

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

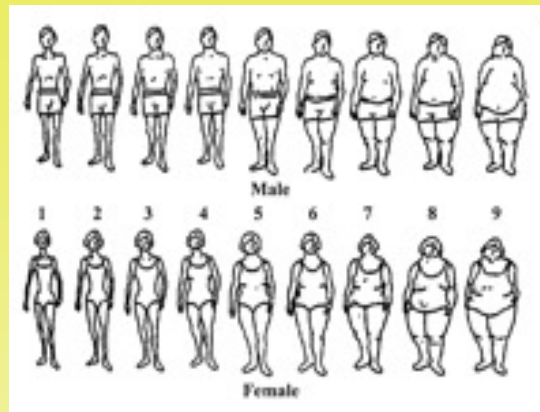
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Abstract

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. 213 participants were used within the qualitative analysis, 110 females and 103 males. 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. Overall the research concluded that Both Male and female students attending Dublin Business School reveal body dissatisfaction and self-esteem issues.

Introduction

This research has two aims; 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. The second hypothesis, hypothesized that female students attending Dublin Business School will have lower self esteem than the male students attending Dublin Business School. Research has shown how children are concerned about body image (Field et al., 1999). Previous research has widely state that female college students are more body dissatisfied (Mintz & Betz, 1986; Hoyt & Kogan, 2001; Forrest & Stuhldreher, 2007). However, previous research has solely focused only on female body dissatisfaction (Molloy & Herzberger, 1986; Fallon and Rozin, 1985; Anderson et al., 2002). 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.



Method

Qualitative analysis was the measure used within this research. 213 students attending Dublin School completed a booklet of questionnaires as part of this research. The questionnaires included the revised objectified body consciousness scale and the Rosenberg self-esteem scale. 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. Data was collected during the participant's lectures and also in the college reception and the common room of the college.

Ethical consideration was one of the most important aspects of this research and was enforced at all times throughout the research. 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. 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

The results of the analysis revealed that hypothesis one was rejected, 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.

The second hypothesis was partially supported, as Pearson R correlation analysis also indicated that for females there was a small negative highly significant correlation between body surveillance and self esteem. Pearson R correlation analysis also indicated that for males there was a small negative highly significant correlation between body surveillance and self esteem. Ethnicity and sexuality should be considered when doing future research as studies have suggested that there are differences among body image, gender, sexuality and ethnicity (Hatfield & Sprecher, 1994; Molloy & Herzberger, 1998)

Discussion

The results were surprising as the first hypothesis was rejected. 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). These results support from previous research from Abell & Richards, 1996. The results of the second hypothesis were partially supported. 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. 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.

References

- Cash, T., & Prunzinsky, T. (2004). *Body image: A handbook of theory, research, and clinical practice*. New York: The Guilford Press
- Grogan, S. (1999). *Body image: understanding body dissatisfaction in men, women and children*. London: Routledge.