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Running head: BODY DISSATISFACTION AND SELF-ESTEEM

Gender and Cultural Differences in Body Dissatisfaction and Self-esteem

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Abstract

A total of 144 college students (103 were females) participated in a study investigating the gender and cultural variation in the relationship between body image dissatisfaction and self-esteem. The results revealed a significant negative correlation between one's body image dissatisfaction and self-esteem. No cultural differences were found in either body dissatisfaction or self-esteem; however, the study did yield several findings with regard to gender differences. Female were more satisfied than male participants with their upper torso, and male engaged in more body avoidance behavior than did female participants. Social-cultural approach to studying body image dissatisfaction was evaluated and discussed with the findings from this study.

Gender and Cultural Differences in Body Image and Self-esteem

Introduction

The study of body dissatisfaction has received an increasing attention in the scientific community (Pruzinsky & Cash, 2002). Body dissatisfaction is an important issue in the public domain, as it appears to precede the development of eating disorders such as anorexia nervosa and bulimia nervosa (DSM-IM). Body dissatisfaction can include one or many aspects of one's body, body parts, or overall physical attractiveness (Strauman, Vookles, Berenstein, & Higgins, 1991). Most of the previous research focused on middle-class western women, with little consideration of the impact of the body image dissatisfaction on non-western cultures where variations in preferred body types exist (Davis & Yager, 1992).

Self-esteem is believed to be associated with body dissatisfaction (Sheffield, Tse, Sofronoff, 2005). Self-esteem is defined as attitude toward self that can be either favorable or unfavorable; it includes a sense of value or worth person has for him or herself (Rosenberg, 1965). Considerable research has shown that people with higher self-esteem are less likely to be debilitated by negative body image (Sheffield, Tse, & Sofronoff, 2005). For example, in a study conducted by Foster, Wadden, and Vogt, obese participants who had a higher self-esteem attempted fewer diets and were much more satisfied with their bodies (1997). On the other hand, poor self-esteem in combination with history of dieting to reduce weight, can predict higher dissatisfaction with one's body (Pruzinsky & Cash, 2002).

One recent approach to studying body dissatisfaction is called the Sociocultural approach (Pruzinsky & Cash, 2002). According to the sociocultural theory, culture can

affect the values people place on different aspects of the body (Jackson, 2002). Specifically, the Western society emphasizes slim body for women and average, muscular body type for men as ideal (Sheffield, Tse, & Sofronoff, 2005). However, since these socially indorsed ideals, especially for women, are so difficult, if not impossible to obtain, and when women and men cannot reach the Western ideal of beauty, they might develop dissatisfaction with their bodies (Cash, 2002).

Based on this theory, unlike Caucasians who are especially vulnerable to unhealthy body image, African Americans show a greater satisfaction of their bodies, despite having heavier physiques (Jackson, 2002). Recent research has found that even though African American women had similar figures to Caucasian women, they were much happier with their bodies (Williamson, Steward, White, & York-Crowe, 2002). The more flexible standard of attractiveness among African Americans can be explained by emphasis on other non-body focused aspects, such as personal attitude, grooming, clothing style, skin tone, and ethnic pride in African American society (Celio, Zabinski, & Wilfley, 2002).

Some studies, however, indicate that because of the main culture influences, cultural background might no longer produce protective benefits from body dissatisfaction across ethnic groups (Shaw, Ramirez, Trost, Randall, & Stice, 2004); and in fact, more similarities than differences can be expected across ethnic groups (Sheffield, Tse, & Sofronoff, 2005).

Asian Americans (particularly those who are descendants of immigrants from Eastern Asian countries, such as China, Japan, and Korea) are an interesting group of individuals who share a strong cultural heritage with an emphasis on doctrine of mean, in

which neither over slim nor overweight is encouraged. Their diet and body structure may also reduce their chances of becoming overweight and deviating from their ideal body types. Therefore, Asian Americans, both men and women might value healthy body image, and may not suffer much from the body dissatisfaction (Kawamura, 2002). However, given the fact that the impact of the mainstream culture is so strong, it is reasonable to believe that Asian Americans might not remain to be protected from having a body dissatisfaction caused by the promotion of ideal body images. In fact, Phan and Tylka (2006) found that Asian women were susceptible to pressure from their community to reach thin ideal; since these women see their bodies in relationship to their community, and if they do not reach ideal body shape, they are afraid their loved ones might get negatively affected by it.

Cultural differences were also noted in self-esteem. Immigrants from East Asian countries such as Japan, China, and Korea are reported to have lower self-esteem because of their cultural background. For example, Bae and Brekke (2003) compared Korean-Americans' self-esteem with those of other ethnic group, and they found that overall Korean-Americans, had lower self esteem when compared to Caucasians and African-Americans. Another study, conducted in 2002 by Twenge and Crocker, used meta-analysis to asses cultural differences in self-esteem. The researchers found similar direction that is mentioned by Bae and Brekke (2003) but they also include Hispanics in their analysis. Here, the researchers found that Hispanics had the lowest self-esteem, followed by Asians, followed by Whites, and African Americans.

Besides cultural differences body dissatisfaction and self-esteem, gender differences in these two constructs were also examined in past research. However, there

were no studies conducted that examined both gender and cultural differences in self-esteem and body dissatisfaction.

Gender differences existed in many studies that compared participants' perceptions of desirable body shapes versus their current figures (Fallon & Rozin, 1985; Sharps, Price-Sharps, & Hanson, 2001; McKinley, 2002; Cash, Morrow, Hrabosky, & Perry, 2004). One measure is to examine the discrepancy between one's current and ideal body type (can be measured either by Body Mass Index – BMI or selection of a figure); while men's ideal body type does not significantly deviate from their current, women ideal is much more stringent (Fallon & Rozzin, 1985). In addition, men tend to find women with fuller figures more desirable, while women think that men prefer slimmer figures than males actually do. Women follow the opposite direction in their selection of men, women select slimmer body types than men think women see as attractive. The gender differences in direction of preference as well as deviation of current figures from ideal were examined in this study.

Another way to measure body dissatisfaction is to examine how people respond to different parts to their bodies, and a scaled developed by Cash, Winstead & Janda (1986) called the Body Part Satisfaction Scale (BPSS) was often used as an indicator. For example, using BPSS, Cash, Winstead, & Janda (1986) studied gender differences present in body dissatisfaction.

They found that some body areas carry stronger gender related importance than others. Therefore, men and women also differ in degrees of satisfaction of different body areas. They also found that the satisfaction ratings related to the amount of time spent

exercising; the more time people spend engaging in physical activities, the more likely they are to be unsatisfied with their appearance.

Studies have shown that people's body dissatisfaction may have changed over time, although men and women may have shown different trajectory, and studies are not consistent in their findings. For example, a longitudinal study was conducted by Psychology Today showed that over the past four decades a progressive worsening of men's and women's body satisfaction were reported (Berscheid, Walster, & Vohnstedt, 1973; Cash, Winstead, Janda, 1986b; Garner, 1997). Other researchers, found no differences in body satisfaction over time in men (Muth & Cash, 1997; Sondhaus, Kurtz, & Strube, 2001); in their findings male's body satisfaction was constant throughout different time periods, whereas women's body image dissatisfaction increased through the decades. Another study, led by Feingold and Mazzella (1998) concluded that gender differences were so large that researchers thought either women's body image worsened significantly over time or men's body image improved in the last decade. This study examined if gender differences still exist in a given college population.

Using meta analysis, Kling, Shibley, Showers, and Buswell (1999) found that overall men tended to have higher self-esteem than women, although in a few studies, no significant gender differences were found and in some other studies, women even scored higher on self-esteem measures than men.

Framework of Current Study

The current study aims to further examine gender and cultural differences in body image and self-esteem among college students. Gender differences in body image have been extensively examined in previous research (e.g., Fallon & Rozin, 1985; McKinley,

2002; Cash et al., 2004); however, it lacks of consistent findings with regard to cultural variation in body dissatisfaction and self-esteem.

Using established scales in measuring self-esteem and body image dissatisfaction, which include body avoidance behavior and body part dissatisfaction, this study attempts to find gender and cultural differences in both self-esteem and body dissatisfaction. Two major dependent variables in this study are global self-esteem and body dissatisfaction (include overall body dissatisfaction, body part dissatisfaction, differences between current and ideal figures, as well as avoidance behavior).

Hypotheses

Hypothesis 1-1: Cultural differences exist in self-esteem, where African Americans have the highest self-esteem, followed by Whites, who have a lower self-esteem, followed by Hispanics, who have even lower self-esteem than Whites, and Asian Americans have the lowest self-esteem.

Hypothesis 1-2: Cultural differences exist in body dissatisfaction, where African Americans are least dissatisfied with their bodies, followed by Asians who are more dissatisfied than African Americans, followed by Whites who are more dissatisfied than Asians with their bodies, and Hispanics, who are the most dissatisfied with their bodies.

Hypothesis 2-1: Gender differences in self-esteem are present where women have lower self-esteem than men.

Hypothesis 2-2: Gender differences in body dissatisfaction are present where women are more dissatisfied with their bodies than men are.

Hypothesis 3: There is a negative association between body dissatisfaction and self-esteem

Method

Participants

Participants were 144 Pace undergraduate students, among which 41 were men, aged between 18 and 28 year old, with a mean of 20.85 and standard deviation 1.89. Four of the men were African American, 7 were Asian American, 25 were Caucasian and 4 were Hispanic, one participant did not indicate his culture. The remaining 103 participants were women, aged between 18 and 25 year old, with a mean of 19.98 and standard deviation 1.33. Among them, there were 16 African Americans, 16 Asian Americans, 58 Caucasian, and 13 Hispanics. Most students majored in social sciences or humanity such as Anthropology, Religion study, Literature, and Psychology.

Procedure and test materials

In addition to the demographic questionnaire, the study include four major questionnaires, which were distributed during classroom hours, and all participants received the same instructions. As soon as the questionnaires were distributed, students were informed that their participation is voluntary and they can stop if they wish with no penalties. Upon completion of the study, students were fully debriefed with the full purpose of the study. Description for each questionnaire is introduced as follows:

Demographic Questionnaire (Appendix A). Demographic questionnaire gathers the necessary information about the participants' age, sex, weight, height, religion and ethnic group, as well as income, and state of residency of past 5 years; and if the participant is not from the United States, questions about country of origin as well as number of years spent in this country are asked.

Rosenberg Self Esteem (Appendix B). Rosenberg Self-Esteem Scale (RSES) (Rosenberg, 1965) is a widely used measure, which measures participants' global self-esteem. It was originally designed to measure self-esteem in the high school students. The questionnaire contains positive as well as negative items to make sure the participants are paying attention to the statements. Participants can respond as "strongly agree" to "strongly disagree" on this scale. The scores range from 0 to 30, scores below 12 indicates low self-esteem, 12 to 25 indicate normal self-esteem and scores above 25 show high self-esteem. The mean score of all items was used to represent the participants' score on self-esteem.

Body Image Avoidance Questionnaire (Appendix C). Body Image Avoidance Questionnaire (Rosen et al., 1991) contains nineteen items that had internal consistency of .89 ($df=334$) and test-retest reliability of $r(23)=.87$. The scale was normed on women population and was not used on men previously to this study. The scale is designed to find a relationship between body image dissatisfaction and social avoidance behavior. Of the nineteen items, ten were used for this study. The nine items These ten items were divided into three types of avoidance behavior: Clothing avoidance, Eating avoidance, and Social Activities Avoidance. Researcher thinks that even though the test items were not yet normed on men the questionnaire can still be used to find out more information about men's reported behavior and their body image dissatisfaction.

Body Part Satisfaction Scale (Appendix D). Body Part Satisfaction Scale is taken from a questionnaire published in *Psychology Today* in an article "Psychology Today Reader Survey: Your Body, Yourself" by researchers Cash, Winstead and Janda who designed the questionnaire to assess reader's satisfaction with their bodies (1986a).

Similar survey was conducted in the journal by a group of researchers in nineteen seventy three, by Berscheid, Walster, and Bohrnstedt (Petrie, Tripp, & Harvey, 2002). The researchers originally used a measure of twenty four body parts to examine participants' satisfaction with each one, however, research group led by Cash in nineteen eighty-six, used a revised scale of eight items to determine men's and women's satisfaction with seven different body parts as well as their overall appearance.

Standard figural stimuli (Appendix E). Nine figural stimuli of males and females ranging in size from very slim to overweight were presented to the students. The figures were developed by Dr. A. Stunkard (1983) for a study on obesity and thinness. These stimuli were validated and correlated with Body mass index (BMI) by Bulik and colleagues for Caucasians (2001). The researcher asked the participants to answer several questions based on the figural stimuli. The questions attempt to find discrepancy between personal ideal and current body shape. The validation study of the Standard figural stimuli led by Thompson and Altabe (1991), proved the figures to have good psychometric qualities for these questions.

Results

Cultural Differences

The current study did not find support for sociocultural theory. After conducting ANOVA, there were no significant cultural differences in: a) self-esteem, b) body avoidance questionnaire, c) body part satisfaction scale, or in d) standard figural stimuli. The only significant difference across cultural differences was found in Body Part Satisfaction item Height. On this item, Asian Americans ($M=3.83, SD=1.139$) were

significantly more dissatisfied than African Americans ($M=5.2$, $SD=0.83$), $F(3,139)=5.034$, $p=.002$.

Gender Differences

Self-Esteem

The study did not find gender difference in self-esteem, $t=1.021$, $p>.05$, ns.

Clothing Avoidance

Gender differences were present only on one of the three subscales. Clothing scale showed that males ($M=1.67$, $SD=0.11$) engaged in more body avoidance behavior than did females ($M=1.37$, $SD=0.07$), $F(1,142)=5.96$, $p=0.015$. The other Body Avoidance measures (total Body Avoidance, Social Activity Avoidance, and Eating Restraint) did not have any significant statistical differences.

Body Part Satisfaction

There were no significant gender differences, except in one item in the Body Part Dissatisfaction Questionnaire. That is, females were more satisfied ($M=4.54$, $SD=1.002$) than men ($M=3.85$, $SD=1.062$) with their upper torso, $F(1,141)=13.232$, $p<0.01$.

Figural Stimuli.

Paired sample test was conducted separately for men and for women to analyze if differences between reported Current and Ideal, Current and Attractive, and Attractive and Ideal figures were significantly different from each other. Men's Ideal figures ($M=40.22$, $SD=8.46$) are not significantly different from their Current Figures ($M=42.95$, $SD=11.72$). Men's Current figures ($M=42.95$, $SD=11.72$) are significantly different from male figures they perceived to be attractive to the opposite sex ($M=38.44$, $SD=8.42$), $t(40)=2.037$, $p=0.048$. When it comes to comparing men's ideal figures ($M=40.22$,

SD=8.46) with figures they believe are attractive to the opposite sex (M=38.44, SD=8.42), there are no significant differences.

Women's Ideal figures (M=30.60, SD= 8.23) are significantly different from their Current Figures (M=37.04, SD=10.66), $t(101)= 8.050$, $p<0.001$. Women's Current figure (M=36.79, SD=10.76) are significantly different from figures they perceived to be desirable to the opposite sex (M=33.40, SD=10.01), $t(101)=3.00$, $p=.003$. When it comes to comparing women's Ideal figures (M=30.46, SD= 8.14) with figures they believe are attractive to the opposite sex (M=33.33, SD=10.11), significant differences are present, $t(100)=-0.001$.

In addition to picking the figures from the scale, the participants of the study were also asked to indicate their current height and weight, as well as their ideal weight. This allowed the research to use the Body Mass Index (BMI) to compare the discrepancy between current and ideal BMI between men and women. Men did not have a significant difference between their current BMI (M=24.32, SD=3.86) and their ideal BMI (M=24.28, SD=3.15). Women, on the other hand, reported a significant difference between their current BMI (M= 22.44, SD=3.41) and their Ideal BMI (M=20.66, SD=2.37), $t(99)=8.40$, $p=0.001$.

Additional Analysis

There is also significant difference in men's (M= 4.15, SD=1.81) and women's (M=3.14, SD=1.66) frequency in exercising, $F(1,140)=10.13$, $p=0.002$.

Multiple Regression Analysis

Hierarchical Multiple Regression analysis was conducted using self-esteem as the dependent variable. The first layer of predictors include variables of body dissatisfaction,

including total body avoidance score, average body part dissatisfaction score, and the discrepancy between ideal and current body figures, and hence these variables were entered first. The second layers of predictors include variables of gender and culture. The results revealed body dissatisfaction can explain 38 percent of total variance of self-esteem, followed by gender, which accounted for another four percent. Culture did not contribute to the variance of self-esteem, based on this study.

Discussion

This study examined self-esteem and body dissatisfaction among Pace University college students. Gender and cultural differences were assessed in this study. Cultural differences were across their gender and cultural background. Previous research predicted a direction

More specifically, first, this study found no support for sociocultural theory, which is different from Jackson (2002) and Cash & Pruzinskiy's (2002) studies. The reason for this might be that Pace University is a multicultural institution where interaction between students is encouraged; for example, students can freely participate in various social activities on campus as well as interact with each other in class discussions. Members of all cultural groups have similar experience on campus and their body dissatisfaction might be the same because they experience comparable pressure to be thin as well as they are bombarded with the same messages from the media. In addition to similar experiences Pace undergraduates face, despite their cultural background they come from similar socioeconomic classes. Therefore, income might influence their attitude toward their bodies as well as students' expectations for themselves.

Self-esteem across different cultures did not change significantly from one group to another. These findings are contrary to the meta-analysis conducted by Twenge and Crocker (2002). The reported cultural differences were small but significant, most likely, the current study did not have enough participants from each cultural group to see a statistically significant difference across cultures and self-esteem. In addition, the researchers reported (Twenge & Crocker, 2002) that the level of acculturation or identification with main culture can effect the scores on self-esteem measures. The level acculturation was not measured in this study which could have been a confounding variable.

Gender differences in body dissatisfaction were found in various measure used to asses body dissatisfaction. First, in terms of body part dissatisfaction, I found that women were more satisfied than men with their upper body. This finding is consistent with previous studies (Fallon & Rozin,1985). Unlike the findings of previous researchers (Fallon & Rozin, 1985; Cash, et al, 1986a; Cash, et al, 1986b), no other gender differences in body part satisfaction were found in this study, which may suggest that men and women view different body parts, as well as their overall appearance similarly.

Second, in terms of body avoidance, the study revealed that men engaged in more body avoidance behavior when it came to their clothing than women. The Body Avoidance Questionnaire was normed on women. There were no studies done that tested its validity on men. It would be interesting to explore why men seemed to be engaging in more body avoidance behavior than women. Since no scientific research was done as of now to check if the measure can be used on men, it was still interesting to see that the scores on Body-Avoidance Questionnaire negatively correlated with self-esteem. This

suggests that not only women but also men who are engaging in body avoidance behavior have lower self-esteem. This supports the notion that the more they try to hide their bodies, the lower the self-esteem they have.

Last, more gender differences were found on the analysis of differences between ideal and current body figures. Here, women had much more stringent expectations for themselves than did men. These findings are analogous with previous research. Women wanted significantly slimmer figure for themselves than did men. Although there were few gender differences on other measures, significant figural stimuli differences points out that women are indeed more dissatisfied with their bodies than men. Another question revealed that women feel much bigger than their ideals. This difference shows that women face more dissatisfaction with their bodies than it first appears. In addition to this finding, it was also interesting to see that women wanted to be even thinner than they thought men were attracted to. While men's ideal figure was slimmer but close to their current and the figure that they thought was most desirable to women was slimmer than their ideal figure, women's responses differed. Women's ideal figure was in the slimmer direction than their current but it was even slimmer than the figure that they thought was most attractive to the opposite sex. These findings further demonstrate that women are motivated to have a slim ideal by other factors than to appearing more attractive to the opposite sex.

It is worth mentioning, that although it is obvious on women's responses to figural stimuli that they hold much more idealistic and irrational views for their ideal body as compared to their current, men respond very similarly to women on other scales,

meaning, that although they might be more realistic towards their body shape, they still experience similar cognitive discontent with their bodies as do women.

This notion is supported by the fact that self-esteem negatively correlates with body avoidance, all body-parts as well as the difference in BMI between ideal and current. Therefore, measures for body dissatisfaction and self-esteem correlate, signifying that the more dissatisfied a person is with one's body, the lower self-esteem score is predicted. The hierarchical multiple regression analysis also supports the notion that there is a strong relationship between self-esteem and body dissatisfaction.

There are some limitations in this study. Body dissatisfaction is a multi-faceted variable, however due to time considerations, only some measures were chosen to assess it. Another limitation of the study is that the questionnaire consisted of all self-reported items, the accuracy of these responses cannot be assessed. Whites were overrepresented in the present sample, whereas other cultural minorities, such as Asian Americans, were underrepresented. Moreover, the ratio of women to men is approximately four to one, perhaps the men's preferences were not completely represented in this study. Perhaps if the sample had greater representation of men and cultural minorities, the final results would be different.

Several possible directions can lead this study for future investigations. It would be interesting to examine if women who are in a stable relationship have less expectations of their bodies, since they might receive the feedback from their significant other not to strive for such a thin ideal. In addition, it would be interesting to examine if self-esteem is affected by long term relationships.

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Appendix A
Demographics Questionnaire

Please fill out the following information about yourself:

1. Age: _____
 2. Gender: M/F
 3. Height: _____ (pounds)
 4. Weight: _____ (feet “inches)
 5. Ethnic group (please circle the one you most closely identify with):
 - 1- African American
 - 2- Asian American
 - 3- Caucasian
 - 4- Hispanic
 - 5- Other (please indicate) _____
 6. Religion (please circle):
 - 1- Catholic
 - 2- Jewish
 - 3- Muslim
 - 4- Protestant
 - 5- Agnostic
 - 6- Atheist
 - 7- Other (please indicate) _____
 7. Your combined family income (please circle):
 - 1- Less than \$15,000
 - 2- \$15,000 - \$24,999
 - 3- \$25,000 – \$34,999
 - 4- \$35,000 – \$44,999
 - 5- \$45,000 – \$54,999
 - 6- \$55,000 – \$64,999
 - 7- \$65,000 – \$99,999
 - 8- \$100,000 – and up
 8. State of residency for a past 5 years _____
- If you were not born or lived in USA all your life, please answer the following:
9. Country of origin _____
 10. Years in USA _____

Appendix B

Rosenberg measurement of Self-Esteem

Item	Statement	Strongly Disagree	Disagree	Agree	Strongly Agree
1	On the whole, I am satisfied with myself.	0	1	2	3
2	At times I think I am no good at all.	0	1	2	3
3	I feel that I have a number of good qualities.	0	1	2	3
4	I am able to do things as well as most other people.	0	1	2	3
5	I feel I do not have much to be proud of.	0	1	2	3
6	I certainly feel useless at times.	0	1	2	3
7	I feel that I am a person of worth, at least on an equal plane with others.	0	1	2	3
8	I wish I could have more respect for myself.	0	1	2	3
9	All in all, I am inclined to feel that I am a failure.	0	1	2	3
10	I take a positive attitude toward myself.	0	1	2	3

Appendix C

Body Image Avoidance Questionnaire

Item	Statement	Never	Rarely	Sometimes	Often	Usually	Always
1	I wear baggy clothes	0	1	2	3	4	5
2	I wear clothes I do not like	0	1	2	3	4	5
3	I wear darker color clothing	0	1	2	3	4	5
4	I wear a special set of clothing, e. g., my "fat clothes"	0	1	2	3	4	5
5	I restrict the amount of food I eat	0	1	2	3	4	5
6	I only eat fruits, vegetables and other low calorie foods	0	1	2	3	4	5
7	I fast for a day or longer	0	1	2	3	4	5
8	I do not go out socially if I will be "checked out"	0	1	2	3	4	5
9	I do not go out socially if the people I am with will discuss weight	0	1	2	3	4	5
10	I do not go out socially if the people I am with are thinner than me	0	1	2	3	4	5

Appendix D

Body Part Satisfaction Scale

Item	Body Part	Extremely dissatisfied	Quite dissatisfied	Some-what dissatisfied	Some-what satisfied	Quite satisfied	Extremely satisfied
1	Face (facial features, complexion, hair)	1	2	3	4	5	6
2	Upper torso (chest or breasts, shoulders, arms)	1	2	3	4	5	6
3	Mid torso (waist, stomach)	1	2	3	4	5	6
4	Lower torso (buttocks, hips, legs, ankles)	1	2	3	4	5	6
5	Muscle tone	1	2	3	4	5	6
6	Height	1	2	3	4	5	6
7	Weight	1	2	3	4	5	6
8	Overall Appearance	1	2	3	4	5	6

9. Please write down your ideal weight. ____ lbs.

10. Please write down weight of your ideal partner (if you are not sure you can use a range of numbers, ex/160-170 lbs). _____ lbs.

11. Please write down height of your ideal partner (if you are not sure, you put down an range). _____ ft”inch

12. How often do you exercise?

- a. Never
- b. Once a month or very rarely
- c. Once a week
- d. Twice a week
- e. Three times a week
- f. Four times a week
- g. Five or more times a week
- h. Other (please specify) _____

13. Did you attempt to reduce or gain weight by dieting? ___Yes ___No

If you answered “No” to question 13, please go to question 17.

If you answered “Yes” to question 13, please answer questions 14 through 17.

14. Did you attempt to gain or loose weight?

___Gain ___Loose (please choose one)

15. How long ago was your last diet program to either reduce or gain weigh?

___ (indicate number of days)

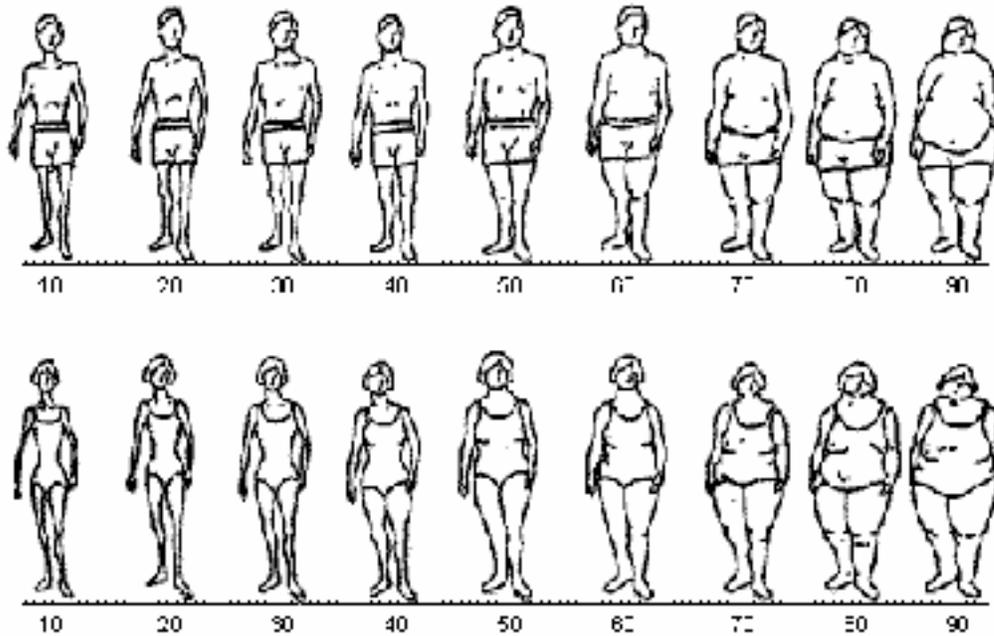
16. Are you currently on a diet (please choose one)? ___Yes ___No

17. Do you think that if you reach your ideal weight, you will increase your

chances of dating your ideal partner (please make a selection) ? ___Yes ___No

Appendix E

Explanation section



In the next page you will be asked to use the above scale.

In the next page, a question might ask you to select a drawing representing your lunch lady figure. To answer such question:

1. Carefully look at the 9 figures depicting women's bodies
2. Determine which figure comes closest to estimating body size of this woman. For example, you can select 10, 50, or 90.
3. If a single figure cannot describe your choice, narrow down your selection to two figures in between which the answer lies, and choose a number that comes closest to your choice. For example, I might choose 23, 51, or 87 to represent my answer.



- 1- Please indicate your current figure. ____
- 2- Indicate a figure your parents would want for you. ____
- 3- Write down your ideal figure. ____
- 4- Select a figure that reflects how you think you look. ____
- 5- Please select a figure most desirable to the opposite sex. ____
- 6- Please select a figure of a partner you dated, or are currently dating (you can include up to 3 figures for this question). _____
- 7- Select a figure you feel like most of the time. ____
- 8- Which figure of the opposite sex would your parents most approve of? ____
- 9- Select a figure that best describes your ideal partner. ____
- 10- Select a figure of a person you want to marry. ____
- 11- Please indicate a figure of a partner you want to date now. ____
- 12- For male figures above, indicate two end points: below which the figure is “too skinny” and above which the figure is “fat”. ____ ____
- 13- For female figures above, indicate two end points: below which the figure is “too skinny” and above which the figure is “fat”. ____ ____