

THE EFFECTS OF MEDIA IMAGES ON BODY IMAGE.

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❖ ABSTRACT

The aim of this academic research project to explore media influences on body image, and the resulting effects on body shame, body control, and body surveillance in males and females. A correlational non-experimental design was used. 100 males and 100 females participants completed a questionnaire which comprised of Revised Objectified Body Consciousness Scale and Media Influence Scale. Variables measured were **criterion variable** which includes body shame, body surveillance, body control ; **and predictor** variable which is media. Results showed a significant difference between the effects of media images on males and females. The level of significance in this study is 0.05

❖ INTRODUCTION

The issue of body image disturbance and eating disorders has attracted a substantial amount of attention from the public as well as researchers in various disciplines. In terms of the cause, researchers now have reached to a consensus that mass media are at least partially responsible for the chronic states of bodily discontent and unhealthy attitudes toward eating widespread among women in most Westernized societies



HYPOTHESIS

The first hypothesis states that there would be a significant difference in body surveillance for males and females.

The second hypothesis predicted that there would be a significant difference in body shame for males and females.

The third hypothesis predicts that there would be a significant difference in control levels for males and females.

The fourth hypothesis states that there would be a significant positive correlation between body surveillance and media influence.

METHOD

A non-experimental correlational design was adopted for carrying out this research..100 males and 100 females were handed out questionnaires to complete.

The materials used to measure media effects were ROSBC questionnaire and Media influence scale. SPSS software was used for analysing the data obtained from the study.

Ethical importance were put into consideration when carrying out this study in order to have a valid research and results.

❖ RESULTS

Results showed that males experience higher levels of body shame and body surveillance when exposed to media, compared to females who showed to experience lower levels of body shame and surveillance. However, females showed a higher level of body controls due to exposure to media images. Also, there was a relationship between media and body surveillance for women, while for men, there was no such relationship.

❖ DISCUSSION

The aim of this study is to investigate the influence of the media on perceived body image of adult men and women. Contrary to previous researches, males showed higher rates of body surveillance and body shame than females, thereby relating more to body objectification. Females on the other hand showed higher rates of body controls than males. A correlational analysis showed a relationship between media and body surveillance for females.

❖ REFERENCES

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