

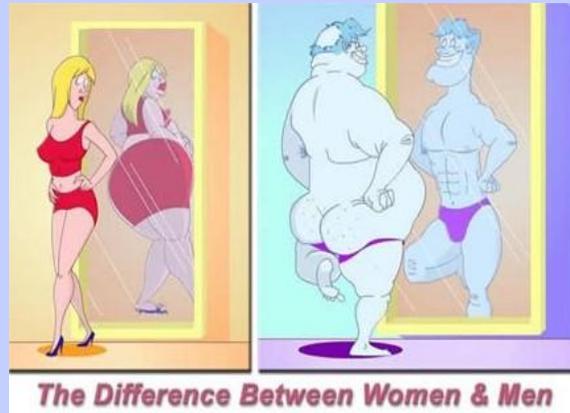
Gender Differences in Appearance Concern correlating between self-esteem.

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Abstract

The research conducted in this study focuses on self-objectification towards males and females and examines whether self-esteem has a relationship with either sex and is examining if it is a negative or positive correlation. Participants were taken from colleges and were aged between 18-25. Two questionnaires were used in this study; the Body Conscious Scale and the Rosenberg measure. Findings resulted; that males scored higher regarding self-objectification but attained high self-esteem and that females scored low levels of self-esteem regarding their appearance concern.

Introduction Body Image is very complex. (Fredrickson and Roberts, 1997); stated that women were more exposed to objectification opposed to men. Contrary to this statement; Hunt (2012) suggests; that men are just as body conscious if not more. Hunt also states; that 10% of males suffer with eating disorders in Ireland. The media's influence can play with a person's mind. Thompson and Heinberg (1999); state that society has built up a sexualised way to live in life for males as well as females. In a study done in 2009; it proclaimed that males desired a built up body opposed to females who were more self-embodied with themselves. (Oehlof et al., 2009). Cohen (2006) suggests; that men and women tend to compare and contrast towards others. The media influence has aided this issue; with a study carried out in 2009, Grabe and Hyde (2009); suggest that adolescent girls tune into music television shows at least once a week; which can have higher self-objectification levels. This study also found a relationship with self-esteem.



Method A correlational and quantitative approach was used in this research. 199 participants were gathered from different College and University locations in Dublin. A snowball ball method was used in this research to collect the sample for the data. As there were only two questionnaires; students were delayed with filling out answers so; data only took 5mins per participant to collect. Once all data had been collected; it was calculated on SPSS V18 to analyze the results'.



Results

Results gathered from this research showed; that males scored higher on their appearance concern but yet they don't have as low as self-esteem as females do. Males believe from this study that by working out on their flaws; they feel more satisfied. So; our first hypothesis came out a significant result with gender and appearance concern and our second hypothesis; was supported as the prediction that women were more unsatisfied which resulted to low self-esteem was positive.

Discussion

From the study carried out; related the data involved; it was believed that males desired a muscular build. (Choma et al., 2010). Swami (2006) suggests; that males believe that positive appearance concern is equal to better opportunities in life; regarding, female attention and career opportunities. (Fredrickson and Roberts, 1997) suggested that; women are exposed when it comes to sexual objectification and it's a reason that females would feel more conscious, which would lead them to over use Cohen's (2006) social comparison theory which would make females self-esteem lower than males.

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