

Body Image Discrepancy and Surgical Concerns: Thin Ideal Internalization as a Mediator

Mian Ahmad Hanan, PhD

Faculty of Social Sciences, School of Creative Arts, University of Lahore, Pakistan

Noshina Saleem, PhD

Institute of Communication Studies, University of the Punjab, Lahore, Pakistan

Arooj Arshad

Institute of Applied Psychology, University of the Punjab, Lahore, Pakistan

Previous literature regarding body image highlighted that surgical concerns are more evident in women having distorted body image. However, the exposure to media images of thin-and-beautiful women creates the discrepant body image in young women leading to surgical concerns is not well understood. Additionally, the role of thin ideal internalization as a mediator between body image discrepancy and increasing surgical concerns is largely unknown. The sample of 450 U.S. working Women with Pakistani origin ($M = 28.5$; $SD = 4.36$) were taken and the data was collected using self-report questionnaires. The findings revealed that Body Image Discrepancy (Actual vs. Media Ideal Body Image) have positive relationship with the surgical concerns. While more discrepancy results in the increase level of thin ideal internalization. Furthermore, results from Structural Equation Modeling revealed that the thin ideal internalization partially mediate the relationship between body image discrepancy and surgical concerns of U.S working women with Pakistani origin. This study concludes that women develop surgical concerns as a result of thin ideal body image discrepancy as cultivated by media glorification of thin body ideals.

Keywords. Body image discrepancy, thin ideal internalization, surgical concerns.