

# **Advertising's portrayal of the thin ideal and its effect on Irish females' body image**

**Aoife O'Brien**

**MSc in Marketing**

**National College of Ireland**

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**Abstract:****Aoife O'Brien****Advertising's portrayal of the thin ideal and its effect on Irish females' body image.**

The current study examined the effect of advertising's portrayal of the thin ideal on Irish females' body image. The nature of this study was to collect information regarding Irish females' body image before and after exposure to stimulants in relation to advertising's portrayal of the thin ideal and its effect on Irish females' body image. A quantitative method in the form of a within participants design was used. This involved a number of pre and post-tests with exposure to print and television advertisements prior to completion of the post-tests. A number of important pieces of literature related to the current research question are included and discussed in extreme detail in the literature review. The findings of the current study reinforce the results of the research studies discussed, in that advertising's portrayal of the thin ideal does in fact lead to negative body image and physical appearance related thoughts in Irish females'. The results of the current study therefore add to the social knowledge in this topic area.

*I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of MSc in Marketing is entirely my own work and has not been taken from the work of others save and to the extent that such work has been cited and acknowledged within the text of my work.*

Signed: Aoife O'Brien

ID Number: 11107928

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## Introduction:

Body image is defined as *“A subjective picture of one’s own physical appearance established by self-observation and by noting the reactions of others”* (Charlinton, 2008). Body image can also be defined as *“the mental representation we create of what we think we look like”* (psychologytoday.com, 2013). Body image is an extremely big influence on behaviour, with dissatisfaction occurring more in women than in men. It has also been suggested that body image is the motivating force behind eating disorders and appearance anxiety (psychologytoday, 2013). Body image has also been linked to self-esteem. Smeesters, Mussweiler and Mandel (2009) suggest that a woman’s body image is the foundation for self-esteem. This means that if a woman has negative body image related thoughts, they also have low self-esteem and vice versa.

For some time now there have been negative connotations associated with media exposure and its portrayal of the thin ideal leading to negative body image issues among women. According to eatthedamncake.com (2013) weight is constantly present in the news and that the message it depicts is that *“it is not ok be heavy. Lose weight! Gain self-respect! Look better!”* (eatthedamncake.com, 2013).

In a documentary by Jean Kilbourne (2010) entitled *“Killing us softly 4: Advertisings image of women”*, Kilbourne (2010) analyses various different advertisements present in the media and shows the way advertising and the media portray women, that there is an extreme emphasis placed on perfection. Kilbourne (2010) also states that advertising and the media tell us who we are, who we should be and what we should look like. It is suggested by Kilbourne (2010) that advertising portrays ideal female beauty, and that women then spend huge amounts of time, effort and money attempting to achieve this look and then when they do not achieve it, they feel guilty and ashamed. The beauty ideal is based on absolute flawlessness that cannot be achieved. For example, the increase in the use of advanced technologies such as Photoshop means that not even the model present in an advertisement actually looks like how that advertisement portrays them to be. Kilbourne (2010) states that Cindy Crawford once said *“I wish I looked like Cindy Crawford”* (Killing us softly 4- advertisings image of women; Jean Kilbourne, 2010)



The background to this dissertation is attributable to the vast amount of research carried out in to how the media and advertising effect and influence us and the way we view ourselves. The media can take many forms such as advertising, movies, television shows etc. A lot of research has been carried out into the influence that the media has on the way we feel and perceive ourselves and our physical appearance. The research will be discussed in depth in the literature review.

In the research, various different forms of media have been examined in relation to women and negative body image issues. Forms include, advertising, movies, fashion/female oriented magazines etc. In the book *"The beauty myth: How images of beauty are used against women"* (Wolf, 2002). Wolf (2002) poses the question: *"Is there a difference between fashions in clothing and fashions in women's bodies?"* (Wolf, 2002). She presented this question based on the assumption that eventually women will be able to be modified very cheaply and virtually pain free i.e. this will allow women to keep up with particular body trends as portrayed by the media. Wolf (2002) defines the thin ideal as portrayed by the media to be *"A gaunt, yet full breasted Caucasian, not often found in nature"* (Wolf, 2002). This definition ultimately says that the ideal woman's body as portrayed by the media is unnatural, that a woman would not be able to achieve this look without a lot of exercise, dieting or even surgical enhancement.

This leads to the numerous studies carried out in the influence of the media on female body image issues such as that undertaken by Dittmer (2009) in which it was found that the media is an extremely strong source of influence and reinforcement. Dittmer (2009) found that females as young as five to seven years old were reporting lower body esteem and that they aspired to being thin. These results were found after direct exposure to images of Barbie dolls. This is not surprising considering the first ever Barbie advertisement released in 1959 stated *"Barbie's small and so petite, her clothes and figure look so neat...someday I'm going to be just like you and until then I know exactly what to do"* (First ever Barbie commercial:1959). Dittmer (2009) also found that after direct exposure to the media's thin ideal, women reportedly felt worse about themselves and their body. An image of a woman covered in dotted lines was present in "O Magazine" in 2011. The dotted lines represented what would have to be removed from the woman's body in order for her to have the same proportions as that of a Barbie doll (blisstree.com,

2011). Blisstree.com (2011) state that the woman present in the image was a model. If a model is so far away from what the media portray as ideal, then there is surely no hope for the rest of us (blisstree.com, 2011).

It has been suggested that due to women of all ages being constantly subjected to the media and thin ideal images, that this causes women to accept the thin ideal (Thomsen, Weber, Brown, 2002). Thomsen, Weber and Brown (2002) believe that this acceptance of the thin ideal could steer these women towards "*Pathogenic Practices*" such as vomiting, diet pills and the use of laxatives, etc. (Thomsen, Weber, Brown, 2002)

Morrison, Kalin and Morrison (2004) believe that the media and advertising portray thin women as beautiful. The above authors also state that the media tend to focus on endorsing the idea that what is thin is superior. The fact that the thin ideal is so prominent in today's society (Tiggemann, Harper, 2008) has led to some brands taking a stand against the thin ideal. Some of these include magazines: for example, Cosmopolitan magazine introduced a campaign in 2010. The purpose of this campaign was to influence women to have body confidence no matter what size they were. The July 2010 issue contained naked curvaceous women in order to portray complete body confidence. A recent campaign by Low Low involves the stereotypical women that appear in advertisements. The television advertisement runs through different women and scenarios and then stops abruptly and displays the message "*Sick of clichés? So are we*" (dailyedge.ie, 2013). Low Low go on to encourage women to get in contact and have their say on Facebook, Twitter etc. The new Low Low campaign takes on the everyday diet stereotypes present in modern advertising, such as skinny models etc. (dailyedge.ie, 2013). Another example of brands taking a stand against the thin ideal is that of Debenhams. Debenhams recently came out and stated that they would not retouch the models that are present in their advertisements anymore (thejournal.ie, 2013). Debenhams also went on to state that they want to help their customers feel confident about their body in a time where the thin ideal is renowned for creating body image issues in women (thejournal.ie, 2013).

In a study carried out by Cho and Lee (2013) it found that in women who experienced high body dissatisfaction, they spent a lot of time gazing at images of thin women. Results also showed that the women rated the thin ideal images as

more attractive. *“Culture determines the ideal standard of beauty and promotes pressure to embody the ideal image”* (Cho and Lee, 2013).

The above pieces of literature severely indicate that the media and its portrayal of the thin ideal has a negative effect on women’s body image. This dissertation addresses itself to the question of *“Advertising’s portrayal of the thin ideal and its effect on Irish females’ body image”*. This research will look at two forms of advertising: print and television. These forms were chosen based on their popularity of influence *“Television: 83% and Print: 94%”* (twistimage.com, 2011). The portrayal of thin ideal images in these two forms will be examined in relation to negative body image issues amongst Irish women. Responses from the questions following directly after each stimulant will be compared to see which advertising medium - print or television - has a more negative effect on participant’s body image.

This study involves Irish females completing a Body Appreciation Scale (Avalos, Tylka, Wood-Barcalow 2005) firstly. The participants will then be asked to complete a section of questions relating to body image and advertising’s portrayal of the thin ideal. Following this, participants will be exposed to some print and television advertisements and then asked to complete some questions after each stimulant. Finally, the participants will be asked to complete the same Body Appreciation Scale (Avalos, Tylka, Wood-Barcalow 2005) to gauge if there are any significant changes to their first response after exposure to the stimulants.

The purpose of this study is to find out if advertising’s portrayal of the thin ideal has a direct link to how Irish females view and perceive their body image and physical appearance. Another purpose of this research study is to attempt to add to the social knowledge about this topic and build upon previous research studies carried out in this area. An examination of previous research shows that there has been no study involving Irish females executed in this area. This implies that the findings of this research study will add to existing research by the addition of this study involving only Irish females specifically. The fact that this study is being carried out on Irish females only is what differentiates it from previous studies in this particular topic area.

The aim of this research is to investigate whether advertising’s portrayal of the thin ideal has an effect on Irish Females’ body image. Another aim of this

research is to identify whether television advertising is better or worse than print advertising for having a negative effect on Irish females' body image. The final aim of the research is to build upon previous research studies carried out in this area by the addition of this study being carried out on Irish females specifically.

The dependant variables for this study include: Body Image - the participants existing feelings towards their body image. Also the participant's perception and attitude toward the advertisements. The independent variables of this study include: the type of advertisement, does it portray the thin ideal, the print and television advertisements chosen for the study and finally the pre and post-tests.

The anticipated outcome of this research will show that the thin ideal as portrayed by television and print advertising will have a direct link to how Irish women perceive their body and physical appearance. The hypotheses for this piece of research are established from the results of previous studies in this area. The following section will discuss more pieces of literature in relation to this topic.

## Literature review:

Self-esteem can be defined as *“the degree to which an individual perceives himself/herself as talented, important, successful and valuable”* (Ucar, Ayhan, Cakiroglu, Arel, 2010, p.1). According to Smeesters, Mussweiler and Mandel (2009) a woman’s body image is an incredibly significant foundation for self-esteem, i.e. a woman with body image dissatisfaction will therefore have low self-esteem. In a similar study by Mellor, Fuller-Tysekiewicz, McCabe and Ricciardelli (2010) it was found that individuals with low self-esteem tend to have a high level of body dissatisfaction. The results of this study back up Smeesters, Mussweiler and Mandel (2009) in that there is a strong relationship between body image and self-esteem. Body image and self-esteem can be measured using various different scales, for example in Ucar et al’s (2010) study they used Hovardaoglu’s (1992) translation of a body image scale and to measure self-esteem they used Gungor’s (1989) self-esteem scale. These are just two scales of the many that can be used to measure body image and self-esteem.

As mentioned previously there is a strong relationship between body image and self-esteem (Mellor et al, 2010). In the current study, the body image of the participants will be measured firstly using a Body Appreciation Scale (Avalos, Tylka, Wood-Barcalow, 2005). Participants will then be asked to rate their agreement with a number of questions relating to advertising’s portrayal of the thin ideal, behaviours to take care of their health, appearance etc. Following this participants will be exposed to a number of advertisements then asked to immediately complete body image related questions. Participants will be asked to complete the Body Appreciation Scale (Avalos, Tylka, Wood-Barcalow, 2005) for a second, final time. The responses to the two completed body appreciation scales (Avalos, Tylka, Wood-Barcalow, 2005) will be compared to gauge any differences before and after exposure to the stimulants. The above is just one example of how body image can be measured using various scales that are readily available and also scales created by the author of the current research.

The purpose of the current study is to investigate whether advertisements' portrayal of the thin ideal does in fact have a negative effect on Irish females' body image and how they view their physical appearance. This study will involve one hundred Irish females completing a number of questions before and after exposure to print and television advertisements. This study will utilise a Body Appreciation Scale created by Avalos, Tylka, Wood-Barcalow (2005) at the first and final stages of the survey. This will be done to see if there are any significant differences between the responses given at the beginning and the responses given at the final stage. The current study will be carried out on Irish females only. This is due to a severe lack of previous research in the area incorporating Irish females. Another purpose of this research is to examine which form of advertising, television or print, has a more negative effect on the participants. This will be done by exposing the participants to print advertisements first and then immediately asking them to complete some questions. This will be done a second time, with the participants instead being exposed to television advertisements and asked to complete the same questions as before. A comparison of these two sets of questions will be carried out to see if one form of advertising is significantly greater than the other for negative effects and influence. It is for this reason that yet another purpose of the current study is to build upon the findings of previous research carried out in this topic area by involving a nationality that has not been tested before. This approach is being taken to hopefully make it clearer which form of advertising is worse for creating body image issues amongst Irish females. The results of the current study will also add to the social knowledge about this important topic.

During analysis, the responses given to both sets of questions will be compared in order to see if either TV adverts or print adverts have a more negative effect on the participants. Tiggemann (2003) investigated whether there was a link between media exposure and body dissatisfaction. Unlike previous studies, this study incorporated participants being exposed to print as well as television advertisements. Tiggemann (2003) found that there were some differences between the level of negative effects caused by exposure to the television and print advertisements. Specifically it was found that television advertisements were related to lower self-esteem among women, but not print advertisements. It was also found that exposure to print advertisements led to the internalisation of the thin ideal

among women but television ads did not. Internalisation of the thin ideal facilitates the effect of the print advertisements on body dissatisfaction, an indirect effect (Tiggemann, 2003). Exposure to television advertisements was found to have a more direct effect on lower self-esteem and body dissatisfaction. It was concluded that exposure to print and television advertisements have different effects on body dissatisfaction among women. Even though this is the case, it is still unclear whether one form of advertising is better or worse than the other for creating body image issues among women. The results of the current study will hopefully build upon the results of Tiggemann's (2003) study and clearly show whether television advertising is better or worse than print advertising for having a negative effect on body image. The current study will adopt a similar procedure to this study. Like that of Tiggemann (2003) the participants of the current study will be exposed to print and television advertisements. Following this, the results from each set of questions completed after each exposure, will be examined and compared to identify which form of advertising has a more negative impact on participants.

In a research study by Grabe, Hyde and Ward (2008) various pieces of literature around the topic of body image and media exposure were examined. The research suggested that excessive exposure to the media who portray beauty ideals along with the thin ideal can play a role in the development of body image issues. These may include body dissatisfaction or negative weight related thoughts amongst women. Grabe, Hyde and Ward's (2008) study found that an exposure to media images that depict the thin ideal woman's body can be linked to concerns women may have about their bodies. This research indicates that due to the unvarying depiction of the thin ideal in the media, it could cause some women to go to extreme lengths, such as plastic surgery procedures e.g. liposuction, extreme dieting or even lead to eating disorders due to the pressure of the constant portrayal of the thin ideal.

A study similar to that above was carried out by Want (2009). This research also examined various pieces of previous literature carried out in this particular area. The examination of the literature found that there was technological enhancement/slimmed down effects applied to advertisements and actresses were looking their best due to professional hair and make-up. This technology and professional make-up makes it difficult for even the model or actress present in the

advertisement to be as beautiful in real life as they are portrayed in the advertisements. The model/actress present in the advertisement would be unable to achieve the same look as the way the media depict them. This in turn indicates that when the average woman is exposed to such ideals, a social comparison occurs. Social comparison theory has two components: upward social comparison and downward social comparison (Want, 2009). As already mentioned due to technological enhancement of advertisements, the models present in the advertisement would find it difficult to replicate how they look in that advertisement in everyday life. Want (2009) states that this technological enhancement creates a particular standard that no one in everyday life could actually achieve. Want (2009) goes on to suggest that women who are exposed to this standard are more likely to partake in upward social comparison which then results in dissatisfaction with their body image and appearance. This illustrates that upward social comparison occurs when a regular woman compares her own body image and appearance to that of a technologically enhanced model present in an advertisement.

Lew, Mann, Myers, Taylor and Bauer (2007) suggest that downward social comparison involves women comparing themselves to the thin ideal present in the media using non-appearance dimensions such as intelligence, health etc. This means that in order for women to protect their body image when exposed to the thin ideal, they compare downward using non-appearance dimensions in order for them to feel better about themselves. This also allows them to feel more superior to the model present in the advertisement. This is in contrast to the women comparing upwards using the appearance dimension which results in them feeling negative about their body image and physical appearance (Lew et al, 2007). Therefore this social comparison may lead the woman to feel discontentment with their own body and physical appearance.

A research paper by Albani (2005) discusses how, due to the recurrence of the thin ideal in advertising such as legs, breasts, stomach etc. being thin has now become a trait of being a woman. Albani (2005) highlighted how the above has led to the opinion of some people that curvy women are not feminine. This can lead to unhappiness and appearance/weight anxiety among women who feel they do not resemble the thin ideal.



The next piece of literature being discussed is by Marika Tiggemann. Tiggemann is a professor at Flinders University and specialises in the field of body image and the relationship between the media (exposure) and body image issues among women. Tiggemann has carried out numerous studies into the field of media exposure and body image and therefore will feature heavily in this literature review. The following two pieces of literature found results that indicated that body image issues in relation to media exposure is solely based on the characteristics of the individual and that media exposure is not exclusively to blame for body image concerns among women. Tiggemann (2006) states that due to the constant media exposure that takes place today, the media will, without question, have an effect on how we look and feel about ourselves. This study was carried out in two parts: participants completed questionnaires at time 1 and also a year later at time 2. Tiggemann (2006) found that there was no significant change over the one year time period the participants had between questionnaires. This study concluded that media exposure is not a key factor in the development of body image issues, but that it is the characteristics of the individual participant and the way they respond to media exposure that plays a role in the development of body image concerns among women.

A study carried out by Roberts and Good (2010) also found that exposure to thin media ideals having a negative effect on a woman's body image also depends on the characteristics of the individual participant. This study by Roberts and Good (2010) examined the effect of media exposure on body image over five different factors. These included: neuroticism, agreeableness, conscientiousness, extroversion and openness to experience.

With regards to neuroticism, Roberts and Good (2010) suggest that people with high levels of neuroticism are effectively, emotionally unstable. They may also be overly reactive to possibly threatening stimuli. Agreeableness, as suggested by Roberts and Good (2010) leads individuals with high levels of agreeableness to not respond negatively to stimuli, that agreeable individuals are quite emotionally stable.

Conscientious individuals have certain characteristics such as determination, persistence, confidence etc. (Roberts, Good, 2010). It is suggested that people with high conscientiousness are less likely to be intimidated by the thin ideal. (Roberts,

Good, 2010). According to Roberts and Good (2010), extroverts have a high propensity to experience strong, positive emotions. They (extroverts) are quite optimistic, confident, upbeat etc. It is also believed that due to the positivity of extroverts, thin ideal images would not have a negative impact on their body image or appearance (Roberts, Good, 2010). People who have a high level of openness to experience are seen as unconventional and nonconforming (Roberts, Good, 2010). In contrast to this, people with a low level of openness to experience may have traditional values i.e. women with a low level of openness to experience may place a lot more importance on physical appearance and would be more likely to react negatively to thin ideal images (Roberts, Good, 2010).

It was concluded that only one of the personality traits examined would be more open and vulnerable to exposure of thin ideals having a negative effect on body image. Roberts and Good (2010) found that an individual, who is distinctly neurotic in personality, was more likely to compare themselves to the images resulting in negative feelings towards their physical appearance. Roberts and Good (2010) believe that this comparison is solely based on the neurotic personality trait of the individual and go on to suggest that the negative effects associated with media exposure to thin ideal images may not be as extensive as people believe it to be. Finally, Roberts and Good (2010) suggest that women do not view thin ideal images as being overly unobtainable; this suggestion goes against the norms of the literature examined in which it is believed that women do in fact feel that thin ideals portrayed by the media are in fact unobtainable.

The link between the media's portrayal of thin ideal images and negative body image among women is not a recent development: it has been researched for many years as will be shown next. The next three pieces of literature being discussed were all carried out in the nineties and therefore show that this area of media exposure and negative body image has been a popular topic for a number of years. This indicates that the link between negative body image thoughts and the portrayal of the thin ideal in the media and advertising is not a new development.

In a study carried out by Shaw (1995) it examined whether or not images of slight females caused body image issues in women. This research study by Shaw (1995) found that the adolescent participants were more likely than the adult

participants to experience high levels of body dissatisfaction along with weight related anxiety and bulimic tendencies. From these results it could be taken that young females are more prone to changes in their body satisfaction after exposure to thin ideal images. The results of this research go against the results of Tiggemann (2006) in which she found that it is based on the characteristics of the individual participant, due to there being no change in the adolescents females body satisfaction over a year following a high level of exposure to the media and thin ideals. Taking into consideration these contrasting results, it may be construed that the difference in the years they were each carried out (1995, 2006) may have an effect on the results; for example nowadays the media is more pervasive and so it may be suggested that the participants of Tiggemann's (2006) study may be more familiar with thin ideal images than the participants of Shaw's (1995) study. The current study will use a similar procedure to this study. Like that of Tiggemann (2006) the participants of the current study will be tested twice.

Another study carried out in the nineties was that of Hamilton and Turner (1997). This study involved two groups, one of which was exposed to news magazines, the other to fashion magazines. The results of this research showed that the participants in the group exposed to fashion magazines experienced an amplified level of body dissatisfaction along with feelings of wanting to weigh less. This was in comparison to the group who were exposed to news magazines who did not report any changed feelings towards their body image. The third study by Wagener, Shemek and Vance (1998) will be discussed later on in the review.

Research carried out that incorporates an unusual methodology was that of Maddox (2006), which involved the participants sketching an image of what they believe the perfect woman to look like, in terms of body weight and physical appearance. After completion of the sketch, the participants were then asked to take a few minutes to imagine if they were the living equivalent of their sketch. Finally they were asked to write down how their life would change if they were the ideal woman that they had drawn. The results were both positive and negative. Some women believed that if they looked like the sketch they had drawn that their lives would change dramatically in a positive way i.e. more confidence, would not feel insecure. Some of the participants believed that if they resembled the sketch that

their lives would change in a negative way i.e. jealousy from other women, become self-obsessed.

The next two pieces of literature will be discussed together as they both share quite similar methodologies. The first research study is by Tiggemann and Harper (2008). The participants of this study were randomly assigned in to separate groups. One group was exposed to images that incorporated the thin ideal (a woman) and also the thin ideal with an attractive man present, whereas the other group was exposed to images in which there were no people present. It was stated by the group after they were exposed to the thin ideal images that they felt dissatisfied with their bodies, and had some anxiety about their weight etc. This was in comparison to the group who were not exposed to images of the thin ideal. The results of this study indicate that women who are not exposed to images of the thin ideal do not go on to experience negativity towards their body. These results also indicate that exposure to images containing the thin ideal (as portrayed by the media) does in fact lead to negativity surrounding a females' body weight and physical appearance.

A study that uses a similar methodology to the one mentioned above is that of Tiggemann, Polivy and Hargreaves (2009). The research involved participants being exposed to different print advertisements taken from popular magazines. The advertisements either contained thin ideal images or product images. The findings indicated that the exposure to the advertisements containing thin ideals lead participants to have a negative mood and body dissatisfaction as opposed to the exposure to the advertisements that contained product images.

In an article by Scriven (2007) the author suggests that due to the portrayal of thin ideals in the media, a tremendous amount of pressure is placed on women to achieve the same appearance and body shape as these thin ideal images. Scriven (2007) believes that due to the constant coverage that thin ideals receive throughout various media forms, this actually causes women to aspire to looking like these females in the media, that the media is solely responsible for creating "*idealistic, unrealistic and distorted perceptions of the female body*" (Scriven, 2007, p.2).

Scriven (2007) believes that there is a severe health impact that comes along with the aspiration of wanting to look like the ideal woman as portrayed by the media. These health issues can include physical, mental, emotional etc. It is also suggested

that negativity regarding a woman's physical appearance or body weight can be across all types of women e.g. all ages and socioeconomic status. In this article, it gives an example of a brand trying to encourage women to feel good in their own skin.

This brand was Dove. In one of their many advertising campaigns, Dove incorporated various different types of women i.e. thin, chubby, different ages and ethnicities etc. Dove also developed the *"Dove self-esteem fund"* (Scriven, 2007, p.2) which helps girls and boys to identify and cope with feelings towards their physical appearance. This fund also educates the participants in the way advertisements are created and the digital enhancement behind them. The above article is different to the other pieces of literature discussed in that; it does not incorporate research involving participants.

As stated above, Dove were a brand that went against the norm by incorporating females of all shapes and sizes into their advertising campaigns. There are no results available to indicate if this choice had a positive or negative impact on their overall sales after that specific campaign.

In a study carried out by Wan, Ansons, Chattopadhyay and Leboe (2013) it concluded that a thin ideal model that is placed blatantly in an advertisement results in the viewer reacting negatively towards the advertisement (brand). They do this by using a defensive coping strategy in which they feel better about themselves by belittling the thin model present in the ad. Wan et al (2013) also found that a thin model placed subtly in an advertisement leads to the viewer having negative self evaluations but, at the same time, having positive evaluations of the advertisement (brand). *"When exposure to idealised images is subtle an automatic process of upward social comparison takes place leading to a negative self-rating"* (Wan et al, 2013, p.8). The results of this study indicate that the thin ideal does in fact increase sales but only when used subtly. These findings explain why the thin ideal is extremely prominent in today's media and advertising but also show that the thin ideal has a negative effect on women's self perceptions.

The third study carried out in the nineties was that of Wagenar, Shemek and Vance (1998). This study found that exposure to thin media ideals leads people to change their attitudes and behaviours regarding food and health. It was also found in

this study that magazines direct their readers to eat healthily in order to benefit their appearance over their total well-being and health.

The results of another study by Jacobsen (2003) also found that magazines were more likely to encourage people to control their weight based on the outcome of having a better appearance, over the outcome of being healthier overall. These results along with the results found by Wagenar, Shemek and Vance (1998) highlight the pressure and encouragement for women to lose weight in order for them to look better rather than losing weight to become healthier.

In the study by Lew et al (2007) participants were made up of females who rated high on the eating disorder inventory. After exposure to the thin ideal it was concluded that the participants were extremely vulnerable to the negative effects of the thin ideal. This study can be construed as unethical due to the fact that the participants involved were already in a vulnerable state in relation to their body image and physical appearance.

The current study incorporates female participants of all shapes and sizes in order to get an accurate set of results. The current study does not focus on overweight, average or underweight participants specifically as to do so and expose the participants to the thin ideal could have a severely negative effect on the participants.

Some of the research discussed such as Roberts and Good (2010), Maddox (2006), Tiggemann, Polivy and Hargreaves (2009) and Smeesters, Mussweiler and Mandel (2009) all involve participants who received course credit for their participation in the above studies. Even though Grant and Sugarman (2004) found that incentives for research with human subjects can be harmless, there are some cases where it is not (Grant, Sugarman, 2004).

In the study by Smeesters, Mussweiler and Mandel (2009) their participants were made up of overweight, average and underweight females who received course credit for their participation. Participants were exposed to images containing thin and heavy models. The results of this study concluded that after exposure to the images participants of all sizes reported negative feelings towards their body images and physical appearance and therefore had low self-esteem. (Smeesters, Mussweiler, Mandel 2009). The current study as previously mentioned involves

females of all shapes and sizes. The current study is also completely voluntary, there is no incentive offered for the females participation. Ethical guidelines such as those present in Cresswell (2009) will be adhered to when the current study is being carried out.

The Ethical implications of marketing continuing to use the thin ideal in campaigns is highlighted in the study by Wan et al (2013). It was found that if the thin ideal was placed subtly in an advertisement, it led to the viewer having negative body image related thoughts but at the same time having a positive opinion of the brand being advertised. The results of this study clearly indicate why the thin ideal is so prominent in modern advertising i.e. it leads to positive brand image and sells products (Wan et al, 2013). Marketing and advertising continue to utilise the thin ideal so frequently in campaigns even though numerous studies have been carried out in to the effect of this thin ideal on women and having negative results on the participants. This may be construed as highly unethical. Especially considering the results of Wan et al's (2013) study. Modern advertising is effectively creating negative attitudes in women towards their body image and physical appearance in order to obtain positivity towards their brand and sell more products (Wan et al, 2013).

The combination of research articles ranging from the nineties to 2013 distinctly illustrates that this problem of media portrayal of thin ideal images being linked to body image issues in women is not new. Due to new and advanced technologies the portrayal of women in the media is becoming more unrealistic. It is for this reason and the results of some of the literature discussed that it can be interpreted that the media and advertisings portrayal of thin ideal images can be successfully linked to body image issues among women. The current study in summary will build upon the previous research carried out in this topic area. By the addition of this study being carried out on Irish females it will add a different nationality in to the mix. The current study may be used to compare and contrast the effects of the thin ideal present in advertising across different nationalities. Also with the results of investigating whether television or print advertising has a more negative effect will hopefully make it clearer that either TV or print advertising is worse for effecting/ influencing female body image and physical appearance related thoughts.

**Statement of Research Question:**

*“Advertising’s portrayal of the thin ideal and its effect on Irish females’ body image”*

**Hypotheses:**

**H1.** After exposure to the stimulants there will be a significant change in the participant’s responses to the final Body Appreciation Scale (Avalos, Tylka, Wood-Barcalow, 2005)

**H2.** There will be an indication as to whether television advertising is better or worse than print advertising for having a negative effect on participant’s body image.

**H3.** The participants, after viewing the print advertisements, will exhibit negative feelings in relation to their own body image and appearance.

**H4.** After viewing the TV advertisements, the participants will display negative feelings in relation to their own body image and appearance.

**H5:** Participants prior to exposure to the stimulants will display awareness of the thin ideal in advertisements and knowledge of the use of body enhancement technology.



**Methodology:****Participants:**

The participants for this study were Irish females aged 18-45. 171 females participated but only 115 females fully completed the survey. The majority of participants were aged 18-24. Irish females were chosen to participate in this study due to the fact that after a thorough examination of previous literature, it is clear that a study in this area has not been carried out on Irish females. Therefore this study will give insight into Irish females and their body image. All participants spoke English as their first language and all came from different socio-economic backgrounds.

Participants were selected randomly through the social networking site Facebook. Facebook was selected based on the popularity of the website. Facebook also provides easy access to the specific age group and nationality of participants required for the study. A Facebook event was created by the author and over two hundred Irish females were invited. The event was created as it allowed the author to provide the link to the survey, the nature and purpose of the survey as well as contact details for the author if participants had any queries. Snowball sampling was also employed for this study. The event was public so participants were asked to

invite their Irish female friends within the age range to the event to see if they would be interested in participating in the current study also.

### **Design:**

This study utilised a quantitative method of research in the form of an experimental design known as a within participants design. This design incorporated pre and post-tests; Pre: Body Appreciation Scale, a set of nine questions. Post: Two sets of six questions each located directly after print ads then again after TV ads and a final Body Appreciation Scale (Avalos, Tylka, Wood-Barcalow, 2005). This design involved the same group of participants being tested twice.

A quantitative method was chosen as the current study incorporated surveys and a large number of participants. This particular design was employed as it was the ideal design for the research question being investigated. The within participants design was used to assess the effect of the thin ideal, present in television and print advertising, on the dependent variable: the participants existing feelings towards their body image, and the participant's perception and attitude towards the advertisements.

The dependent variable of the participants existing feelings towards their body image was tested using a body appreciation scale by Avalos, Tylka and Wood-Barcalow (2005). This was used to examine how the participants felt about their body image and physical appearance prior to exposure to the stimulants. The body appreciation scale was also utilised in order to gauge if the results were negative, did the participant have negative body image related issues to begin with, i.e. did the exposure to the stimulants lead to the body dissatisfaction the participant experienced or did the participant already have negative feelings toward their body.

The independent variables for this study involved: the type of advertisement; does it portray the thin ideal; the print and television advertisements chosen for the study and also the pre and post-tests. The structure of the survey involved the following: the Body Appreciation Scale (Avalos, Tylka, Wood-Barcalow, 2005); a brief questionnaire created by the author to examine awareness of the presence of the thin ideal, awareness of the use of Photoshop, to gauge motivation to look like

the thin ideal, also to see if participants thought models of all shapes and sizes should be included in advertising; exposure to the print advertisements; a brief questionnaire created by the author on how the exposure effected the participants; exposure to the television advertisements, the same questionnaire that followed the print advertisements and finally the Body Appreciation Scale once more (Avalos, Tylka, Wood-Barcalow, 2005). All aspects of the survey were created to be completed anonymously. This in turn allowed the participants to be completely honest in how they felt.

### **Materials:**

Numerous materials were involved in the current study. A body appreciation scale created by Avalos, Tylka and Wood-Barcalow (2005) was used at the first and last stages of the survey. This scale contains thirteen items all relating to body image. The body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005) measures how participants feel about their body image and physical appearance. This scale was chosen as it is ethically suitable. This is due to the thirteen statements that make up the body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005) being positively phrased, e.g. I feel good about my body, I take a positive attitude towards my body etc. (Avalos, Tylka, Wood-Barcalow, 2005). The use of this scale allowed the author to measure how the participants felt about their body image and physical appearance before and after exposure to stimulants, but at the same time not leading the participants towards feeling negative about their body.

Another reason as to why this positive body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005) was chosen was that after exposure to the stimulants, if participants were feeling negative about their body, they were then able to reflect on their body for a second time in a positive way. The body appreciation scale was measured along a five point scale (1=never, 2=seldom, 3=sometimes, 4=often, 5=always) (Avalos, Tylka, Wood-Barcalow, 2005). The results are averaged in order to get an overall body appreciation score. Higher scores suggest a high body appreciation. Questions on the body appreciation scale had a strong internal reliability, with a Cronbach's alpha of .923.

The second section of the survey contained nine questions rated on a five point scale (1=strongly agree, 2=agree, 3=neutral, 4=disagree, 5=strongly disagree). These nine questions were created by the author. The questions were devised in order to examine if participants were aware of the thin ideal present in advertisements, had an awareness of the use of body enhancement technology, compared themselves to women in advertisements, were more likely to eat healthily and exercise to benefit health or appearance, were motivated to change their appearance and to see if participants believed that models of all shapes and sizes should be included in advertisements. Questions in the second section of the survey (nine questions) had a weak internal reliability, with a Cronbach's alpha .593.

Following exposure to the stimulants, participants were asked to complete six questions. These six questions were located directly after exposure to the print advertisements and again after the television advertisements. This set of six questions was also created by the author. The questions were devised to investigate how the participants felt about their body image after exposure to the print ads and then again after the television ads. This was done to inspect if television advertisements are better or worse than print for influencing negative thoughts relating to body image. The questions examined if the participants felt more aware of their body/appearance, if they compared their body to the women present in the advertisements, did they feel motivated to buy a product based on the body/appearance of the female in the ad, if they now had negative thoughts about their body image and appearance. This set of six questions had a strong internal reliability, with a Cronbach's alpha of .848.

The print advertisements selected for this study were; American Apparel, L'Oreal Paris Sublime Bronze and Guess Girl. The television advertisements chosen were; Guess Girl and L'Oreal Paris Sublime Bronze. Four female oriented magazines were read in order to source recent, popular advertisements. The three print advertisements were chosen based on the frequency of them among the four popular female oriented magazines and the fact that they were recent campaigns. The advertisements were found in the magazines and then sourced online in order for them to be embedded into the online survey.

The television advertisements were selected due to the fact that they both are for the same brands that two of the print advertisements are for. This decision was also based on the fact that they were recent campaigns. The television ads were found on YouTube in order for them to also be embedded in to the online survey. All the advertisements were also selected due to the thin ideal being present. This was done as *Advertising's portrayal of the thin ideal and its effect on Irish females' body image* is the questions being investigated.

The survey was created using an online survey service. The survey service used was kwiksurveys.com. This service was chosen as it is completely free to use and has unlimited access to features. Other online survey services were explored but most of them were quite expensive and had a limited number of features. Kwiksurveys.com allowed for the export of data collected from the surveys. It also allowed the author to monitor the number of responses over the number of weeks that the survey was live. The survey was created online as it allowed for easy access to the target group of participants. After the survey was created online a link was posted to the event page created on the social networking site, Facebook. Facebook was chosen due to its popularity and easy access to Irish females within the specified age range. As previously mentioned, the Facebook event allowed the author to state the nature and purpose of the study along with instructions for the survey prior to participation. Facebook also created an open communication channel for the participants to contact the author if they had any issues or questions relating to the current study. After the target number of responses was reached, the data was exported from Kwiksurveys.com and imported to the computer software SPSS 21 where analysis of the data took place.

## **Procedure:**

Participants were obtained for this study in order to examine the effect of advertising's portrayal of the thin ideal on Irish females' body image. The procedure for the current study was similar to that of Tiggemann (2006) in that the same group

of participants were tested twice. The procedure for the current study is also similar to that of Tiggemann (2003) in that the participants of this study were also exposed to television and print advertisements.

All participants involved in this study were surveyed completely anonymously and individually. Before commencement of the study, participants were given clear instructions on how to complete the survey. Firstly participants were asked to complete a body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005). This was done in order to observe how participants felt about their body image prior to the completion of the rest of the survey. Following the body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005) came a brief questionnaire created by the author. This questionnaire included questions in order to assess if participants were aware of the presence of the thin ideal and the use of Photoshop etc. It also examined whether participants would be motivated to look a certain way along with the motivation to change their appearance and eat healthily and exercise to benefit their health or appearance. After completion of this brief questionnaire participants were made aware that they would be exposed to some print advertisements.

They were then asked to complete a set of six questions which would examine the effects of the print advertisements on the participant's body image. Following this, participants were told that they would now be exposed to some television advertisements and then asked to complete another set of six questions. These two sets of six questions were created by the author and were the exact same after each stimulant. The reason for this was not only in order to see the effects of the stimulants on participants but to examine which stimulant, television or print advertisements were worse for creating negative body image issues among the participants. Finally after the exposure to the stimulants and the completion of the questions following each stimulant, participants were asked to complete the same body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005). The reason for this was to compare the responses from the first completion to the second completion to observe any significant differences/changes in the responses.

Prior to the participation in the study, participants were made fully aware of the purpose and background of the study. They were also told that participation was completely voluntary, anonymous and confidential and that they had the right to

withdraw from the study at any time. In total the survey took approximately ten minutes to complete and participants were informed of this prior to participation. After completion of the survey there was a statement of thanks along with contact details for the author as well as a link to a support website for individuals with body image related issues and illnesses. This support website was <http://www.bodywhys.ie/> .

After the number of responses required was reached, the data was exported from kwiksurveys.com and imported into SPSS 21. The analysis of the data was then carried out. In terms of ethics, guidelines such as those present in Cresswell (2009) were adhered to when carrying out this research. As previously mentioned participants were informed of the nature and purpose of the study, what the study involved, that it was voluntary, anonymous and that all information collected would be kept completely confidential etc. There was no incentive on offer for the participation in this study.

### **Analysis and findings:**

Hypothesis 1. After exposure to the stimulants there will be a significant change in the participant's responses to the final body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005)

Descriptive statistics:

Body appreciation scales (Avalos, Tylka, Wood-Barcalow, 2005):

BAS1 M=3.27, SD=.77914

BAS2 M= 3.12, SD =.85850

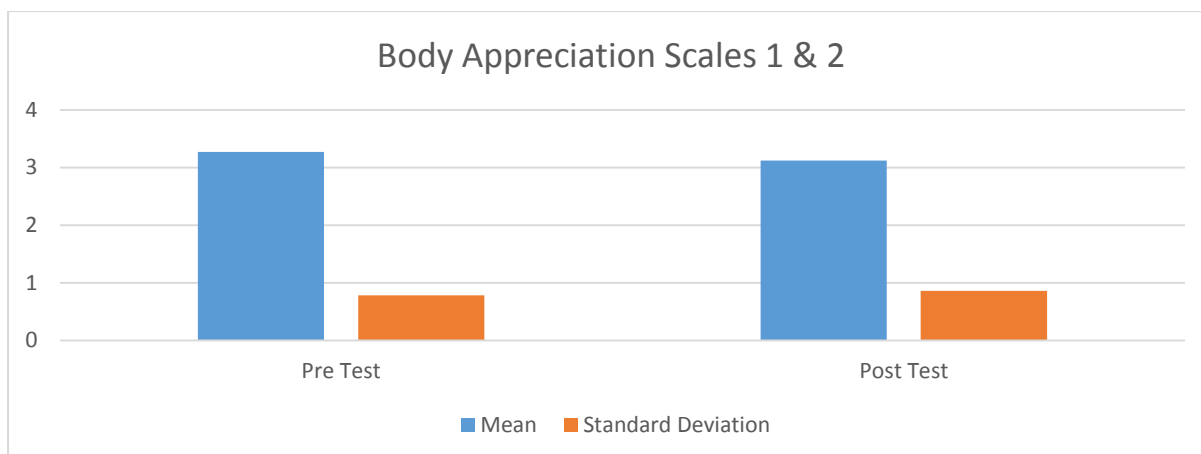


Figure 1

#### Inferential statistics:

There were only a few differences between the Body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005) completed at the beginning (BAS1) and then again at the end of the survey (BAS2). A paired samples t-test was carried out to see if there were any significant differences between the responses given to the first body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005), prior to exposure to the advertisements and the responses given to the body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005) completed at the end of the survey, after exposure to the advertisements. There was a significant difference in responses to six statements present in the body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005). There was a significant difference in the responses to the statement *I respect my body* ( $t(109) = 5.124$ ;  $p = .000$ ).

Another statement where there was a difference in the responses before and after exposure to the advertisements *despite its flaws, I accept my body for what it is* ( $t(108) = 3.327$ ;  $p = .001$ ). There was also a notable difference in the responses given to the statement *I feel that my body has at least some good qualities* ( $t(109) = 6.313$ ;  $p = .000$ ). Another difference occurred in the responses given before and after exposure to the advertisements, *I take a positive attitude toward my body* ( $t(108) = 3.573$ ;  $p = .001$ ).

An important difference arose between the responses given to *I am attentive to my body's needs* in the pre and post-test body appreciation scales ( $t(108) = 2.157$ ;



$p = .033$ ). Finally there was a difference between the responses to the body appreciation scale at the very beginning and at the final stage of the survey. *My self-worth is independent of my body shape or weight* ( $t(109) = -2.019$ ;  $p = .046$ ). These results support hypothesis one as there was a difference in some of the responses collected from the first and last body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005).

Hypothesis 2. There will be an indication as to whether television advertising is better or worse than print advertising for having a negative effect on participant's body image.

A number of questions were asked immediately after exposure to the print advertisements and again after the television advertisements. A paired samples t-test was carried out in order to compare the responses given to the questions after the print advertisements and those given after the television advertisements. This was done to see if print advertisements were better or worse than television advertisements for having a negative effect on females' body image. The results of the paired samples t-test showed that there was no notable difference to show if one was worse than the other in influencing the negative effect on Irish females' body image. (*Pair 1*:  $t(117) = -.749$ ;  $p = .455$ , *Pair 2*:  $t(116) = -1.174$ ;  $p = .243$ , *Pair 3*:  $t(114) = -.797$ ;  $p = .427$ , *Pair 4*:  $t(116) = 1.309$ ;  $p = .193$ , *Pair 5*:  $t(116) = 1.700$ ;  $p = .092$ , *Pair 6*:  $t(117) = .728$ ;  $p = .468$ ). These results therefore do not prove or support hypothesis two as there was no difference found between the two forms of advertising.

Hypothesis 3: The participants, after viewing the print advertisements will exhibit negative feelings in relation to their own body image and appearance.

It was hypothesised that after exposure to the stimulants (print advertisements) the participants would exhibit negative feelings toward their body image and appearance. Analysis of the set of six questions that immediately followed the print advertisements found the following:

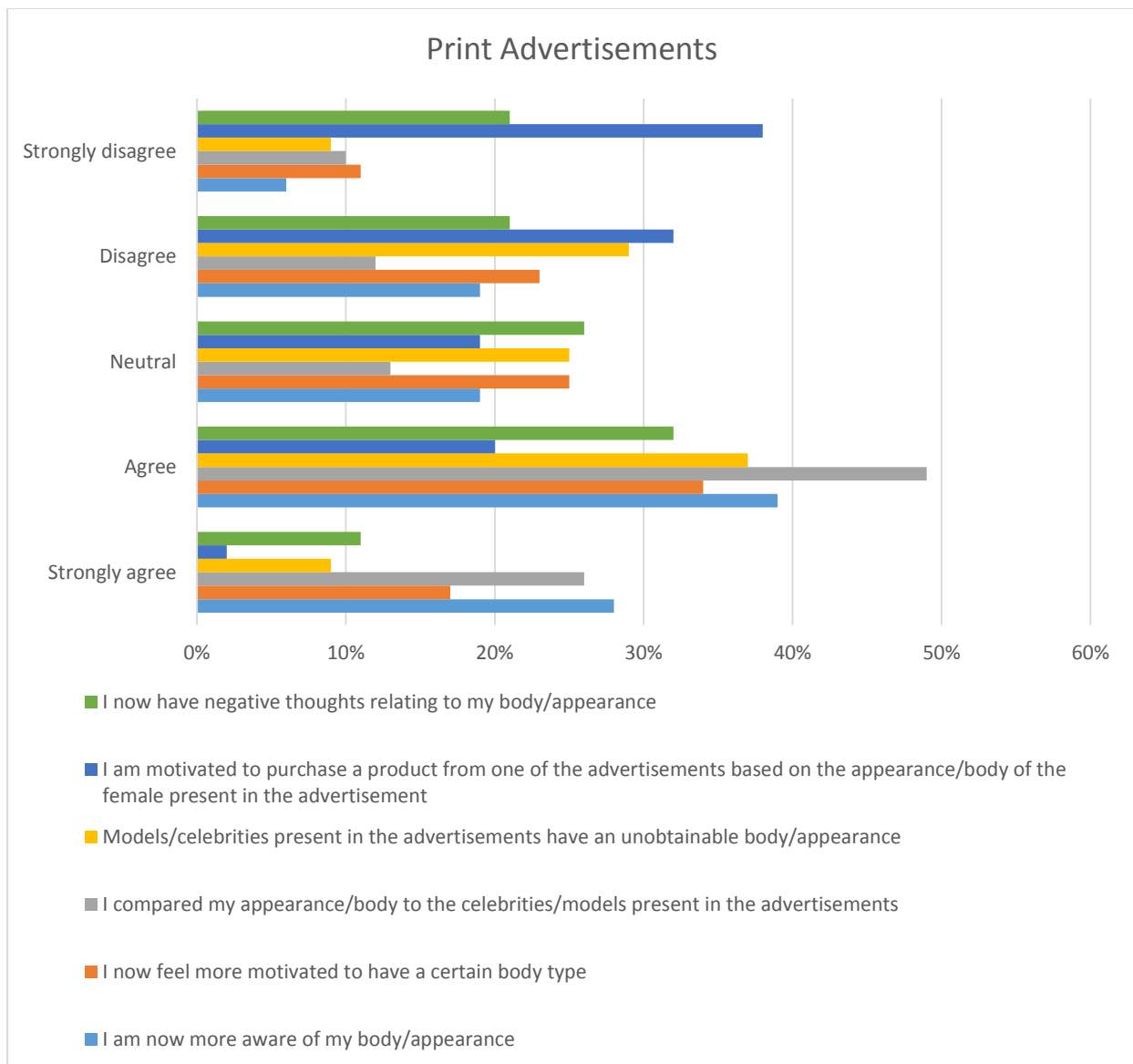


Figure 2

From the results above it indicates that participants displayed negative body image/appearance related thoughts after exposure to the print advertisements. Results that stand out are those of the questions relating to feeling more aware of body/appearance (28% strongly agree, 39% agree), the participants comparing their body/appearance to that of the model/celebrity present in the advertisements (49% agree, 26% strongly agree) and the participants feeling motivated to purchase a product based on the appearance of the appearance/body of the female present in the advertisement (38% strongly disagree, 32% disagree). This was a surprising

result as it may be believed that if women compare themselves to females present in advertisements and have negative thoughts about their body they would therefore purchase the product being advertised in order to resemble the model present in the advertisements. This in turn would make them feel better about themselves. Two questions of the above six had a moderately high percentage selecting neutral. The questions involved were those relating to the participants feeling motivated to have a certain body type (34% agree, 25% neutral) and those who now had negative body image/appearance related thoughts (32% agree, 26% neutral).

These results still clearly show that the participants did feel motivated to have a certain body type as well as now having negative thoughts relating to their body image/appearance. These results therefore prove hypothesis three in that participants did in fact exhibit negative feelings towards their body image/appearance after exposure to the print advertisements.

Hypothesis 4: After viewing the television advertisements, the participants will display negative feelings in relation to their own body image and appearance.

This hypothesis is similar to the previous hypothesis in that after exposure to the television advertisements participants would display negative feelings in relation to their own body image and appearance. An analysis of the set of six questions following the television advertisements (identical to the questions after the print advertisements) uncovered the following results.

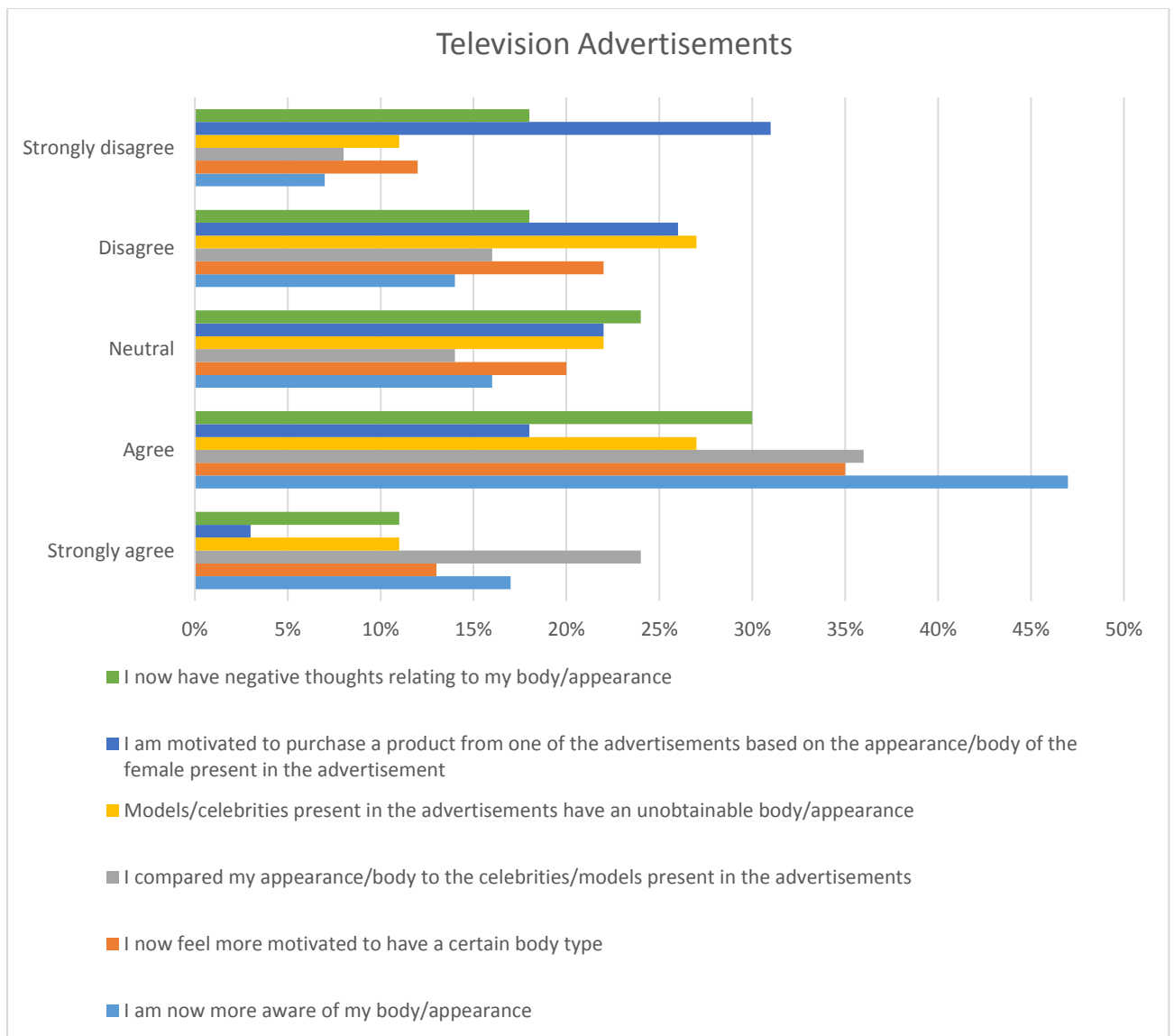


Figure 3

The above results reveal that after exposure to the television advertisements participants did display negative feelings relating to their body image and appearance. Similar to the previous set of results the same questions stand out. I am now more aware of my body (17% strongly agree, 47% agree), I compared my body/appearance to the female present in the advertisements (36% agree, 24% strongly agree) and I am motivated to purchase a product based on the appearance of the model present in the advertisement (31% strongly disagree, 26% disagree). Also there was a moderately high percentage selecting neutral on one of the same

questions as mentioned previously in hypothesis three. I now have negative thoughts relating to my body/appearance (30% agree, 24% neutral).

The only slight difference in the results of both the print and television questions was present between I now feel more motivated to have a certain body type (print: 34% agree, 25% neutral, television: 35% agree, 22% disagree). These results show that participants exhibit negative feelings relating to their body image and appearance after exposure to the television advertisements, which therefore proves hypothesis four.

The fact that there is no substantial difference in the results after exposure to both print and television ads just further disproves hypothesis 2 in that neither television or print are worse than the other for having a negative effect on a participants body image and appearance.

Hypothesis 5: Participants, prior to exposure to the stimulants will display awareness of the thin ideal in advertisements and knowledge of the use of body enhancement technology.

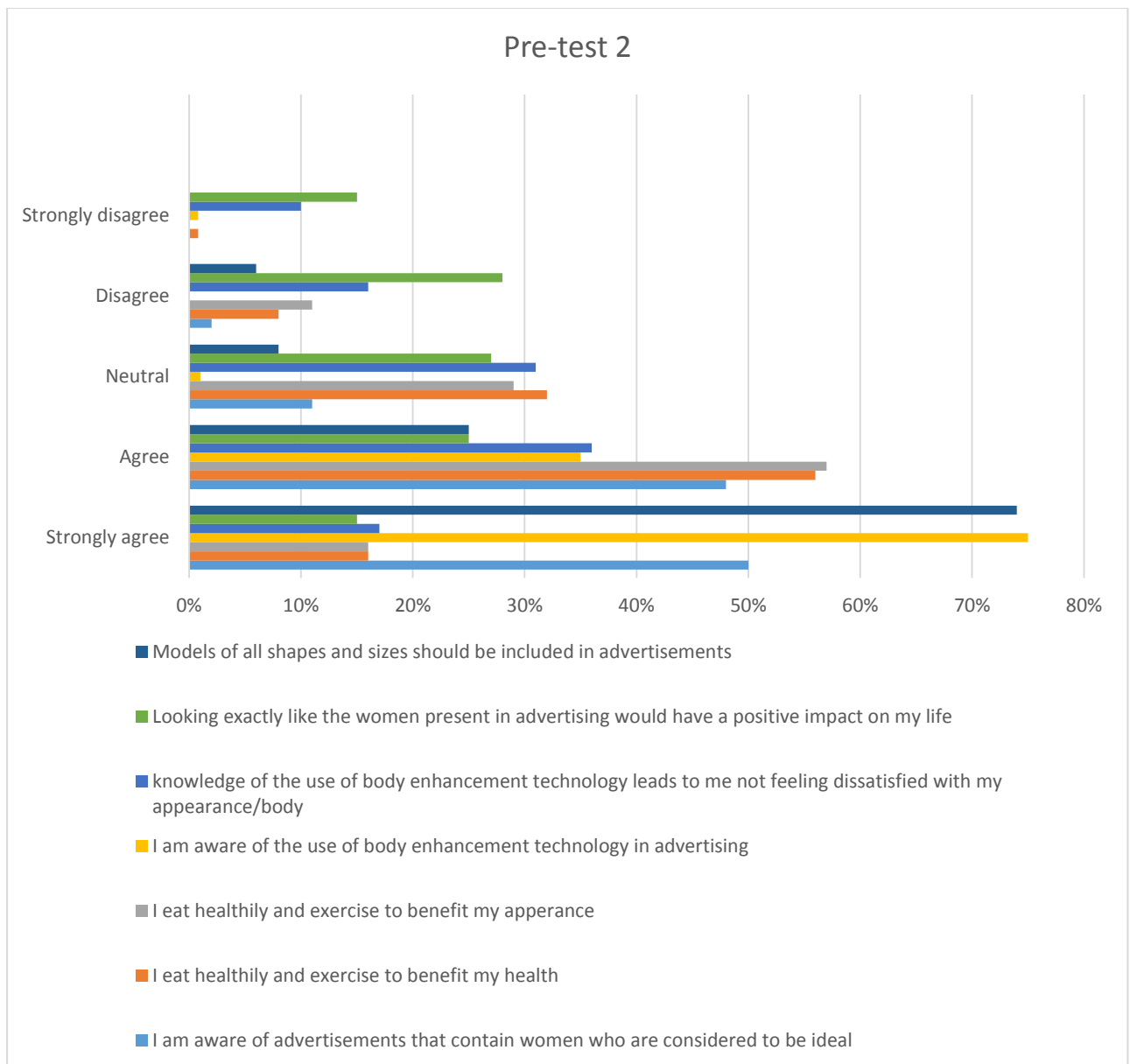


Figure 4

The majority of participants were aware of the use of the thin ideal present in TV and print advertisements (50% strongly agree, 48% agree). This indicates that Irish women are very aware that print and television advertisements contain females that are considered by the media to be ideal. It was also found that the majority of participants are knowledgeable about the use of body enhancement technology in advertising (75% strongly agree, 35% agree). Even though this is the case some participants selected neutral when asked if the knowledge of the use of body

enhancement technology would lead to them not feeling dissatisfied with their body/appearance (17% strongly agree, 36% agree, 31% neutral).

There was a minute but surprising finding in that it was discovered that more participants would eat healthily and exercise in order to benefit their appearance (16% strongly agree, 57% agree) over their overall health (16% strongly agree, 56% agree). Even though this is an extremely small difference it still indicates that some women would participate in healthy behaviours to benefit their appearance.

A larger number of participants stated their disagreement with the question relating to if participants looked like the thin ideal, it would have a positive impact on their life (15% strongly disagree, 28% disagree). This was a surprising result as the findings of Maddox (2006) indicated that participants of the current study would believe that if they looked like the thin ideal it would have a positive bearing on their overall life.

Finally, the majority of participants agreed that models of all shapes and sizes should be included in advertisements (74% strongly agree, 25% agree). It was discovered that a minute number of participants felt neutral and some disagreed completely with this statement (8% neutral, 6% disagree). The findings of this section support hypothesis five in that there is a clear sign that participants are aware of advertising containing the thin ideal and also the use of body enhancement technology.

Correlations:

1. A weak positive correlation occurred between the participant's age and their likeliness to compare their body to the models/celebrities present in the advertisements ( $r=.287$ ,  $p=.001$ ).
2. A moderate positive correlation existed between the participants who compared their body image to the models/celebrities in the ads and the participants who now have negative thoughts relating to their body image/appearance ( $r=.585$ ,  $p=.000$ )
3. A strong positive correlation occurred between the participants who respected their body and those who felt good about their body ( $r=.612$ ,  $p=.000$ )
4. There was a moderate positive correlation between the participants who had respect for their body and those who did not allow unrealistically thin images of women present in the media to affect their attitude towards their body ( $r=.346$ ,  $p=.000$ )
5. A strong positive correlation was present between the participants who were satisfied with their body and those who accept their body for what it is despite its flaws ( $r=.695$ ,  $p=.000$ )
6. A moderate positive correlation was present between the participants who not allow unrealistically thin images to affect their attitude towards their body and the participants who took a positive attitude towards their body ( $r=.385$ ,  $p=.000$ )
7. There was a weak positive correlation between participants who were satisfied with their body and those who do not focus a lot of energy being concerned with their body shape or weight ( $r=.292$ ,  $p=.001$ )
8. A strong positive correlation existed between the participants who eat healthily and exercise to benefit their health and those who eat healthily and exercise to benefit their appearance ( $r=.654$ ,  $p=.000$ )
9. A strong positive correlation was present between the participants who compared themselves to the women present in the advertisements and the participants who feel the portrayal of women in advertising motivates them to change their appearance ( $r=.670$ ,  $p=.000$ )
10. Another strong positive correlation occurred among participants who compare themselves to females present in ads and those who feel that if they resembled the thin ideal it would have a positive impact on their life ( $r=.537$ ,  $p=.000$ )



11. A strong positive correlation was present amongst the participants who felt more aware of their body/appearance after exposure to stimulants and the participants who then had negative body image and appearance related thoughts ( $r=.606$ ,  $p=.000$ )
12. A moderate positive correlation occurred between the participants feeling more motivated to have a certain body type after exposure to the stimulants and the motivation to purchase a product from one of the advertisements based on the appearance/body of the female present in the advertisement ( $r=.426$ ,  $p=.000$ )
13. A very strong positive correlation existed between the participants who like their body despite its imperfections and the participants who have positive feelings toward their body for the most part ( $r=.803$ ,  $p=.000$ )

## Discussion:

The current study investigated *Advertising's portrayal of the thin ideal and its effect on Irish females' body image*. The participants of the current study were tested prior to and after exposure to a number of print and television advertisements. The current study utilised a procedure similar to that of Tiggemann (2006) and Tiggemann (2003). This procedure involved the same participants being tested more than once and also incorporated exposure to television and print advertisements. As mentioned previously this study used a body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005). This scale allowed the participants to assess how they felt about their body image/appearance in a positive way. This scale was also used at the end of the survey in order to get participants, who may have had negative body image related thoughts at that stage, to reflect again on how they felt about their body in a positive way.

Some findings of this research indicate that the majority of participants are extremely aware of the use of the thin ideal in television and print advertising. It was also found that most of the participants are alert to the use of body enhancement technology in advertising. This awareness of the thin ideal being present in advertisements and the use of body enhancement technology is not surprising considering that the thin ideal and airbrushing are so prominent in today's society and culture. In an article by thejournal.ie (2013) the popular department store, Debenhams, promised not to airbrush their models anymore. In the article Debenhams stated that they want to help their customers feel confident about their body without showering them with unobtainable body images due to it being everywhere nowadays. Debenhams go on to state that models are organically beautiful and therefore need no retouching (thejournal.ie, 2013).

Tiggemann and Harper (2008) suggest that media images and advertisements exist in every part of our daily lives. This clearly indicates that people are continuously subjected to media images and advertisements. Whether people like it or not, advertisements and these media images are completely unavoidable. This may also be a reason as to why the majority of participants were so aware of the thin ideal and airbrushing. Due to the fact that women are continuously exposed

to the thin ideal present in print and television advertisements it is understandable that some women may acquire a dissatisfaction with their body image and appearance.

Hypothesis 1. After exposure to the stimulants there will be a significant change in the participant's responses to the final body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005)

As mentioned previously in the analysis section, there were only a number of questions where there was a significant difference to the pre and post body appreciation scale responses. Some of these questions included: I respect my body ( $t(109) = -5.124$ ;  $p = .000$ ), despite its flaws, I accept my body for what it is ( $t(108) = 3.327$ ;  $p = .000$ ), I take a positive attitude towards my body ( $t(108) = 3.573$ ;  $p = .001$ ) etc. Although only six out of thirteen questions showed significant differences, this indicates that the exposure to the print and television advertisements had a negative effect on participant's body image and appearance related thoughts. One of the questions, 'my self-worth is independent of my body shape or weight' showed a significant difference ( $t(109) = 2.019$ ;  $p = .046$ ). This not only indicates that the stimulants had a negative effect on the participants, but that now participants self-worth is going to be linked to their body shape or weight. Also due to the body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005) being positively phrased it allowed the participants to reflect on their body image and appearance in a positive way. Since this was the case it is alarming that the participants responded differently and negatively to six of the thirteen questions present in the final body appreciation scale (Avalos, Tylka, Wood-Barcalow, 2005).

Hypothesis 2. There will be an indication as to whether television advertising is better or worse than print advertising for having a negative effect on participant's body image.

The current study examined the effects of the selected advertisements separately (after print and again after television). This was in order to investigate not only if the stimulants led to negative body image and appearance related thoughts, but to also examine what form, television or print, had a more negative effect on the participant's body image. Previous research like that of Tiggemann (2003) found that

there were a number of differences between the level of negative effects initiated by exposure to television and print advertisements. The findings of Tiggemann's (2003) study led to the hypothesis that there would in fact be a difference in the level of negativity felt by the participants after exposure to the stimulants and that there would be an indication as to whether TV was better or worse than print for causing negative feelings towards body image and appearance. The findings of the current study however do not support this hypothesis. The results of the paired samples t-test carried out in order to highlight the differences between television and print advertisements, found no distinguishable differences between the two forms of advertising, in relation to one having a more negative effect on the participants. (*Pair 1*:  $t(117) = -.749$ ;  $p = .455$ , *Pair 2*:  $t(116) = -1.174$ ;  $p = .243$ , *Pair 3*:  $t(114) = -.797$ ;  $p = .427$ , *Pair 4*:  $t(116) = 1.309$ ;  $p = .193$ , *Pair 5*:  $t(116) = 1.700$ ;  $p = .092$ , *Pair 6*:  $t(117) = .728$ ;  $p = .468$ ). The results of this section of the current study therefore go against the previous research by Tiggemann (2003). The results also do not support hypothesis two as there was no indication as to what form of advertising (print, television) has a more negative effect on participant's body image and appearance related thoughts. There was also no sign of which form of advertising had a higher level of influence of negative thoughts. It was predicted that there would be no difference on the level of negativity and influence each form of advertising had. This is due to twistimage.com (2011) in that they state that television has 83% influence whereas print has 94% influence. It was therefore predicted that there would be a big difference in the responses given to the questions after each stimulant.

Hypothesis 3: The participants, after viewing the print advertisements will exhibit negative feelings in relation to their own body image and appearance.

A number of previous research studies have been carried out into the effect of print advertisements containing the thin ideal on women's body image related thoughts. One study by Tiggemann, Polivy and Hargreaves (2009) found similar results to the current study. Tiggemann, Polivy and Hargreaves' (2009) study involved participants being exposed to a number of advertisements taken from a female oriented magazine.

Unlike the current study, Tiggemann, Polivy and Hargreaves (2009) included print advertisements that did not have the thin ideal present. The inclusion of the advertisements that had no thin ideal present made it clearer that the advertisements containing the thin ideal had a negative effect on participant's body image related thoughts. It was reported that the advertisements that had the thin ideal present led to participants having a negative mood and also led to body dissatisfaction. The results of the current study are similar to that of Tiggemann, Polivy and Hargreaves (2009). Like that of Tiggemann, Polivy and Hargreaves (2009) after exposure to the print advertisements, participants reportedly felt more aware of their body and appearance, motivated to have a certain body type etc.

It was also found that participants compared their body and appearance to the female present in the advertisements, and also developed negative thoughts relating to their body image and physical appearance. A number of Pearson correlations were carried out on the data collected from the survey. Some of the correlations involved questions included directly after exposure to print advertisements. A strong positive correlation occurred between the participants who felt more aware of their body/appearance after exposure to the print advertisements and the participants who then had negative body image and appearance related thoughts ( $r = .606$ ,  $p = .000$ ). Another strong positive correlation was present amongst the participants who compared themselves to women present in advertisements and those who felt that if they looked like the thin ideal it would have a positive impact on their life ( $r = .537$ ,  $p = .000$ ).

These findings not only support previous research but also support hypothesis three in that participants did in fact exhibit negative feelings in relation to their body image and appearance after exposure to the print advertisements.

Hypothesis 4: After viewing the television advertisements, the participants will display negative feelings in relation to their own body image and appearance.

This hypothesis is very similar to hypothesis 3 in that after exposure to the television advertisements it was reported that participants displayed very similar feelings and responses to the questions that were located after the print advertisements. The results of the set of six questions following the television

advertisements were almost parallel to the responses given to the questions after the print advertisements.

It was discovered that participants, after viewing the television advertisements, displayed negative feelings related to their body image and appearance. Similar to the responses of the print advertisements, participants became more aware of their body, felt motivated to have a certain body type etc. Participants also stated that they compared their body and appearance to the model/celebrity present in the advertisements.

It was also found that the participants reportedly developed negative feelings toward their body image and physical appearance. There was one difference in the responses given to the television and print questions. After exposure to the print advertisements, 34% of participants felt more motivated to have a certain body type while 25% felt neutral about this statement. This was slightly different to the responses given to the questions after the television advertisements. 35% of participants agreed to feeling more motivated to have a certain body type but also 25% of participants disagreed with this statement. Although a minute difference, it is still a difference worth mentioning.

As previously mentioned in the literature review section, Tiggemann (2003) found that exposure to television advertisements led to lower self-esteem among women. Tiggemann (2003) also found that exposure to print advertisements led to the internalisation of the thin ideal. This internalisation facilitates the negative effect of print advertisements, containing the thin ideal, on women's body image and appearance related thoughts. The responses to the set of six questions asked immediately after exposure to the television advertisements clearly show that the television advertisements had a negative impact on the participants of the current study. This negative impact was in the form of body and appearance dissatisfaction.

Like that of the questions after the print advertisements a number of Pearson correlations were carried out. A strong positive correlation was present between the participants who compared themselves to the models/celebrities present in the advertisements and the participants who feel that the portrayal of the thin ideal in advertising motivates them to change their appearance ( $r = .670$ ,  $p = .000$ ). The findings of the television questions clearly show that the exposure to the television

advertisements did have a negative effect in Irish females' body image. These results therefore support hypothesis four.

Hypothesis 5: Participants, prior to exposure to the stimulants will display awareness of the thin ideal in advertisements and knowledge of the use of body enhancement technology.

As stated previously women are constantly exposed to media images and images of women that the media deem to be ideal. Advertisements and the thin ideal are present in every aspect of our lives and are therefore inescapable (Tiggemann, Harper, 2008). Due to this constant exposure it was hypothesised that Irish women are therefore aware of the thin ideal present in advertising. It was also hypothesised that Irish women would be knowledgeable about the use of body enhancement technologies, such as Photoshop, in today's advertising. This was due to the large increase in the use of Photoshop in advertising in the last few years which changes the body type and appearance of the model/female present in the advertisement. Photoshop and other forms of body enhancement technology are so prominent in today's society and culture. It is for this reason that one of the major retailers, Debenhams, has now agreed to not retouch or airbrush their models in their advertisements. They stated that this is due to the growing number of body image issues being linked to advertisements portrayal of the thin ideal (thejournal.ie 2013).

Another example that indicates that there has been an increase in the use of body enhancement technology over the past number of years is discussed in a documentary by Kilbourne (2010). In this documentary, Kilbourne (2010) discusses and presents a large number of advertisements that portray what the media believe to be the ideal woman. Kilbourne (2010) goes on to discuss the use of Photoshop in depth. Kilbourne (2010) backs up her discussion with a famous quote from Cindy Crawford in which she said "*I wish I looked like Cindy Crawford*" (Killing us softly 4- advertisements image of women; Jean Kilbourne 2010).

The questions in relation to this hypothesis were developed to examine, prior to exposure to the stimulants, if Irish females had any awareness or knowledge of the thin ideal present in advertising as well as the use of body enhancement technology. These questions also investigated if women would partake in healthy

behaviours to benefit their health or appearance and to see if they felt women of all shapes and sizes should be included in advertising. It was found that the majority of participants were aware of the use of the thin ideal and Photoshop in today's advertising. Amongst the results of this section were a few surprising discoveries. It was found that more participants would eat healthily and exercise in order to benefit their appearance rather than their overall health. It was a very minute difference in the number of participants who would partake in healthy behaviours to benefit their appearance over their health. Even though the difference is small, it indicates that some women are placing a higher importance on their appearance than their overall health and wellbeing.

Another surprising finding was that it was found that participants did not feel that if they resembled the thin ideal that it would have a positive impact on their life. This was unexpected due to the results of previous research by Maddox (2006). It was found that women felt their life would change for the better if they resembled the thin ideal portrayed by the media and advertising (Maddox, 2006).

It was uncovered that the majority of participants believed that females/models of all shapes and sizes should be included in advertisements. What was shocking was that a small number of participants completely disagreed with the statement. This was highly unexpected based on results of previous research in which women experience body dissatisfaction based on the presence of the thin ideal in advertisements. The results of the above set of questions indicate that Irish women are very aware of the thin ideal in advertising as well as the use of body enhancement technology. These results support hypothesis five.

The overall results of the current study found that exposure to print and television advertisement containing the thin ideal does in fact have an effect on Irish females' body image and this effect is negative. Exposure to advertisements containing the thin ideal leads to Irish women having negative thoughts relating to their body image and appearance. The results of the current study back up results of various pieces of previous research in this topic area. These results therefore build upon the previous research and adds to the social knowledge on this topic. The results of this study completely verify the research question.



As is normal like other previous research, the current study had a number of limitations. These limitations include; firstly the current study was carried out on women aged 18-45 and therefore does not include adolescent or elderly Irish females. The majority of participants were aged 18-24. This may have been due to the use of Facebook i.e. the older section of the target age group, 41-45 may not have a Facebook account and therefore the majority of participants were aged 18-24 due to Facebook's popularity among this age group. This may have had an effect on the results. Secondly there was a lack of time impacting on this study as there were only three to four months allocated to execute and complete the study. With more time, a more in depth study could have been carried out. On reflection another limitation may be that the complete questionnaire included forty seven questions. Due to the volume of questions it may explain why 171 participants took part in the study but that only 115 participants actually completed the survey. As stated previously an online survey service was used to create the survey. After inspection it seems that the survey was not mobile optimised, there was no feature to select to have it mobile optimised. This may also explain as to why only 115 participants completed the survey. There was also a dip in participation around the end of June and the fact that the survey was not mobile optimised might be the reason behind this. This could be due to participants accessing the survey through their smartphone or mobile device.

A few recommendations for future research include; to carry out the exact same research as the current study but to include a control group. The inclusion of a control group is recommended in order to compare and validate that the negative thoughts are influenced by the advertisements with the thin ideal present as opposed to advertisements with product images. Another recommendation would be to carry out research similar to that of Wan et al (2013). In the study, Wan et al (2013) compared exposure of participants to advertisements that had a model blatantly present and subtly present. This could be imitated to see if there would be the same results on Irish females. Yet another recommendation would be to carry out similar research to the present study but to include men. This could be done completely on men or men and women to compare who the thin ideal/muscular ideal effects more i.e. are women or men more open to influence and negative body image and physical appearance related thoughts. In an email received from one of the

participants of the current study she suggested that a study be carried out into the portrayal of race in advertising and its effect on women of colour. She stated that as a black woman, most of her body image issues come from the portrayal of race in advertising and the media.

## **Conclusion:**

In summary this dissertation addressed itself to the question *Advertising's portrayal of the thin ideal and its effect on Irish females' body image*. As mentioned previously there were a number of limitations to the current study. These included lack of time, only involving Irish females between the ages of 18-45, the number of questions in the survey, the survey not being mobile optimised etc.

The results of the current study certainly raised a few questions, which along with the recommendations discussed in the previous section, may be considered for future research. These questions include; are women easily influenced by the media and advertising and if so why, why does advertising continue to utilise the thin ideal even though it has been proved that it leads to body dissatisfaction in women. (Wan et al, 2013).

The findings of the present study clearly indicate that not only does advertising's portrayal of the thin ideal have an effect on Irish females' body image, but that effect is a negative one. The results of this study back up numerous pieces of literature that was discussed in the literature review section.

One of the more interesting pieces of literature discussed was that of Wan et al (2013). They found that exposure to an advertisement with the thin ideal placed blatantly in the advertisement leads the viewer partaking in downward social comparison where the viewer belittles the model and in turn feels better about themselves. Wan et al (2013) also discovered that if the thin ideal is placed subtly in the advertisement this leads to the viewer feeling dissatisfied with their body but at the same time having a positive opinion of the brand or product being advertised. The results of Wan et al's (2013) study indicate that advertisements use of the thin

ideal, when placed correctly will lead to a positive view of the brand but also leading to women feeling dissatisfied with their body. This is an area that could be researched further as it may be believed that this is unethical.

Even though the thin ideal, from a marketing point of view, does sell products and a positive brand image it still creates negative thoughts and feelings among women in relation to body image and physical appearance.

The results of the current study clearly show that advertisements portrayal of the thin ideal does lead to negative thoughts among Irish females'. The negative thoughts relate to their opinion of their body and physical appearance.

These results are in line with previous research findings. Due to the current study being carried out on Irish females' which has not been done before, therefore builds upon the results of the previous research discussed. The findings of this study also adds to the social knowledge on the topic.

The overall outcome of the current study is that advertisements portrayal of the thin ideal does lead to negative thoughts relating to body image and physical appearance among Irish females'. These findings give a deeper understanding of the role that advertisements portrayal of the thin ideal plays in the development of body image and appearance related issues in Irish females.

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# Appendix



## Appendix A: Questionnaire

### Introduction

Thank you for taking the time to participate in this study.

The nature of this study is to collect information regarding female's body image before and after exposure to stimulants (images, videos) in relation to advertising's portrayal of the thin ideal and its effect on female's body image. This study is a major part of a dissertation required for the completion of a Masters degree in Marketing.

Participation in the study is completely voluntary and anonymous. Any information collected will be kept strictly confidential.

Participation in the study is completely voluntary and anonymous. Any information collected will be kept strictly confidential. Participants have the right to withdraw from the study at any time.

Participants will be asked to complete five sets of questions all relating to body image. Participants will also be exposed to a number of images and videos. The study takes approximately 10 minutes to complete.

**Age:**

- ☐ 18-24
- ☐ 25-30
- ☐ 31-40
- ☐ 41-45

**Gender:**

- ☐ Male
- ☐ Female

## Body Appreciation Scale

Please take the time to reflect on how you feel about your body.

Never      Seldom      Sometimes      Often      Always

I respect my body.

☐ ☐ ☐ ☐ ☐

I feel good about my body.

☐ ☐ ☐ ☐ ☐

On the whole, I am satisfied with my body.

☐ ☐ ☐ ☐ ☐

Despite its flaws, I accept my body for what it is.

☐ ☐ ☐ ☐ ☐

I feel that my body has at least some good qualities.

☐ ☐ ☐ ☐ ☐

I take a positive attitude toward my body.

☐ ☐ ☐ ☐ ☐

I am attentive to my body's needs.

☐ ☐ ☐ ☐ ☐

My self-worth is

independent of my  
body shape or  
weight.

---

☐☐☐☐☐

I do not focus a lot of  
energy being  
concerned with my  
body  
shape or weight.

---

☐☐☐☐☐

My feelings toward my  
body are positive, for  
the most part.

---

☐☐☐☐☐

I engage in healthy  
behaviours to take  
care of my body.

---

☐☐☐☐☐

I do not allow  
unrealistically thin  
images of women  
presented in the  
media to affect my  
attitude toward my  
body.

---

☐☐☐☐☐

Despite its  
imperfections, I still  
like my body.

☐☐☐☐☐

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# Pre-Test

Please take the time to rate your agreement with the following statements.

Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree

I am aware of advertisements (TV, Print) that contain women who are considered by the media to be "Ideal".

☐ ☐ ☐ ☐ ☐

I eat healthily and exercise to benefit my health.

☐ ☐ ☐ ☐ ☐

I eat healthily and exercise to benefit my appearance.

☐ ☐ ☐ ☐ ☐

I compare myself to the women present in advertisements.

☐ ☐ ☐ ☐ ☐

The portrayal of women in advertising motivates me to change my appearance.

☐ ☐ ☐ ☐ ☐

I am aware of the use  
of body enhancement  
technology  
(Photoshop) in  
advertising.

☐☐☐☐☐

Knowledge of the use  
of body enhancement  
technology  
(Photoshop) leads to  
me not feeling  
dissatisfied with  
my appearance/ body  
image.

☐☐☐☐☐

Looking exactly like  
the women present in  
advertising would  
have a positive impact  
on my life.

☐☐☐☐☐

Models of all shapes  
and sizes should be  
included in  
advertisements.

☐☐☐☐☐

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## Stimulants: Images

Please now concentrate carefully on the following images for a few moments and then complete the following questions.



EXPRESS PRO  
SELF-TANNING  
DRY MIST

Dark tan  
BODY

**TRUST YOUR TAN  
TO THE EXPERTS**

**NEW SUBLIME BRONZE DRY MIST DARK TAN**

- PROFESSIONALLY INSPIRED DIFFUSER.
- ULTRA-FINE MIST, NO NEED TO RUB IN.
- TAN LOOKS DEEP & NATURAL.
- NO SELF-TAN SMELL.

Because you're worth it.

GUESS.COM

AVAILABLE AT MACY'S AND MACYS.COM

ART DIR. PAUL MARCIANO PH. ILLER VON UNWERTH

*Guess*  
GIRL

THE NEW FRAGRANCE FOR WOMEN  
FEATURING AMBER HEARD



Having viewed these images, please rate your agreement with the following statements

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am now more aware of my body/appearance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I now feel more motivated to have a certain body type.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I compared my appearance/ body to the celebrities/models present in the advertisements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Models/celebrities present in the advertisements have an unobtainable body/appearance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am motivated to purchase a product from one of the advertisements based on the appearance/body of the female present in the advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I now have negative thoughts relating to my	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

my  
body/appearance.



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## Stimulants: Videos

Please watch the following advertisements and then complete the following questions.





Having viewed these videos, please rate your agreement with the following statements

Strongly Agree    Agree    Neutral    Disagree    Strongly Disagree

I am now more aware of my body/appearance.

☐    ☐    ☐    ☐    ☐

I now feel more motivated to have a certain body type.

☐    ☐    ☐    ☐    ☐

I compared my appearance/ body to the celebrities/models present in the advertisements.

☐    ☐    ☐    ☐    ☐

Models/celebrities present in the advertisements have an unobtainable body/appearance.

☐    ☐    ☐    ☐    ☐

I am motivated to purchase a product from one of the advertisements based on the appearance/body of the female present in the advertisement.

☐ ☐ ☐ ☐ ☐

I now have negative thoughts relating to my body/appearance.

☐ ☐ ☐ ☐ ☐

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## Body Appreciation Scale

Please reflect again on how you feel about your body, now after exposure to the advertisements.

Never   Seldom   Sometimes   Often   Always

I respect my body. ☐ ☐ ☐ ☐ ☐

---

I feel good about my body. ☐ ☐ ☐ ☐ ☐

---

On the whole, I am satisfied with my body. ☐ ☐ ☐ ☐ ☐

---

Despite its flaws, I accept my body for what it is. ☐ ☐ ☐ ☐ ☐

---

I feel that my body has at least some good qualities. ☐ ☐ ☐ ☐ ☐

---

I take a positive attitude toward my body. ☐ ☐ ☐ ☐ ☐

---

I am attentive to my body's needs. ☐ ☐ ☐ ☐ ☐

---

My self-worth is independent of my body shape or weight. ☐ ☐ ☐ ☐ ☐

---

I do not focus a lot of energy being concerned with my body shape or weight. ☐ ☐ ☐ ☐ ☐

---

My feelings toward my body are positive, for ☐ ☐ ☐ ☐ ☐

the most part.

---

I engage in healthy behaviours to take care of my body.

☐ ☐ ☐ ☐ ☐

---

I do not allow unrealistically thin images of women presented in the media to affect my attitude toward my body.

☐ ☐ ☐ ☐ ☐

---

Despite its imperfections, I still like my body.

☐ ☐ ☐ ☐ ☐

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## Thank You!

Thank you for taking the time to complete this study, it is greatly appreciated. If you have any issues relating to your body as a result of this study please visit: [www.bodywhys.ie/](http://www.bodywhys.ie/)

If you have any questions regarding this study please do not hesitate to contact: [aoifeobrien89@gmail.com](mailto:aoifeobrien89@gmail.com)



The image shows a Facebook event page for a 'Dissertation Questionnaire'. The top navigation bar is dark blue with icons for a menu, two people, a speech bubble, and a globe. Below this, the event title 'Dissertation Questionnaire' is displayed in white, followed by the text 'You're hosting.' in a smaller font. A light blue bar contains the 'Post' and 'Invite' buttons, along with a three-dot menu icon. The main content area has a light gray background and contains a white box with the following details: a globe icon and the word 'Public', a clock icon and the date 'August 11'. Below this, the event description is written in a dark gray font. It starts with a greeting and explains the purpose of the survey. A URL for the survey is provided in bold. The description concludes by stating the nature of the study, which focuses on female body image and the influence of advertising.

**Dissertation Questionnaire**  
You're hosting.

Post Invite ...

Public  
August 11

Hey ladies, As most of you know I have recently completed a Masters in Marketing and have yet to complete my dissertation. I would really appreciate if you could take 10 minutes to complete this survey.

**<http://kwiksveys.com/s.asp?sid=eg6b4gzot4s1qmp167862>**

The nature of this study is to collect information regarding female's body image before and after exposure to stimulants (images, videos) in relation to advertising's portrayal of the thin ideal and its effect on female's body image. This study is a major part of a dissertation required for the

completion of a Masters degree in Marketing.

Participation in the study is completely voluntary and anonymous. Any information collected will be kept strictly confidential. Participants have the right to withdraw from the study at any time.

Participants will be asked to complete five sets of questions all relating to body image. Participants will be exposed to a number of images and videos.

Thank you so much! :)

Any issues just give me a shout!

A

**[http://kwiksurveys.com/s.asp?  
sid=eg6b4gzot4s1qmp167862](http://kwiksurveys.com/s.asp?sid=eg6b4gzot4s1qmp167862)**

Hosted by **Aoife O'Brien**





Appendix C: Barbie image (blisstree.com, 2011).

