalized the thinness standard represented by the media will look to TV, magazines, and movies as a means to get information about what it means to be physically attractive was supported by results. In general, results indicate that people are generally influenced by the media in their perceptions about what it means to be beautiful, $t(1,113) = 8.896, p < .01$. Thus, overall participants demonstrated that they were heavily influenced by the media in forming their perceptions on attractiveness.

Hypothesis 2B, subject who are influenced by TV, magazines, and movies on what it means to be beautiful will be more likely to choose thinner body types as their ideal (Picture 2), was partially supported by results. This hypothesis was consistent for Lohan indicating that participants that choose Lohan's picture 2 as ideal were heavily influenced by the media on their perception of beauty, $F(1, 112) = 10.368, P < .05$. The same was true for Underwood, $F(1, 112) = 5.842, P < .05$. Thus, participants who were influenced by TV, magazines, and movies on what it means to be beautiful were more likely to choose a thinner body as their ideal for both Lohan and Underwood.

For Duff and Richie hypothesis 2B was not supported. For Duff results indicate that participants that choose picture 2, the thinner body type, were not significantly influenced by the media in developing perceptions about what it means to be beautiful, $F(1, 112) = .455$, n.s. For Richie similar results, inconsistent with hypothesis 2B, were found, $F(1, 112) = 2.438$, n.s.

Hypothesis 3, subjects who have internalized the thinness standard represented by the media will demonstrate concerns about their body shape and feel pressure from TV, magazines, or movies to diet and exercise to attain the thin-beauty standard represented in the media, was supported by results. In general results indicate that the media does increase body image concerns and creates pressure in women to diet and exercise, $t(1, 113) = 8.547$, $p < .01$.

Hypothesis 3B, subjects who are influenced by TV, magazines, and movies to diet and exercise to attain the thin-beauty standard represented in the media will be more likely to choose thinner body types as their ideal (Picture 2) was partially supported by results. For Lohan, this hypothesis was consistent, $F(1, 112) = 7.736$, $p < .05$. Lohan, however was the only one. Results thus indicate that out of all the celebrities Lohan's picture had the most media effect on participants to choose thinner bodies.

For the rest of the celebrities pressure from the media to diet or exercise did not effect their likeliness of them choosing a thinner body: Duff, $F(1, 112) = .063$, n.s.; Underwood, $F(1, 112) = 1.563$, n.s.; and Richie, $F(1, 112) = .303$, n.s.) there was no media influence.

Hypothesis 4, subjects will be more likely to associate positive rewards (happiness, intelligence, friendliness, social desirability, romantic success, and

career/economic success) to attaining the media's representation of a thin-ideal standard of attractiveness was only partially supported by the hypothesis. Higher SATAQ thinness scores had no effect on the likelihood of participants to associate positive rewards with having a thin ideal standard of beauty represented by the media. Thus, participants who felt pressure from the media to diet or exercise to achieve the thin ideal level of attractiveness did not associate positive rewards with attaining this ideal. This was a surprising result that will be further discussed in the discussion section.

The SATAQ attractiveness scores, however, demonstrated effects for two of the rewards measured happiness, $r(112) = -.228$, $p < .05$, and romantic success, $r(112) = -.191$. Results thus indicate that participants who felt pressure from the media to be attractive, meaning being thin, felt that if they achieved this standard they would be perceived as being both happier and more romantically successful (Appendix C).

Hypothesis 5, after discovering the celebrities' identity participants would change their body type answer depending on whether or not they were heavily influenced by the media's influence on attractiveness (measured by higher SATAQ scores), was partially supported by the hypothesis. For the SATAQ thinness scores, results indicate that although they did not reach 0.01 (the measure of correlation significance) they were approaching 0.01 demonstrating that participants were overall more likely to change their answers to a thinner body, $r(1,112) = .007$, n.s. This means that participants who felt pressure from the media to diet or exercise to meet the thin standard of beauty presented by the media were more likely to change their answers to thinner body types. The SATAQ attractiveness scores, however, had no effect on the participants likelihood to change their answers, $r(1, 112) = .132$, n.s.

Discussion

The findings of the present study are complex and suggest that media endorsed images of a thin-ideal standard of beauty do in fact affect college women's perceptions about what it means to be beautiful. Overall, participants preferred the thinner framed pictures of the celebrities as their ideal body type, proving that thinness is valued by women as an attractive quality. This was especially true for three, Lohan, Duff, and Underwood, of the four celebrities pictured. College women's preferences for these body types is concerning because they are the epitome of extreme thinness, especially when juxtaposed with the "before" pictures that are noticeably larger. When the faces are disguised it is impossible to distinguish that the two bodies belong to the same person. The "after" pictures, represent a noticeable weight loss to the "before" pictures, that are still relatively thin. This is important to note – although the "before" pictures are larger than the "after" pictures" they are still relatively thin bodies. In addition, in trying to find pictures to represent in the scales it should be noted that the volume of "after" pictures of the celebrities was much greater than that of the "before" pictures. Thus pictures of extreme thinness in the media are far more pervasive than larger figures.

What is even more interesting is that the celebrities chosen were selected because of the extreme weight loss they had experienced. While they each entered Hollywood with "normal" bodies, after being exposed to the limelight for a few years they each went through drastic body changes coming out much thinner than when they had started. This weight loss is indicative of the pressure placed on women to maintain thin bodies in Hollywood. This pressure is so great that it often leads to the development of eating disorders or drug abuse to create this slim and sleek physique. The result is an extremely

thin and unhealthy woman that is splashed across the pages of magazine and billboards and across the screens of TVs. Women bystanders who are constantly exposed to these media images are constantly fed the idea that a thin body is a beautiful body. These pictures are thus representative of an extreme level of thinness that is glamorized in the media and idolized by college age women.

While participants preferred the thinner pictures for Lohan, Duff, and Underwood, for Richie the larger body was ideal. This result was inconsistent with the hypothesis and somewhat surprising. Of all the pictures it can be argued that Richie's "after" picture demonstrated the most drastic change from the "before" picture and perhaps even the thinnest of all the pictures. It is this extreme level of thinness that participants may have shied away from selecting Richie's thinner body as their ideal, especially when her face was revealed. The possibility of Richie suffering from an eating disorder has been speculated in the media profusely, and perhaps a reason why women didn't select this body as their ideal especially with the negative stigma associated with having an eating disorder. It should also be noted that in Richie's "before" picture her dress has a plunging neckline, revealing ample cleavage. In her "after" picture, however, her neckline is still low, but her breasts have virtually disappeared. This may have been another reason women selected the first picture. With the increasing prevalence of plastic surgery today, breast augmentation being one of the most popular surgeries, it is not surprising that women may have been influenced by Richie's larger bust in the "before" picture and selected this as their ideal instead. This finding is alarming because it demonstrates that women don't only want to be thin, they want to have curves in all the right places – like their breasts – a body that is difficult to have naturally.

The influence of the media, namely TV, movies, and magazines, on women's perceptions about what it means to be attractive cannot be ignored. Results indicated that overall women are generally influenced by the media in their perception about what it means to be beautiful. This is consistent with previous research that indicates that women often compare themselves to the representations of attractiveness that they see in the media (Stice & Shaw, 1994). These results are of particular concern because the media surrounds women from so many different angles that it is difficult, if not impossible to escape its influence. We watch TV, go to the movies, and read magazines frequently and are thus constantly bombarded with images of thin, attractive women, so much so that having this type of body seems normal. These images, however, are not normal in the least. In fact, often times the images the media epitomizes as beautiful are well below the recommended weight for women (Owen & Laurel-Seller, 2000), sometimes even 15% below the average weight of women (Hawkins et al., 2004). The fact that women turn to the media to get information about what it means to be attractive can thus be very damaging to their self-esteem. Because of the media's overwhelming pervasiveness and great influence on women we have come to largely equate thinness with beauty. By allowing the media to define what is beautiful, women are setting up unrealistic and impossible standards for themselves to achieve.

Being influenced by the media had the most effect on participants choosing Lohan or Underwood. For these two celebrities participants who looked at the media to find out information about what it means to be attractive choose the thinner pictures of Lohan and Underwood more. It can thus be argued that participants believed these women to be more attractive than Duff and Richie. For Duff participant's inclination to use the media

to find out what it means to be beautiful did not influence them to choose the thinner picture of Duff. Perhaps her picture was too thin or perhaps participants did not find Duff attractive in general. For Richie, participants were more likely to choose the larger figure in general so higher scores on the SATAQ attractiveness did not effect this result at all.

The influence of media, namely TV, movies, and magazines, to create body concerns among women and place pressure on them to diet and exercise was also a trend found among all the women. These results extend previous findings that exposure to the thin-idealized images represented by the media leads to body and appearance-related dissatisfaction among women (Hesse-Biber, 2007; H. Posavac, S. Posavac, & E. Posavac, 1998; Thomsen, 2002; Heinburg and Thompson, 1995). These results are thus particularly concerning because for many women the desire to emulate these figures can be so great that they are willing to undergo severe measures in the name of beauty. For example, the prevalence of eating disorders among women today is great. It is estimated that 10 million women suffer from anorexia and additional 25 million suffer from bulimia nervosa (Park, 2005). If thinness continue to prevail as the ultimate standard of beauty American women will continue to suffer.

Participants who felt pressure from the media to diet or exercise were most inclined to choose Lohan as their ideal. For Duff, Underwood, and Richie however this was less severe. The reason for this disparity is unknown. It can be argued that participants felt Lohan had the most fit body, but this was not tested. It can also be argued that Lohan's influence was the greatest on participants because she was considered the most popular and liked celebrity by participants, but again this was not tested. More

research is needed here to determine which celebrities influence women's perceptions of their bodies most.

Women's desire to attain the media's endorsement of attractiveness does not only stem from a longing to be beautiful. Often times thin and attractive people are also seen as having an array of other positive characteristics assigned to them. While a number of previous studies have noted that happiness, intelligence, social desirability, romantic success and career and economic success, the results of this study indicate otherwise (Dion, Berscheid, & Walster, 1972; Griffin & Langlois, 2006; Kanazawa & Kovar, 2004; Evans, 2003). Participants who felt pressure from the media to diet and exercise did not believe any positive rewards would be associated with attaining the thin ideal standard of attractiveness represented by the media. One of the reasons this may have occurred is because women may not be aware of the great effect the media has on them. The media has become so pervasive in our society that it is difficult to separate what is on TV and in magazines and movies from what is real. Another reason for this surprising finding stems from the use of self-reported measures. What often happens is that participants do not want to admit that they are affected by something that isn't social desirability. Associating positive rewards to a thin attractive body would mean admitting that to a certain extent we believe these bodies are superior. In turn, admitting this may make a person seem vain or conceited, something that a person would not want to be viewed as. This may have caused participants to underreport the effects of the media in their lives. The area of research, however, needs further research to examine the rewards women associate with beauty and thinness.

Lastly, another interesting finding was that participants who were more satisfied with their bodies were less likely to want to switch their body with the picture they selected. This was true for each of the celebrities: Lohan, $r(114) = -.475$, $p < .001$; Duff, $r(114) = -.453$, $p < .001$; Underwood, $r(114) = -.474$, $p < .001$; and Richie, $r(114) = -.487$, $p < .001$. This finding proves that women's self esteem are pivotal in helping them counteract the negative effects of the media. Women who are satisfied with their bodies are less influenced by the images they see in the media because they are content with the bodies they have. Promoting self-esteem from an early age can then help women in the long run a great deal. Dove's *Love Your Body Campaign* is an example of the media's attempt to broaden their definition of beauty, but there has been little research devoted to whether or not these techniques are effective in women. This campaign is a step in the right direction but we need more efforts like this to make any sort of real change. More research, however, is essential in this area to understand what types of programs are the most beneficial in promoting a healthy body image.

Limitations of Current Study

Several limitations of the present study should be considered when analyzing the results. In order to have more salient results the picture scales would need to be more uniform. Although an effort was made to find pictures that were similar, it was impossible to find pictures that were exactly the same. The difference in the clothing of each picture could have affected participants' choices of which body type they preferred. It also would have been better if the background of each of the pictures was a blank canvas so that the entire focus was on the figures body.

Future Research

It would be interesting to test if the thin-ideal media standard of attractiveness has different effects on different races. It would be interesting to test other Black and Latina Research has indicated that often times Black and Latina women are more accepting of larger body type. Perhaps the media's endorsement of extreme thinness affects these women less.

It would also be interesting to expand research to examine the extent to which the media endorsed ideas of attractiveness affect men's attitudes for what they find as attractive in opposite sex partners and to see whether the images of men on TV affect their attitudes of what it means for men to be handsome. Are there different standards for male physical attractiveness? Do men internalize these ideas the same way women do? Also, how do men feel about the definitions of physical attractiveness for women? Do men expect women to uphold the media endorsed ideas of beauty, mainly thinness? Further research in this area is needed to more fully understand the grasp of the media in American cultures definitions of attractiveness.

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Appendix A

SATAQ Questionnaire items

SATAQ-3 Revised – Attractiveness Related Questions

1. TV programs are an important source of information about fashion and "being attractive."
2. I've felt pressure from TV or magazines to look pretty.
3. I compare my appearance to the appearance of TV and movie stars.
4. I compare my appearance to the appearance of people in magazines.
5. Pictures in magazines are an important source of information about fashion and "being attractive."
6. I've felt pressure from TV or magazine to change my appearance.
7. I try to look like the people on TV.
8. Movie stars are an important source of information about fashion and "being attractive."

SATAQ-3 Revised – Body Shape Concerns Questions

1. I've felt pressure from TV or magazine to lose weight.
2. I would like my body to look like the body of people who are on TV.
3. I compare my body to the bodies of TV and movie stars.
4. I've felt pressure from TV and magazines to be thin.
5. I would like my body to look like the people who appear in magazines.
6. I compare my body to the bodies of people who appear in magazines.
7. I've felt pressure from TV or magazine to diet.
8. I've felt pressure from TV or magazines to exercise.

Appendix B

Future Reward Scale Questionnaire Items

Positive Rewards Scale Statements

1. People would think that I am happier than less *attractive* people.
2. People would think that I am *smarter and get better grades* than less attractive people.
3. People would think that I am *popular*.
4. Males would think I would be a *better girlfriend* than unattractive people.
5. People would think that I was in a *happy relationship*.
6. People would think that I have a *higher- paying job* after graduation.
7. People would think I have a *more fulfilling and enjoyable career* after graduation.

Appendix C

Correlations Between Rewards Scale and SATAQ Items

		SATAQ Thinness	SATAQ Attractiveness
Rewards Scale 1	Pearson Correlation	-.139	-.228(*)
	Sig. (2-tailed)	.140	.015
	N	114	114
Rewards Scale 2	Pearson Correlation	.012	-.069
	Sig. (2-tailed)	.901	.464
	N	114	114
Rewards Scale 3	Pearson Correlation	.000	-.142
	Sig. (2-tailed)	.999	.131
	N	114	114
Rewards Scale 4	Pearson Correlation	-.133	-.191(*)
	Sig. (2-tailed)	.159	.042
	N	114	114
Rewards Scale 5	Pearson Correlation	.095	-.018
	Sig. (2-tailed)	.317	.853
	N	114	114
Rewards Scale 6	Pearson Correlation	.168	.044
	Sig. (2-tailed)	.075	.642
	N	114	114
Rewards Scale 7	Pearson Correlation	.179	.002
	Sig. (2-tailed)	.056	.983
	N	114	114

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Appendix D

Sample Celebrity Questionnaire



Several pictures of the late movie Friday Friday
Helen UK



1. Examine the pictures on this page and circle which figure you believe is your ideal body type.

___1___ ___2___

2. If you could, would you switch your current body with the one you choose?

___YES___ ___NO___

3. How satisfied are you with your own body?

1 2 3 4 5
Not At All Somewhat Very



1. Examine the pictures on this page and circle which figure you believe is your ideal body type.

___1___ ___2___

2. If you could, would you switch your current body with the one you choose?

___YES___ ___NO___

3. How satisfied are you with your own body?

1 2 3 4 5
Not At All Somewhat Very



1. Examine the pictures on this page and circle which figure you believe is your ideal body type.

___1___ ___2___

2. If you could, would you switch your current body with the one you choose?

___YES___ ___NO___

3. How satisfied are you with your own body?

1 2 3 4 5
Not At All Somewhat Very



1. Examine the pictures on this page and circle which figure you believe is your ideal body type.

___1___ ___2___

2. If you could, would you switch your current body with the one you choose?

___YES___ ___NO___

3. How satisfied are you with your own body?

1 2 3 4 5
Not At All Somewhat Very



1. Now that you know which figure belongs to which face who would you choose as your ideal?

___1___ ___2___

2. If you changed your answer from the first scale then indicate why you did so.

3. Do you consider this celebrity to be physically attractive in general?

___YES___ ___NO___

Why? (check all that apply).

- 1- Facial Features _____
- 2- Body Type _____
- 3- Style _____

4. What do you like about this celebrity? (check all that apply)

- 1- Looks _____
- 2- Body Type _____
- 3- Personality _____
- 4- Style _____

5. If you could choose 3 characteristics to define what it means to be beautiful what would they be?

_____, _____, _____



1. Now that you know which figure belongs to which face who would you choose as your ideal?

___1___ ___2___

2. If you changed your answer from the first scale then indicate why you did so.

3. Do you consider this celebrity to be physically attractive in general?

___YES___ ___NO___

Why? (check all that apply).

4- Facial Features _____

5- Body Type _____

6- Style _____

4. What do you like about this celebrity? (check all that apply)

1- Looks _____

2-Body Type _____

3- Personality _____

4- Style _____



1. Now that you know which figure belongs to which face who would you choose as your ideal?

___1___ ___2___

2. If you changed your answer from the first scale then indicate why you did so.

3. Do you consider this celebrity to be physically attractive in general?

___YES___ ___NO___

Why? (check all that apply).

7- Facial Features _____

8- Body Type _____

9- Style _____

4. What do you like about this celebrity? (check all that apply)

1- Looks _____

2-Body Type _____

3- Personality _____

4- Style _____



1. Now that you know which figure belongs to which face who would you choose as your ideal?

___1___ ___2___

2. If you changed your answer from the first scale then indicate why you did so.

3. Do you consider this celebrity to be physically attractive in general?

___YES___ ___NO___

Why? (check all that apply).

10- Facial Features _____

11- Body Type _____

12- Style _____

4. What do you like about this celebrity? (check all that apply)

1- Looks _____

2- Body Type _____

3- Personality _____

4- Style _____

Age:

Year of Graduation:

Race:

- Caucasian _____
- African American _____
- Asian American _____
- Hispanic/Latina _____
- Asian American _____
- Other _____

1. If you could choose 3 characteristics to define what it means to be beautiful what would they be?

