

Adolescent Girls are Hurt More by the Body Mass than Thin-Ideal Media Images of Females

Marium Javaid and Iftikhar Ahmad*, Ph.D

University of Management and Technology, Lahore, Pakistan

This study aimed to identify factors that affect body self-image satisfaction and negative mood among adolescent girls. Positive and Negative Affect Schedule, Self Esteem Scale, Body Image Satisfaction Scale and Figure Rating Scale was administered to 97 female undergraduate students to have a base-line data for the study. Overall, self esteem and body mass predicted body satisfaction significantly. Of these 47 participants volunteered to appear in the second phase of the study as well, after a week, and were shown thin-ideal images of women on power point as an intervention and were asked to complete Positive and Negative Affect Schedule and Body Image States Scale for the second time in view of their recent and fresh feelings and views. It was found that the participants of different body weight showed no change in their body image satisfaction than before except in the case of overweight participants. They were significantly affected on negative mood after viewing the thin ideal images. Comparing three groups with different body mass index, one-way ANOVA revealed significant difference on negative mood as well as body image satisfaction. This revealed body mass (index) is a potent and table factor that could strongly affect body satisfaction. Overall, participants' actual body mass was a negative predictor of body image satisfaction and self esteem appeared as a moderator of mood affectivity. These results were corroborated with another finding of this study: Participants whose perception of their body shape and that of their ideally desired body shape was markedly discrepant had gone to significantly low level of body image satisfaction as well as self esteem than those with low discrepancy. The thin-ideal images seemed to affect influence body satisfaction and mood of the oversized women more than the average ones.

Keywords. Body image satisfaction, thin-ideal images, media, mood affects, self esteem