

**Body Image: A Qualitative Analysis
Exploring Self-esteem and Gender Differences
Among Dublin Business School Students**

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Title:

Body Image: A Qualitative Analysis exploring Self-esteem and Gender Differences among Dublin Business School Students

Abstract

CONTEXT: The issue around Body image and satisfaction seems to be an increasing problem within society today, as the world glorifies 'the perfect body'. The aim of the research is to investigate body image and self-esteem among Dublin Business School Students. METHODS: Qualitative analysis was chosen method. 213 participants were used within the analysis, 110 females and 103 males. Majority of the participants were in the first age category, which was aged 18-25. RESULTS: The analysis revealed that male students attending Dublin Business School are more affected of body surveillance than female students attending Dublin Business School. The analysis also revealed that both, male and female students attending Dublin Business School have a strong relationship to self-esteem. CONCLUSION: Both Male and female students attending Dublin Business School reveal body dissatisfaction and self-esteem issues.

Introduction

Body Image

The end of the twentieth century was the peaking point for body image due to the high rates of interest it received in the media in both, the United Kingdom and United States. Psychologists became more interested in the ideology around body image and body satisfaction. Although Paul Schilder was the first researcher to focus on body image in the 1920's it wasn't until 1950 that Schilder defined body image;

“the picture of our own body which we form in our mind, that is to say, the way in which the body appears to ourselves.”

(Schilder, 1950 cited in Grogan, 1999)

Garner (1981) gave another definition of body image, which is more much defined than Schilder. Garner (1981) defined body image;

“to include both a self-perceptual component of what we see or think we see in size, shape, weight, feature, movement and performance, and an attitudinal and affective component of how we feel about those attributes and how our feelings motivate certain behaviours.”

(Garner, 1981)

Although body image has been around for many years, it wasn't until recent decades that body image was linked to social construction (Grogan, 1999). Many have argued that within the Western societies it is normal for females to be dissatisfied with their own bodies from the age of eight years onwards. Grogan 1995, revealed that in research conducted by her and Wainwright, the outcome of the results revealed that many women remember the pressure to be slim in primary school (cited in Grogan, 1999). Similar for males, however males focus was on how to be the 'right shape' to fit in with their cultural norms (Grogan, 1999).

Brown (2007) revealed that after interviewing over 400 women within the United States, women are vulnerable to twelve different areas one of which is body image. Almost 90% of the participants felt shame about their bodies, indicating that body image is the highest area of vulnerability for a woman. Although Brown believes that each woman is unique, majority of women feel the same shame. Body image can effect how we feel. Although body image is a mental picture of what we look like, our mental picture does not often correspond to how an individual looks. Women compare themselves, their actual body shape to their ideal culture body shape that they have (Brown, 2007).

Self-Esteem

Body image is an important factor within self-esteem both, body image and self esteem interlink. Self-esteem is seen as a personal influence on body image. Self-esteem is not a quality an individual is born with, it develops over time. Self-esteem begins to develop within our childhood and continues to develop throughout our life span alongside our social identity. Self-esteem refers to the way an individual thinks about themselves. It is related to the way an individual feels about their own looks, abilities and inner thoughts (Powell, 2004). Powell (2004) defines self esteem as;

‘Self-esteem is how we think and feel about ourselves. It refers to how we think about the way we look, our abilities, our relationships and hopes for the future.’

(Powell, 2004)

“Mirror Mirror on the wall... who’s the thinnest one of all?”

(Gates, 1999)

Gates (1999) believed that “we are a nation obsessed with how we look.” Many individuals are ashamed about an imperfect body. An article from Psychology Today which was published in 1997 revealed that 56% of women and 43% of men were dissatisfied with their appearance. In total 4,000 people participated within this survey. In 2010, Jessica Simpson revealed to Allure magazine that America’s weight obsession was in fact “disgusting” (RTE, 2010). How one perceives themselves today is one of the most important aspect of their lives, however as many see themselves inaccurately it can affect their well being as well as their self-esteem. The perception an individual has with their body is intimately caught up with the perception an individual has of themselves, whether it is correct or incorrect (Ross & Heath, 2008). A positive self-esteem may protect an individual’s body image as once they have a positive attitude towards their body, they will be more appearance and body image satisfied. Although on the downside, a low or poor self-esteem could negatively affect an individual’s body image which could lead to body dissatisfaction and low self-esteem (Cash cited in Cash & Prunzinsky, 2002).

Lowey et al.,(2005) completed research on body image and self-esteem among first year college students. The research titled ‘Body Image, Self-Esteem, and Health Related Behaviours among Male and Female First Year College Students’ was published in the Journal of College Student Development. The research aims were to examine the relationships between body image, self-esteem and health related behaviours. 423 college participants participated within the research, 267 females and 156 males. All the participants were first year college students. Questionnaires were delivered to 23 classrooms within the college. Numerous of questionnaires were given to the participants such as the Objectified Body Consciousness Scale, the

Contour Drawing Rating Scale, the Rosenberg Self Esteem Scale, the Weight and Appearance Visual Analogue Scales, and a measure of Physical Fitness/Health-Related Behaviours. The data was analysed and the results concluded that overall females showed a more negative body image than males. Women who exercised still showed greater negative body image than men that exercised on a daily basis. Self-esteem was consistently related to body image dissatisfaction for women. For both, men and women more physical fitness and positive health-related behaviors were related to positive self-esteem and positive body image (Lowey et al., 2005).

Body Image and Children

It has always seemed that once a girl entered puberty that body image and body concern becomes more of a common problem. However, recent studies have revealed that body concern begins within childhood, with some research stating that a child as young as three begins to stigmatise themselves due to body appearance such as being overweight (Cash & Pruzinsky, 2002). Chernin (1983) reported that pre-adolescent girls express body dissatisfaction and concerns about their weight as much as older women do (cited in Grogan, 1999). Studies have also suggested that children's toys are the first messages that children see regarding body image (Pope et al., 1999). It has been estimated that almost half of females ages between 6 and 8 years old want to be thinner (Cash & Pruzinsky, 2002).

'Evolving Ideas of Male Body Image as Seen through Action Toys' was an article published in the International Journal of Eating Disorders. The aim of the study was to demonstrate the increasing trend of muscularity in action figures over the last

three decades. The researchers examined the physique of two action figures from two different manufacturers that have been operating since the 1960's and 1970's and are still operating today. These action figures, are well known American acting figures that are collectables for adults and toys for children. The measurements of the figures over the last 3 decades are measured as part of this research, because they are figures accurate measures are possible.

'GI Joe' is the first figure that was measured as part of the study. 'GI Joe' is the longest continuous toy on the market in the United States. It was created in 1964 by manufacturers Hasbro Toy Company. According to Santelmo (1997), 'GI Joe', was 11 ½ inches when the figure was first produced. During the late 1970's the figure was discontinued to a decline in the sale figures. The figure re-appeared in 1982, only this time 'GI Joe' was 3 ¾ inches tall. The 11 ½ inch action figure was re-introduction in 1991 and still is continued on the production lines today. Since 1964, the action figure 'GI Joe' has grown more muscular, with muscular definition also expanding throughout the years and the figure currently resembles a bodybuilder. The examples below show how the figure has expanded over the years. In 1964, there were no visible abdominal muscles on 'GI Joe'. Less than a decade later, some abdominal muscles began to develop and in 1994 'GI Joe' was similar to a body builder with defined muscles. Currently the figure, has a distinct muscle alongside his ribs, which is rarely seen in ordinary men.

Luke Skywalker and Hans Solo were created in 1978 by manufacturer Kenner Toy Company. In 1978 when Luke Skywalker and Hans Solo were created they were 3 ¾ inches in height similar to 'GI Joe'. Over the last 20 years Luke Skywalker and Hans

Solo developed the physique of bodybuilders, with their broad shoulders and chest. Figures today are more muscular than previous decades, and this is clearly illustrated from the two example figures within this study. It can suggest, that American men as children develop the prompt ideology of muscularity due to the exposure of action figures, as these are the earliest messages children receive regarding body image (Grogan, 1999). It can also be suggested from the outcome of this study that action figures are illustrating the ideal male body in the United States and elsewhere (Pope et al., 2000).

In the Journal of the American Academy of Child and Adolescent Psychiatry a research article titled 'Overweight, Weight Concerns and Bulimic Behaviours among Girls and Boys' was published in 1999. Field et al., (1999) completed a large cohort study on 16,114 participants of which were all children aged between 9 and 14 years old. The aim of the research was to investigate the correlations of being overweight, concerns with weight and bulimic behaviours. The result of the findings indicated that females participants perceived a higher percentage of being over weight than the actual participants that were overweight. 25% of female participants perceived that they were overweight, while only 19% of the participants were actually overweight. The male results differed, as less males perceived themselves as overweight, than the percentage of male participants that were overweight. 22% of male participants perceived that they were overweight, while 26% of the participants were actually overweight. The research also revealed that the percent of females trying to lose weight increased with age. 20% of females aged 9 years old disclosed that they were trying to lose weight, while 40% of females ages 14 years old disclosed that they were trying to lose weight. Overall, the findings revealed that females of the pre adolescent

stage perceived themselves as heavier than what they actually were. The female participants indicated that there is a misperception of being overweight, and that this is a common problem within society (Field et al., 1999).

The Cultural Change in Female's Body Shape

Cultural acceptance of body shape has changed dramatically over many years, especially for women. This can be seen clearly when focusing on American female icons over the last century. After the civil war in the United States voluptuous figures being a new spark (Moe, 1999). Up until the 1920's voluptuous figures were in favour of social acceptance and the ideal body shape. Fallon (1990) revealed that a voluptuous figure indicated a symbol of fertility. From the 1920's onwards, the idea of slimmer body shapes became a phenomenon. Many argued that it was due to the fashion industry that a slimmer figure was favoured. Up until the 1920's fashion was hand drawn and was not seen on magazine covers or within the media. During the 1920's images of women were portrayed of how ideally they should be and were distributed within magazines. The ideal female body shape in the 1920's was short, similar to a young slim boy known as the 'flapper' fashion. Upper class women began binding their breast with foundations of garments to flatten their silhouettes (Caldwell, 1989). In the 1930's the ideal body shape measurements increased slightly by two inches, it was similar to the body shape of American actress Mae West. Throughout the 1950's the ideal body shape changed and once again it returned to voluptuous figures. These icons were curvy especially on the hips; the main female American example would be Actress Marilyn Monroe as she was most famous and still known today for her curvy voluptuous body shape. From the 1960's onwards, the idea around slimness returned and each decade the ideal body shape became slimmer,

with ideals such as Twiggy, the 'playboy girls', Madonna, Kate Moss and Claudia Schiffer. Back in the 2000's the ideal trend body shape was extremely thin, with large breast and abnormally small hips and abdomen. Bordo (1993) stated that over the year's excess fat in both, men and women were linked to low morality and laziness this idea continued on until the late 1990's. Bordo (1993) perceived the Western societies interpretations of the ideal body shape, for women it was slim and for men it was to be tender and slightly muscular. (Grogan, 1999)

“the ideal here is of a body that is absolute tight, contained, bolted down, firm.”

(Bordo, 1993:190)

The Cultural Change in Male's Body Shape

Although many stated that the females change in body shape was dramatic over the years, the male's ideal body shape also changed over the last couple of decades. The male body was also seen as more attractive than the female body, simply because from the ancient Greek times males were represented nude. During the seventh century BC a trend of broad shoulders and narrower at the hips was seen as the cultural norm, this soon became known as the 'Daedalic' style. During the 1940's images of highly muscular men appeared in bodybuilding magazines (Ewing, 1994). However throughout the 1980's male bodies were rarely seen in art except in cases connected to a homosexual audience. The reason for the decline in naked male art was due to the high interest Courbet received when he began focusing on female models. Although there was a decline there was also a wide interest elsewhere. Photographers began to aim at a female audience as men such as Kirk Douglas and James Deans were portrayed semi-naked revealing their muscularity (Mayer, 1991).

The male torso soon became the number one advertisement, and was seen in numerous of brands from selling items such food to clothing. The ideal male torso was tight and firm. Pope et al., (2001) found that males bodies were being used in advertisements for products unrelated to the body. The findings revealed that 3% of undressed men appeared in ads in the 1950's, and that there was an increasing number in the 1990's as 35% of undressed men appeared in ads (Olivardio, et al., 2005). During the 1990's a new trend hit societies, this was known as the 'waif'. The 'waif' is another term to describe a skinny male. The first known 'waif' is super model Kate Moss's younger brother Nick. Greg Buckle the head of division at Storm revealed that everyone is now after a waif instead of a muscular man.

“slimmed down – the male waif is what everyone is after.”

(O'Kelly, 1994:32)

Peter Baker (1994) argued that although cosmetic brands realised that there was a space in the market for men's cosmetics, by introducing the cosmetics into the media could possible within time affect the body satisfaction and self-image among men.

“there is a growing preoccupation with weight and body image in men, which parallels this increased visibility of the male body.”

(Gordon, 1990)

Henwood et al., (2002) argued that men are increasingly defined by there bodies and that the media represents majority of male bodies as slender and muscular. Pope et al., (2002) noted that actors today dwarf Hollywood icons of 1950's and the 1960's as they may have lost twelve pounds of fat but they have gained twenty seven pounds of muscle, making them more tighter than before.

Women and Body Satisfaction

Although through out decade's body shape trends have changed one thing has remained consistent. Women have always been encouraged to changed their body shape, size and weight to fit the current trend (Grogan, 1999). Researchers have used many different techniques to study body satisfaction and have also revealed that majority of women in Western cultures are dissatisfied with their body shape and weight (Grogan, 1999).

The silhouette study is used as a quantitative measure to examine body dissatisfaction which was developed by Stunkard and his colleagues in 1983 (Olivardio cited in Cash & Pruzinsky, 2004). This technique represents images of extremely thin to overweight silhouettes. Fallon and Rozin (1985) asked 227 women who were studying at the University of Pennsylvania, United States, to indicate the image that they think that represents their current figure; their ideal figure and the figure men have preference to also. The study revealed that women generally choose slimmer silhouettes for their ideal figure than their current silhouette. Women also choose slimmer figures than their current silhouettes as males preference. Follon and Rozin (1985) concluded that women perceptions put pressure on themselves to lose weight; that women have to lose weight due to societies expectations and to fit into societies norms. Huan (1990) repeated a similar study to the previous one and found similar results. However Huan also asked the female participants to pick an image that they thought most women would prefer. An interesting note was that women chose that image to be the slimmest, indicating to Huan that women's wishes to be slim are due to women and not men's wishes (Grogan, 1999). One of the criticisms with the silhouette study is that women are forced to choose a full image rather than parts of an image, as all shapes and sizes are unique (Grogan, 1999).

The Body Area Satisfaction Scale is part of the Body Self Relation Questionnaires that was developed by Cash et al., (1986). In a survey carried out by readers in the Psychology Today revealed that 38% of women are dissatisfied with their own bodies. The area that created most of the concern was the stomach, also known as the mid-torso. Charles and Kerr (1986), carried out qualitative measures of research as they used the technique of semi-structured interviews. Within the interviews the British women discussed dieting, body satisfaction and weight. The results interpreted that these women were also dissatisfied with their body shape. Yet again, the mid-torso was one of the many complaints. Charles and Kerr (1986) linked body dissatisfaction to a women's position in society, one of which they must overpower (Grogan, 1999).

“Women are constantly trying to reduce or increase their body size so that it will conform to the idea, abnormally slim conception of female beauty which dominates our culture. At the same time their social position is often one of powerlessness and the body. Something which is brought under control and which power can be exerted over, bears the brunt of women's rage and feeling of impotence.”

(Charles & Kerr, 1986:570)

Men and Body Satisfaction

Within recent years, men and their body shapes have become a huge phenomenon as previous research has generally focused solely on women as participants. Women's bodies are presented more frequently in the media than the male body, and descriptions of women tend to be more embodied than those of men (Morgan, 1993). Research has shown that there is a general cultural prejudice in favour of the mesomorphic body shape. The mesomorphic shape is an average built

body with muscles on the shoulders, arms and chest and a slim waist and hips. Mishkind and colleagues (1986), cited that individuals rate mesomorphic shape as the most masculine shape. However body shapes such as bodybuilders that are extremely masculine are seen as unacceptable in cultures as they are perceived as unnatural (St. Martin & Cavey, 1996).

Fallon and Rozin (1985), completed the silhouette studies on males exactly how they did it on females. However the results differed, there was no significant difference between the male's ideal body shape, their current body shape and the female's preference. This indicated to Fallon and Rozin (1985) that men were satisfied with their own body shapes. Further studies conducted, suggested that there was a flaw within the silhouette studies when focusing on males, as the method was not effectible with men. This was due to body dissatisfaction in men that could be related to being either overweight or underweight, where with women it was constantly focusing on being overweight, as no women indicated they wished to be heavier than what they were. Not only has this suggestion been made but also, the figures reflected a thin to fat scale without any account for muscularity (Olivardio cited in Cash & Pruzinsky, 2004). Mishkind and colleagues (1986), took onboard this notion when carrying out their study in 1986 and found that 75% of men reported that their ideal body shape was discrepant from their current body shape.

The Body Area Satisfaction Scale is part of the Body Self Relation Questionnaires which was conducted by Cash et al., (1986). These questionnaires revealed the main areas that produce dissatisfaction to males were the mid-torso, biceps, shoulders chest and general muscle tone (Grogan, 1999). Cash et al., (1986)

found that 34% of men were dissatisfied with the way they looked, 41% of men were dissatisfied with their weight, 32% of men were dissatisfied with their muscle tone and 25% of men were dissatisfied with their mid-torso (Grogan, 1999). Muscle tone and muscle mass were important to both, British and American men. The new trend of dissatisfaction among men and their body shapes has seemed to have increase throughout the decades. In the 1990's, research has showed that 95% of American male college students were dissatisfied with some aspect of there body.

Relationship between Body Weight, Perceived Body Weight and Satisfaction

The Journal of International Public Health, examined the relationship between Actual Body Weight, Perceived Body Weight and Satisfaction. 246 students took part in this study in the University of Vienna in 1999. The participants were given questionnaires discussing weight and attitudes regarding their own weight. The results showed that neither men nor women could estimate their own body weight correctly, with many not knowing at all. The results also revealed that majority of the women and men who participated within this study did not estimate their body weight in correspondence to the valid definition of the body mass index. Many thought that the participants did not know what the body mass index was, or if they did they did not understand it. Women seemed more influenced by the current cultural ideal body shape than the male participants. Women also appeared more likely to change their body shape to fit into the cultural ideal body shape than men, which meant more so, females were willing to reduce their weight and not gain muscle more so than males. Results also indicated that females were more dissatisfied with their bodies than males, thinking they were bigger than they actually were.

Body Image and the Life Span

In 2001, Tiggemann and Lynch, published research in body image across the life span for females and the consequences. The title 'Body Image across the Life Span in Adult Women: The Role of Self-Objectification' was released in the Journal of Developmental Psychology. Cross sectional surveys were the method used within the research. 322 females participants aged between 20 and 84 years old were the sample of participants used. Within the questionnaires, the questionnaires were measuring body dissatisfaction, self objectification and its proposed consequences in later life. The results interpreted that body dissatisfaction remained stable across the age range; this indicated that body dissatisfaction is a struggling issue throughout the life span. Self objectification and its consequences significantly decrease with age; therefore it is presumed that with age, body image acceptance develops (Tiggemann & Lynch, 2001).

Body Image, Self-Esteem and Gender Difference

In the Journal Sex Roles, an article related to body image and gender differences was published in 1986, with a title of 'Sex Differences in Nature, Realism, and Correlates of Body Image'. 254 college students, 129 males and 135 females participated within this qualitative research. The participants were classified into one of five categories concerning their weight (underweight, slightly underweight, normal, slightly overweight and overweight). The aim of the research was to investigate relationships of body satisfaction score and social self esteem scores among college students. These results were calculated separately for both, male and female

participants. The results indicated that the female college participants were significantly less satisfied with their bodies ($m = 3.58$) than the male college participants ($m = 3.06$). The male participants perceived their weight accurately, while on the other hand majority of the female's (64%) participants perceived themselves heavier than what they actually were. 64% of the female participants that were of normal weight perceived themselves into the next category of being slightly over weight. The findings suggested that female college students are less satisfied with their bodies than male college students, and that the body dissatisfaction is primarily due to the tendency that female college student's perceive themselves as to be a higher weight category than what they in fact are. This tendency leads to and suggests body image distortion among female college students. Overall the research findings interpreted that female college participants have significantly greater body dissatisfaction than male college participants (Mintz & Betz, 1986).

Two decades after 'Sex Differences in Nature, Realism, and Correlates of Body Image' was released, a similar research was conducted which also interpreted similar findings. 'Patterns and Correlates of Body Image Dissatisfaction and Distortion among College Students' was published in the American Journal of Health Studies in 2007. The aim of the research was to investigate and examine patterns and trends of body image dissatisfaction and distortion among college students. Correlations were also being examined. Qualitative analysis was the measure used as the research collected data from two surveys that were conducted from American Students attending university over a five year period. The surveys were divided into two phases. 2512 students participated within this research, 1440 participants were in phase one, while 1072 students participated in phase two. Majority of the participants

in both phases were full time Caucasian students. Both phases had more female college participants than male college participants. The first survey had more freshmen students than the second survey. Numerous questionnaires were within this cross-sectional survey. The findings revealed that almost twice as many female (67% phase one / 68% phase two) college participants were dissatisfied with their body image compared to males (29% phase one / 35% phase two) college participants in both phases. Although there was an increase in body image dissatisfaction among males in the second phase, it was still lower than the female participants. Ackard & Patterson (2001), revealed that body image dissatisfaction and distortion are closely correlated (which was confirmed within the findings of this research) and are strong predictors of lower self-esteem. 55% of the participants were dissatisfied with their body image, it can also be indicated that these participants could have lower self-esteem than the participants who are satisfied with their body image. The findings also revealed, that students who were dissatisfied with their body image, had significantly higher body mass index (BMI) and mean body weight, compared to the participants who were satisfied with their body image. Overall, the research finding indicated that body image dissatisfaction and distortion is a common problem among college female students (Forrest & Stuhldreher, 2007).

Longitudinal Study of Body Weight, Dieting and Eating Disorders

A 20 year longitudinal study was completed in the United State during the 1980's and the 2000's was published in the Journal of Abnormal Psychology in 2007. The title of the research is '20 Year Longitudinal Study of Body Weight, Dieting, and Eating Disorder Symptoms'. The main investigation of this research was to examine changes in body image and dieting over a 20 year period. The research also examined

the stability and change in eating disorder attitudes among the participants. The participants were randomly selected from a private college within the United States in the 1980's. In 1982 the college researcher randomly sent out surveys to 1,200 students (800 males and 400 females). 78% (624) of the female students returned the surveys, and 69% (276) of the male students returned the surveys. The surveys were completed by half seniors and half freshmens for the 20 year study. 81% of the participants were Causaucian. 75% (465) of the original female participants and 70% (189) of the original male participants returned completed surveys. Only 216 of the original participants did not respond to the survey (8 were deceased, 10 returned blank surveys and 14 were untraceable).

The analysis of data using SPSS 13.0 software revealed that women were more likely to participate in the follow up surveys than the male participants. The 20 year follow up did not differ from non follow up participants and participants on age or ethnicity. Majority of the participants described themselves as being heavier in terms of weight, compared to non participants, (t) 888 = 2.26, $p = .02$. In the analysis it also revealed that the participants were frequently on a diet, again compared to non participants, (t) 894 = 2.82, $p = .005$. Both male and female participants had a greater ideal and drive for thinness than non participants, (t) 893 = 2.60, $p = .009$. Over the 20 year period, males gained on average 10 pounds per decade. Women on the other hand, gained 5 pounds from 1982 to 1992 and a furthermore 9 pounds form 1992 to 2002. Reflecting on body image and dieting, the male and females participants body shape increased over time, as the study revealed that percentage of overweight and obesity increased significantly over time. In 2002, it was significantly reported that males were twice as likely to be overweight than females. Also in 2002, results revealed that women

reported dieting more frequently than men over the 20 years. In aspects of life roles, single women showed higher drive for thinness than married women. Male on the other hand, showed that once they reached fatherhood, there was a significant decrease in the thrill and drive for thinness.

Overall the analysis of the study indicated numerous significant differences in a period of 20 year period among both males and females. On the score for drive of thinness it demonstrated that women declined significantly more than males. However, as stated above single women showed higher drive for thinness than married women. Vogeltanz-Holm et al., (2000), found that being single for a woman in her mid 30's was a strong significant predictor of intense dieting due to physical appearance required to attract a potential partner. As the males age increased, so did the males weight and this led to the males perceiving themselves as heavier, increasing body dissatisfaction which increased dieting. Female participants seemed more accepting of their bodies with age, as similar to males with age increase, weight gain also occurred but the females body dissatisfaction did not increase. All in all, the study has indicated that body weight has increased significantly among males and females over time. Women's weight perception and dieting decreased over time, as females began to accept their bodies. However, females demonstrated higher levels of dissatisfaction across the 20 year period when compared to males results (Heatherton et al., 2007).

Conclusion

Although there is a general agreement that the social pressure to conform to the slender ideal is greater in the Western culture on women than it is on men

(Grogan, 1999). It does not deny the fact, that there is also pressure on males to conform to a certain build. Many have argued that within the Western societies that it is normal for females to be dissatisfied with their own bodies from the age of eight years onwards. As seen in both female and male sections, both sexes can be dissatisfied with some aspect of their bodies, however currently it seems that females are more dissatisfied than males. Self-esteem is within everyone, and a shameful self-esteem can occur to anyone at anytime. Unfortunately there is no trigger that can set off shame due to body image.

“there is no absolutely universal shame triggers”

(Brown, 2007)

According to Aarabi (2010), “everyone plays the weight game.” Everywhere an individual looks there is something related to weight. Whether it is an advertisement, in a book or magazine or on the television. The world glorifies the ‘perfect body’ (Grogan, 1999). All of a sudden weight and body image has become part of society and everyone's identity. “Over half of the females aged 18-25 studied would prefer to be run over by a truck than to be fat, and two-thirds would choose to be mean or stupid rather than be fat” (Glenn, 2001). Finally, social pressure on men is different and less extreme than that on women, since men still tend to be judged in terms of achievement rather than looks (Chapkins, 1986).

Aims and Hypotheses of This Present Study

The aim of the current study is to investigate if college students are part of the weight obsession that has become part of society over time. The modern world glorifies the 'perfect body' and without the 'perfect body' self-esteem can suffer. It is believed that females are affected more by society than males. In this paper body image and self esteem among Dublin Business School students is investigated.

The first hypothesis, hypothesized that female students attending Dublin Business School will be more effected by body image than male students attending Dublin Business School, indicating that females will be more concerned with body image than males.

The second hypothesis, hypothesized that female students attending Dublin Business School will have lower self esteem than the male students attending Dublin Business School.

Methodology

Materials

All participants completed a short booklet of questionnaires containing The Revised Objectified Body Consciousness Scale (Quinn & Lewis, 2005) and the Self-Esteem Scale (Rosenberg, 1965). Participants also answered questions about gender and age.

1. The Revised Objectified Body Consciousness Scale (Quinn & Lewis, 2005) was developed and validated to measure objectified body consciousness in young people. It contains 3 subscales, (a) surveillance (viewing the body as an outside observer), (b) body shame (feeling shame when the body does not conform), and (c) appearance control beliefs (Quinn & Lewis, 2005).

(a) *Surveillance*. The surveillance subscale measures how frequently individuals would monitor their body and how often they would think of their body in terms of how it looks, rather than how it feels. This subscale consists of 8 items (e.g. 'I often worry about whether the clothes I am wearing make me look good'). Responses are scored on a 5-point scale ranging from (1) 'strongly disagree', (2) 'disagree', (3) 'not sure', (4) 'agree', and (5) 'strongly agree'. Scores can range between 8 and 40 with higher scores indicating a higher level of body surveillance.

(b) *Body shame*. The body shame subscale assesses the extent to which a respondent feels shame if they do not fulfil cultural expectations for their body. This subscale consists of 8 items (e.g. 'I feel like I must be a bad person when I don't look as good as I could'). Responses are scored on a 5-point scale ranging from (1) 'strongly

disagree', (2) 'disagree', (3) 'not sure', (4) 'agree', and (5) 'strongly agree'. Scores can range between 8 and 40 with higher scores indicating a higher level of body shame.

(c) *Control*. The control subscale measures an individual's sense of control that they have over their weight and appearance. A high scorer would believe that they could control their weight and appearance if they work hard enough, whereas a low score would believe that weight and appearance is controlled by factors such as genes or heredity. This subscale consists of 8 items (e.g. 'I can weigh what I'm supposed to when I try hard enough'). Responses are scored on a 5-point scale ranging from (1) 'strongly disagree', (2) 'disagree', (3) 'not sure', (4) 'agree', and (5) 'strongly agree'. Scores can range between 8 and 40 with higher scores indicating a higher sense of control over weight and appearance.

2. The Self-Esteem Scale (Rosenberg, 1965) was developed to measure global feelings of self-worth or self-acceptance. This 10 item scale is scored using a 4 point response format; 1 has the value of strongly agree and 4 with a value of strongly disagree. Scores range from 10-40, with higher scores indicating higher self-esteem.

Participants

A non probability opportunistic sample of Dublin Business School students took part in this research. The sample comprised of 103 males and 110 females. The access for these participants was straight forward as they were students within the college that the researcher was doing their research, so therefore permission to collect the data was obtained from the module leaders. The age range varied as the research focused on

college students. Participants ages ranged from 18-25 to 66-above, with the majority (77 males and 78 females) of the participants in the lower category age, (18 to 25 years old).

Design

The present research used a non experimental correlational design. The predictor variable within this research was gender. The criterion variables within this research were body image and self esteem.

Procedure

Data was collected during the participant's lectures and also in the college reception and the common room of the college. The researcher gave a brief outline as to the nature of the study and also outlined ethical considerations to the students such as the confidentiality of their responses and also their right to withdraw from the study at any time. After the questionnaires were completed the researcher placed them into a sealed envelope. The envelope was secured in a safe until the researcher was ready to begin the analysis. At this time, any participants who were under the age of 18 years old, their questionnaires were discarded and not entered as part of the data. When data was collected, all negative answers were recoded and total scores were computed and the data was analysed by SPSS 17.

Ethical consideration

Ethical consideration was one of the most important aspects of this research and was enforced at all times throughout the research. The main ethical issue the researcher was concerned about was the age of the participants. The researcher was to ensure

that all the college students participating within the research are above the legal age of 18 years; as if any participants are below the legal age a consent form from the participant's legal guardian is required. The participants were given contact details of the following organisations if any of them were concerned about any of the issues raised within the questionnaire; Body Whys and Inspire. These contact details were in the back of the questionnaire booklets. Due to anonymity the participants were asked not to put their names on the questionnaire booklets. The participants were debriefed as to why the research was being carried out by the researcher. The reason being was to provide an insight of self esteem levels and body image issues by Dublin Business School students. All paper work and transcripts regarding the research was stored in a secure place. The analysis of the research was stored on two USB keys, both of which were password protective and also stored in a secure place.

Results

Descriptive statistics

Table 1: means and SD for all of the variables used in the analyses for males and females

sex of participant		Mean	Std. Deviation	N
male	Surveillance scale	25.19	6.36	102
	Body Shame Scale	29.48	5.42	101
	Control Scale	21.28	5.32	102
	Self-esteem	17.59	5.29	100
female	Surveillance scale	20.91	4.89	109
	BodyShame scale	26.82	4.89	109
	Control scale	19.92	3.22	108
	Self-esteem	19.55	4.70	110

As can be seen from table one above, the mean score on the surveillance subscale was higher for males (mean = 25.19, SD= 6.36) than for females (mean = 20.91, SD=4.89). The mean score on the body shame subscale was also higher for males (mean = 29.48, SD= 5.42) than females (mean = 26.82, SD=4.89). Additionally, the mean score on the control subscale was higher for males (mean = 21.28, SD= 5.32) than for females (mean = 19.92, SD=3.22). However, the mean score for self-esteem

was higher for females (mean = 19.55, SD=4.70) than for males (mean = 17.59, SD= 5.29).

Inferential statistics

T-test analysis

Hypothesis one proposed that there will be gender differences in body surveillance, and that females would score higher than males on body surveillance.

An independent t-test was conducted to compare gender differences on surveillance, and showed that there was a highly significant difference in mean scores for males and females $t(209) = 5.50, p < .01$. As the mean scores for surveillance was higher for males than for females, and the difference was significant, this indicated that males were more concerned about body image than females. Therefore hypothesis one was rejected.

Correlational analyses

A series of Pearson R correlational analyses were conducted to examine the relationship between body surveillance and self esteem for males and females.

Hypothesis two proposed a significant negative relationship between body surveillance and self-esteem for females but not for males. Pearson R correlation analysis indicated that for males there was a small negative highly significant correlation between body surveillance and self esteem in the present study ($r = -.337, N = 101, p < 0.001$).

In addition, Pearson R correlation analysis also indicated that for females there was a small negative highly significant correlation between body surveillance and self esteem in the present study ($r = -.255$, $N = 108$, $p < 0.007$). Therefore hypothesis two was partially supported.

Discussion

Discussion

The aim of this research was to examine if college female participants feel that they are part of the weight obsession that has become part of society over time. The research also investigated if female college students suffered lower self-esteem due to body issues than male college students. This section will investigate the findings of the study as set out in the results section (pg 31). Overall this section will highlight the similarities and differences between the results and the findings of this research and previous research that has been conducted.

The first hypothesis, hypothesized that that there will be gender differences in body surveillance, and that those females would score higher than males on body surveillance. Therefore indicating female students attending Dublin Business School will be more affected by body surveillance than male students attending Dublin Business School, indicating that females will be more concerned with body image than males. However this hypothesis was rejected, as results indicated that male's students attending Dublin Business School are more affected by body surveillance and appearance than female's students attending Dublin Business School.

The second hypothesis, hypothesized a significant negative relationship between body surveillance and self-esteem for females but not for males. Therefore indicating that females students attending Dublin Business School will have lower self-esteem than the males students attending Dublin Business School. Hypothesis two was partially supported, as the analysis only did an analysis on females but the analysis revealed a

similar result for males. Pearson R correlation analysis indicated that for females there was a small negative highly significant correlation between body surveillance and self esteem in the present study and that for males there was a small negative highly significant correlation between body surveillance and self esteem in the present study also.

The results were surprising as the first hypothesis was rejected as results indicated that male's students attending Dublin Business School are more affected by body image and appearance than female students attending Dublin Business School. These results go against previous research that widely state that female college students are more body dissatisfied (Mintz & Betz, 1986; Hoyt & Kogan, 2001; Forrest & Stuhldreher, 2007). It may be said, that previous research solely focused only on female body dissatisfaction (Molloy & Herzberger, 1986; Fallon and Rozin, 1985; Anderson et al., 2002). Anderson stated that body dissatisfaction in males is becoming increasingly common (Anderson cited in Cash & Prunzinky, 2004).

One of the earliest researches that concluded males are significantly more dissatisfied than females in terms of body image was published in 1996. In the *Journal of Youth and Adolescence*, an article titled 'The Relationship between Body Shape and Satisfaction and Self-Esteem: An Investigation of Gender and Class Differences' was released. The aim of the study was to examine body satisfaction among young adults, who attended the same university. 84 individuals participated within the research, 41 males and 43 females. The main prediction of the research was that females would have higher body dissatisfaction than the males regardless of the socioeconomic status. The participants completed numerous of questionnaires on

body image and self-esteem measures, as well as a questionnaire on socioeconomic status. However, the hypothesis was rejected as the findings indicated that the males were more dissatisfied with their body image especially their weight, as they desired to be heavier (Abell & Richards, 1996). In this current research although the hypothesis was rejected, it follows the rejection of the researchers current research as it indicates that males students attending Dublin Business School are less satisfied with body image than females students attending Dublin Business School.

The results of the second hypothesis were also surprising as the second hypothesis was partially supported indicating that females students attending Dublin Business School do have low self-esteem in term of body surveillance but also that it appears that male students attending Dublin Business School are also affected by self-esteem and body surveillance. These results go against previous research that state female college students have lower self-esteem compared to males when in relation to body image (Ackard & Patterson, 2001; Mintz & Betz, 1986). It may be said, that previous research solely focused only on female body dissatisfaction and self-esteem (Molloy & Herzberger, 1986; Fallon and Rozin, 1985; Anderson et al., 2002). Anderson stated that body dissatisfaction in boys and males are become increasingly common (Anderson cited in Cash & Prunzinky, 2004) and that self-esteem is beginning to be researched in body dissatisfaction and males.

‘Biceps and Body Image: The Relationship between Muscularity and Self-Esteem, Depression, and Eating Disorder symptoms’ is one of the earliest researches conducted on body dissatisfaction and self-esteem among males. This research was published in 2004 in the Journal of Psychology of Men and Masculinity. The aim of

the research was to examine body image and psychological traits among American males. The participants consisted of 154 college males, aged between 18 and 30. All participants within the research were single at the time of the research. Majority of the participants were Catholic and Caucasian. The research consisted of eight hypothesis, five of which were based on the modern theory and the trend that males tend to be dissatisfied with their body appearance. One of the measures used was the Somatomorphic Matrix which asked males to indicate the male body that they thought females would prefer. To compare responses of females and males, the participants of the research also included females. 77 heterosexual female students from the same college in the United States also participated in the research. The results revealed that males perceived themselves more muscular and slightly fatter than what they were. Males were choosing an ideal body with a mean of an average 25 pound more muscle than their actual muscle and on average about 8 pound less fat than their actual levels of fat. Men also thought that females would prefer their bodies muscular and lean. Self-esteem was negatively correlated with many body dissatisfaction variables such as; not liking one's body ($r = -.37, p = .001$) and dissatisfaction with the way one's body is proportioned ($r = -.34, p = .001$). The research strongly supported the hypothesis of a relationship between self-esteem and body dissatisfaction in males (Olivardio et al., 2004). The research conducted by Olivardio et al, (2004) indicates that there is an existing relationship between body image and self-esteem in males. The study supports the second hypothesis of the current research as the current research findings indicated that males students attending Dublin Business School are also affected by self-esteem and body surveillance as well as females students attending Dublin Business School.

Implications of the research

Ethnicity was an implication that was seen by the researcher, as previous research has shown that the ethnical background of an individual is closely related to cultural influence. Researchers tend to use the term 'black' to refer to African Americans (Celio et al., cited in Cash & Prunzinky, 2004) and this is clearly demonstrated in one of the studies below completed by Smith (1999). It is important to note that very little research has been done on ethnical differences and body satisfaction in men (Grogan, 1999). Both studies below demonstrate ethnicity among African Americans and Caucasians, as college students and a population study.

In previous research, Molloy & Herzberger (1998) discussed the interpretations of a quantitative survey based on body image and self esteem among African Americans and Caucasian female students. 114 students took part, 45 African Americans and 69 Caucasians. Molloy and Herzberger prediction was proven, as African Americans showed higher levels of self esteem and were more positive towards body image than Caucasian women. Prior to this study, majority of studies only focused on students or adolescent females, Molloy & Herzberger (1998), chose to focus on community college student across America as the age can vary.

Previous research has shown that African American females are less concerned with dieting and weight as any other type of race or ethnicity females (Akan & Grilo, 1995). 64% of the African American females stated that they would rather be a little over weight than a little under weight. Parker et al. (1995) revealed that both groups of women primarily base their judgment of their own bodies and on what the men of their own race desire. African American women believed that African American men

prefer larger women, while Caucasian women believed that Caucasian men prefer thin slender women. Men's overall preferences tend to support the women's predictions (Powell & Kahn, 1995).

As African American men prefer heavier women, African American women are less likely to feel the need to lose weight as their race of men are already satisfied so therefore the African American they feel more attractive. On the other hand, Caucasian females are more than likely to lose weight to satisfy their man and to meet the preference of the Caucasian male, which may leave them feeling unattractive if the weight is not lost. Dieting trends reflect our cultural norms as women are more attractive if they are petite and delicate (Molloy & Herzberger, 1998).

Smith et al., (1999) conducted a study titled 'Body Image among Men and Women in a Biracial Cohort: The CARDIA Study. The study aimed to investigate body image and ethnicity. 3,732 participants participated within the study, 1,837 males and 1,895 females. The participants were black and white individuals and were almost equally divided. 45% of black males and 51% of black females were the black population of the study, while 55% of white males and 49% of white females were the white population of the study. The participants were given body image measures of questionnaires, such as body size dissatisfaction and multidimensional body self-relations questionnaires. The results indicated that overall females were dissatisfied with their bodies and size in comparison to males. White men were more dissatisfied with their appearance than black males, and similar results were seen for females as white females were more inclined to be dissatisfied with their appearance than black

females. Results indicated that with age, black females began to accept their appearance and size and were more inclined to be satisfied than white females.

Overall both studies indicated that black individuals seemed more satisfied with their appearance and body size than white individuals. This may be due to the findings that Harris et al., (1991) found as they suggested that African Americans were more positive about overweight individuals than Caucasians (Grogan, 1999). As stated already, little research has been done on body dissatisfaction among males and ethnicity, but it is clear that males tend to have a more positive attitude about body image than females (Celio et al., cited in Cash &Prunzinky, 2004).

Sexuality was another implication in this research as the researcher did not find out the sexuality of the participants of the current research. Research has shown that sexuality has an impact on body image and satisfaction. The research below demonstrates clearly using four sexuality categories (heterosexual males, heterosexual females, homosexual males and homosexual females) how body image and satisfaction applies to each and possible reasons of the results. An interesting finding from Siever (1994) was that homosexual females were satisfied with the bodies, more so than the heterosexual females even though they weighted heavier. Brown (1987) suggested that lesbian communities and organisations are more accepting of body weight than other communities (Rothblum cited in Cash &Prunzinky, 2004).

In the *Journal of Consulting and Clinical Psychology*, Siever (1994) conducted research into body dissatisfaction among heterosexuals and homosexuals. The article title 'Sexual Orientation and Gender Factors in Socio-culturally Acquired

Vulnerability to Body Dissatisfaction and Eating Disorders' investigates the hypothesis that homosexual men are the main category that are dissatisfied with their bodies. 237 participants were allocated from two colleges within the United States. The participants were divided into four categories; heterosexual males, heterosexual females, homosexual males and homosexual females. 21.2% (53) homosexual females, 23.6% (59) homosexual males, 24.2% (62) heterosexual females and 25.2% (63) heterosexual males participated within the study. Majority (76.6%) of the participants were Caucasian. The ages of the participants were also an important factor within the study. The mean age of the four categories within the study were; 28.13(SD = 5.84) homosexual females, 25.78 (SD = 5.18) homosexual males, 23.8 (SD = 9.48) heterosexual females and 21.79 (SD = 6.75) heterosexual males.

The participants were given self report questionnaires to fill out, the booklet contained a number of questionnaires such as the body esteem scale, body scale questionnaire and body size drawing. The results of the analysis revealed that homosexual females have high body satisfaction, and that overall homosexual females have higher body satisfaction than heterosexual females. Homosexual males scored the lowest of the four categories on body satisfaction, indicating that they have the high body dissatisfaction. The results also showed that homosexual males have low self esteem in comparison with the other categories. When compared to heterosexual males, homosexual males yet again show high levels of body dissatisfaction across the five measures. Similar to homosexual males, the analysis for the heterosexual females revealed that heterosexual females also have high levels of body dissatisfaction. Heterosexual males scored low body dissatisfaction.

The results of this study were highly significant, as there was an importance placed on physical appearance and attractiveness. Furthermore the results concluded that sexual objectification is linked to physical appearance and attractiveness for a potential partner. As stated above, the heterosexual males scored low in terms of body dissatisfaction this is not significantly clear as it is not consistent. The reason for this could possibly be linked to cultural changes in the contexts of male and body image. While males acknowledged the importance of physical appearance of their female partners, their perception of the importance on the physical appearance of their female partners was inconsistent. Both homosexual males and heterosexual females showed a higher concern of physical appearance and attractiveness than any other group indicating that physical appearance and attractiveness for both themselves and male partners is important. Hatfield & Sprecher (1986), stated that heterosexual females and homosexual males experience pressure from society to attract and please males. Homosexual females were less concerned about physical appearance and attractiveness suggesting that physical appearance and attractiveness was not an important factor. The hypothesis was accepted, as the study indicated that homosexual males and heterosexual females are more dissatisfied with their bodies than other group and that homosexual females and heterosexual males are more satisfied with their bodies because they place less emphasis on physical appearance and attractiveness (Siever, 1994) .

Limitations

There were many limitations within this research that was carried out. The main limitation was that the participants were only from Dublin Business School and therefore the results can only count for that one college. The sample of data collected

cannot be seen as a full representation of college students elsewhere. Although there were 213 participants in this research, a larger sample would be required to gain a full representation of college students.

Older participants (aged 26 onwards) were another limitation. During the research participant's ages 26 onwards were difficult to obtain. Over half of the participants fell into the first age category of 18-25 years old. Research has indicated that body acceptance increases with age, so therefore the older the participant the more likely the participant would be satisfied with their body image (Tiggemann & Lynch, 2001).

The age of the participant was also another limitation. In the questionnaire booklet the research did not consider any college students under the age of eighteen and therefore those who were under the age of eighteen may have chosen a different age and could of possibly effected the analysis. However the researcher was only looking for participants over 18years old due to the ethical considerations and the type of research that the researcher was interested in carrying out.

The type of data chosen by the researcher, Quantitative Research was also another limitation as the participants were limited to their choice of answers. If qualitative research was chosen there would have been more of an in depth analysis and results may have differed, but unfortunately due to time considerations qualitative research was not possible to complete.

Future research

In terms of future research, the implications that are stated above should be considered within future research. However, the first aspect that should be considered within the research is a hypothesis around body image dissatisfaction and males, seen as the results of this research has indicated that male students attending Dublin Business School are more affected by body image and appearance than female students attending Dublin Business School. Research on sexuality and body image, has strongly suggested that homosexual males suffer more body dissatisfaction than any other category, and therefore it needs to be considered within research (Hatfield & Sprecher, 1986; Siever, 1994). Ethnicity could also be another consideration as the implications in this research stated it needs to be considered as research previous has shown differences among body image and ethnicity groups (Molloy & Herzberger, 1998; Smith et al., 1999).

Conclusion

Body image dissatisfaction is seen within society today as the world glorifies the 'perfect body'. Although this research has not proven its first hypothesis, it has shown a more significant result, that male students attending Dublin Business School are more affected by body image and appearance than female students attending Dublin Business School. The second hypothesis was partially supported indicating that male students attending Dublin Business School have a relationship with Body image and self-esteem. Both of these hypotheses have shown how there is a strong relationship between males and body image, although there is still a significant relationship between females and body image

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Appendix 1

Dr. Bernadette Quinn,
Research Coordinator,
Social Science
Programme,
Dublin Business School.

25th January 2011.

Dear Sir/ Madam,

Re: Permission to conduct a research study with students within your college.

Jamie Ní Cheanneacháin is enrolled as a final year social science student at Dublin Business School. DBS social science students are required to complete an independent research project during their final year of study. Jamie Ní Cheanneacháin's final year research project aims to examine the relationship between body image concerns and self-esteem among college students.

All research conducted by final year students is done for the purpose of meeting course requirements. All results obtained are strictly confidential, and to be used for assessment of the researching student's qualifications for receipt of a BA in Social Science. Jamie is requesting written permission, as soon as possible, to collect research data.

Please feel free to address any questions regarding this research to Dr. Bernadette Quinn, Research Coordinator, Social Science Programme, Dublin Business School. Jamie Ní Cheanneacháin [jamie.ni.c@hotmail.com] can also provide further details about how she will conduct her research study. Thank you for your time.

Yours Sincerely,

Dr. Bernadette Quinn
Tel: 01 4178737
Email: Bernadette.quinn@dbs.ie

Appendix 2



HOW I FEEL ABOUT MY BODY

This study is concerned about how college student's think/feel about their bodies.

Please answer each section as honestly as you can, do not spend too long thinking about each question as there are no right or wrong answers.

Any information that you give will remain strictly confidential, you are not required to write your name anywhere on this questionnaire. I hope you find this interesting, and I would like to thank you in advance for your time and co-operation.

If you require any further information concerning this research, please contact me, Jamie Ní Cheanneacháin, or my project supervisor, Dr. Bernadette Quinn at the address below.

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Dublin 2

Tel: +353 1 4178 737

Email: bernadette.quinn@dbs.ie or jamie.ni.c@hotmail.com

Please complete the following information.

Please indicate your age:

18-25 _____

26-35 _____

36-45 _____

46-65 _____

66+ _____

Please indicate your sex:

Male _____

Female _____

INSTRUCTIONS: Please read each statement below and circle number that best describes how much you agree or disagree with each one:

- 1 = strongly agree
- 2 = agree
- 3 = neither agree nor disagree
- 4 = disagree
- 5 = strongly disagree

- | | | | | | |
|--|---|---|---|---|---|
| 1. I rarely think about how I look..... | 1 | 2 | 3 | 4 | 5 |
| 2. When I can't control my weight, I feel like something must be wrong with me..... | 1 | 2 | 3 | 4 | 5 |
| 3. I think a person is pretty much stuck with the looks they are born with..... | 1 | 2 | 3 | 4 | 5 |
| 4. I think it is more important that my clothes are comfortable than whether they look good on me..... | 1 | 2 | 3 | 4 | 5 |
| 5. I feel ashamed of myself when I haven't made the effort to look my best..... | 1 | 2 | 3 | 4 | 5 |
| 6. A large part of being in shape is having that kind of body in the first place..... | 1 | 2 | 3 | 4 | 5 |
| 7. I think more about how my body feels than how my body looks..... | 1 | 2 | 3 | 4 | 5 |
| 8. I feel like I must be a bad person when I don't look as good as I could..... | 1 | 2 | 3 | 4 | 5 |
| 9. I think a person can look pretty much how they want to if they are willing to work at it..... | 1 | 2 | 3 | 4 | 5 |
| 10. I rarely compare how I look with how other people look..... | 1 | 2 | 3 | 4 | 5 |
| 11. I would be ashamed for people to know what I really weigh..... | 1 | 2 | 3 | 4 | 5 |
| 12. I really don't think I have much control over how my body looks..... | 1 | 2 | 3 | 4 | 5 |
| 13. During the day, I think about how I look many time..... | 1 | 2 | 3 | 4 | 5 |
| 14. I never worry that something is wrong with me when I am not exercising as much as I should..... | 1 | 2 | 3 | 4 | 5 |

15. I think a person's weight is mostly determined by the genes they are born with.....1 2 3 4 5
16. I often worry about whether the clothes I am wearing make me look good..... 1 2 3 4 5
17. When I'm not exercising enough, I question whether I am a good enough person.....1 2 3 4 5
18. It doesn't matter how hard I try to change my weight it's probably always going to be about the same.....1 2 3 4 5
19. I rarely worry about how I look to other people.....1 2 3 4 5
20. Even when I can't control my weight, I think I'm an okay person.....1 2 3 4 5
21. I can weigh what I'm supposed to when I try hard enough.....1 2 3 4 5
22. I am more concerned with what my body can do than how it looks.....1 2 3 4 5
23. When I'm not the size I think I should be, I feel ashamed.....1 2 3 4 5
24. The shape you are in depends mostly on your genes.....1 2 3 4 5

INSTRUCTIONS: Please read the following statements and indicate how much you agree with them by circling the appropriate number to the right of the statement as follows:

1 = strongly agree

2 = agree

3 = disagree

4 = strongly disagree

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

If you are concerned with or affected by any of the raised issues please do not hesitate to contact the following organisations.

Body whys

<http://www.bodywhys.ie/>

Lo-call helpline: 1890 200 444

Inspire

16 Westland Square

Pearse Street

Dublin 2

Ireland

Tel: +353 (0) 1 474 4840

Fax: +353 (0) 1 671 9992

<http://www.inspireireland.ie/>

I would once again like to thank you for taking part in this study and would remind you that all information given here will remain strictly confidential. All answers given will only be used in the analysis of this questionnaire and will not be passed on to or used by any third party. The findings of this study can be made available to on request after the data is analysed. If you would like to know more about this study, please do not hesitate in contacting me at the address printed below.

Jamie Ní Cheanneacháin

E-mail: jamie.ni.c@hotmail.com