AN ABSTRACT OF THE THESIS OF

Jennifer Ann Blevins for the Master of Science in Physical Education presented on April 13, 1999.

Title: An Examination of the Effects of Printed Media on Body Cathexis Among Adolescent and Post-Adolescent Males.

Abstract approved by: Kathy L. Ermler

Committee Members: Dr. Kathy Ermler, Chairperson

Dr. Donna Allen

Dr. Loren Tompkins

The purpose of this study was to determine if a difference existed in the body cathexis scores of males who viewed pictures of attractive male physiques and males who viewed pictures of unattractive physiques. Participants in this study were freshman male students enrolled in a physical education class at Emporia High School (N= 83) and traditional male college students (ages 18-22) enrolled in Lifetime Fitness at Emporia State University (N= 73.) The participants completed Rogers Body Cathexis Scale after viewing a booklet of pictures taken from popular print media. The test was administered during the regularly scheduled class period. All data were analyzed at the $p<.10$ level of significance through the use of t-tests. A significant difference ($p=.07$) existed between the scores of the high school students who viewed pictures of attractive physiques and those high school students who viewed unattractive physiques. There was no significant difference between the scores of college students who view pictures of attractive physiques and those college students who viewed unattractive physiques.

AN EXAMINATION OF THE EFFECTS OF PRINTED MEDIA ON BODY CATHEXIS AMONG ADOLESCENT AND POST-ADOLESCENT MALES

A Thesis

Presented to

the Division of Health, Physical Education and Recreation

EMPORIA STATE UNIVERSITY

In Partial Fulfillment

of the Requirements of the Degree

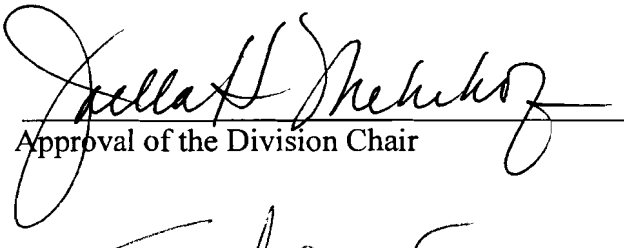
Master of Science

---

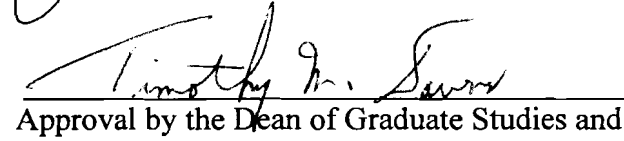
by

Jennifer A. Blevins

May, 1999



Approval of the Division Chair



Approval by the Dean of Graduate Studies and Research

ACKNOWLEDGEMENTS

I would like to extend a sincere thanks to my thesis chair, Dr. Kathy Ermler for her never-ending patience, support, and advice. Also, thank you to my committee members Dr. Donna Allen and Dr. Loren Tompkins whose assistance I greatly appreciated. The lessons I learned from working with these three individuals are invaluable, and they have my utmost respect and admiration. I would also like to thank Dr. Mark Stanbrough, Dr. Michael Butler, and Dr. Ken Weaver for taking the time to help make computers and statistics easier to understand and less intimidating. Thank you to Mr. Bob Miller and the Lifetime Fitness instructors at Emporia State University for allowing me to use their classes as part of my study. A personal thank you to my parents, and to Allison, Eric, and Brian for all of their love and support, and a very special thank you to my grandparents, Larry and Ann Keller. They are all very special to me, and without them I would not have had the resources or the inspiration to complete my thesis and Master's degree.

TABLE OF CONTENTS

LIST OF TABLES

CHAPTER 1

INTRODUCTION

The perception males have about their bodies affects the way they feel about themselves, as well as the way they interact with others. The degree to which people are satisfied with their bodies may have profound implications for their self-perceptions and behaviors (Silberstein, Striegel-Moore, Timko, & Rodin, 1988). Therefore, a male's body satisfaction, and the extent to which it is affected by body image, will influence his self-concept and resulting lifestyle decisions. For this reason, it is important to understand the factors that may affect a male's body image.

Traditionally, researchers in the fields of health and psychology have focused their attention and research on females and their perception of body image. However, recent trends in athletics and athletic training, as well as changing social and vocational roles between the genders, have caused a need for professionals in this area to broaden their scope. The idea that males may already have or develop many of the same problems that have plagued females for the past few decades requires an adjusted way of thinking for researchers in health and psychology. A proactive mind set is necessary and may be extremely beneficial to the physical and emotional well-being of members of the male gender.

Statement of the Problem

For many years, researchers have analyzed the effects of the ideal female body type, as represented by the media, on the self-esteem of young girls and women (Harrison & Cantor, 1997). Until recently, the effects of perceived body image on the

self-esteem of young men have been relatively ignored (Grogan, Williams, & Conner, 1996). This dearth of research is attributed to the general agreement that pressures on women to diet or use drastic measures to attain a certain ideal figure are more pronounced than pressures on men (Rothblum, 1990). Certainly, the idea of an average or above-average male physique has always existed, but this aspect played a secondary role to a man's career and earning potential. The lack of pressure on male appearance may be due to the fact that, historically, men's success has been measured in terms of their vocation, earning potential or other capabilities. Males seem to be conditioned to a very different set of societal expectations; expectations that are concerned more with task mastery and instrumental effectiveness than with physical appearance (Koff, Rierdan, & Stubbs, 1990). Only recently has the perception of what is normal or acceptable, based upon media standards, become an issue for males.

This topic is a problem for health-related fields because there is little research concerning the media's influence on male's body image and the resulting effects of this image on body satisfaction. Many practitioners in health still view body image as a strictly female-related subject. However, some researchers argue that attitudes toward the male body are in a state of change. This change presents men with an increasing amount of pressure to attain a particular physique and moves them closer to women on the continuum of body dissatisfaction such that body shape and weight concerns are becoming more prevalent (Pingitore, Spring, & Garfield, 1997). The focus on females has played a key role in males' hesitancy to admit or seek help for problems related to their body image. It is not unusual to offer support groups and more in-depth education regarding such issues as eating disorders, media distortion,

and self-perception to women. The low numbers of males reported as having body image issues can also be attributed to the fact that a majority of parents and educators have a tendency to have "tunnel vision" regarding these issues. In other words, these parents and educators are only looking for females to have problems in the area of body image.

Statement of Purpose

The purpose of this research study was to determine if a difference exists in the body cathexis scores of males who view pictures of attractive male physiques and males who view pictures of unattractive physiques. The body cathexis scores of these young men were the tools used to measure the young men's attitudes and perceptions about the body. This study was conducted to determine if viewing pictures in the print media had an immediate effect on men's body cathexis scores.

The researcher was interested in determining the immediate effects of print media on male body image, and specifically how men view themselves as a result of comparisons they make to the physiques they view in the media.

Hypotheses

Three hypotheses were developed for this study. The following hypotheses served as a basis for this study:

(1) There was no difference between the body cathexis scores of males who view unattractive male media models and males who view attractive male media models.

(2) There was no difference between the body cathexis scores of high school males who view unattractive male media models and high school males who view attractive male media models.

(3) There was no difference between the body cathexis scores of college males who view unattractive male media models and college males who view attractive male media models.

Statement of Significance

Health and wellness practitioners may find the results of this study to be important because the issue has not been researched in much depth. Young men who develop body image issues often do not have a realistic outlet for therapy. Athletic directors, coaches, and parents need to understand the psychological and physical effects and consequences of requiring young men to control their body weight and shape.

The academic community may benefit from this research because it will provide a frame of reference for understanding the immediate influence print media has on the body image assessment of young men. This research may provide the groundwork for the development of educational courses to be offered for males affected by body image misperceptions. These courses would be specific to their needs and provide a comfortable environment, which might help remove the female stereotype on body image disorders.

This study provides an opportunity for the researcher to gain insight into the behavior of young men pressured by the media and real-life role models to achieve unrealistic or demanding physiques. It may make society, and parents and health

practitioners in particular, more accepting of and more willing to deal with the young men who face a body image crisis on a daily basis. This study will provide a better understanding of the connection between the media, body satisfaction and self-esteem for teachers, coaches, parents, and most importantly, the young men themselves.

Literature Review

Body image and body satisfaction, regardless of gender, are issues individuals deal with throughout the course of their lifetime. Eating disorders and exercise habits play a significant role in body assessment issues, and differ in degree and nature according to age, social support and extracurricular involvement.

In order to determine the role the media plays with regards to body image, eating disorders and exercise, the small amount of research that has been completed to this point must be examined. These factors, and the resulting social stigmatization regarding weight and appearance, will assist health professionals in understanding the potential dangers that may exist for males.

Body Image and Gender

Our society has often been described as one that is obsessed with the issues of weight and body shape (Abell & Richards, 1996). The majority of research efforts in this area has focused on females. The way in which a man's feelings about his body influence his general sense of self-worth has continued to be an unresolved issue (Thompson, 1990). Men appear to have been spared from the intensive pursuit of thinness, partly because obesity, although it is viewed somewhat negatively in both genders, is more tolerable in men (Pingitore et al., 1997). However, there is

increasing evidence men are not immune to body image concerns or dissatisfaction with their body size and shape (Davis, Brewer & Weinstein, 1993).

Body image is defined as a psychological construct that is part of people's self-schema; their mental construction of themselves (Gallagher, 1986). Recent attention to the habits and practices of wrestlers and football players has made male body image an issue not just for health professionals, but for the average American family as well. According to Sheldon (1954) there are three somatotypes or physical classifications of the human body. The first is endomorphic, which is characterized by roundness and softness of the body and an overall lack of muscle relief or definition. The second body type is mesomorphic, which is characterized by a square body with hard, rugged, and prominent musculation. In a mesomorphic body type, bones are large and covered with thick muscles. The third body type is ectomorphic, which is characterized by linearity, fragility, and delicacy of body. In an ectomorphic body type, bones are small and muscles are thin. A pure body type does not exist, rather each person is made up in part of all three components (Fox, Bowers, and Foss 1993). While people are usually classified according to the most dominant body type characteristics they possess, Tucker (1982) found college-aged males prefer to have a mesomorphic physique. In addition, male undergraduates who perceived their bodies to be trim yet muscular, were significantly happier with their overall body image than males who perceived themselves as either endomorphic or ectomorphic.

Researchers have tended to treat body esteem globally. However, Mendelson, White, and Mendelson (1996) studied the effects of gender on body esteem. They believed body esteem was multidimensional or there were "domains" of body esteem.

Their study found body esteem was not unidimensional, but consisted of two factors. The two distinct factors were general feelings about appearance and satisfaction with weight. Gardner and Moncrieff (1991) stated recent studies have shown body image is also a multifaceted concept, containing both perceptual and attitudinal dimensions. The perceptual dimension describes the amount of distortion resulting from inaccurately estimating body size, and the attitudinal dimension reflects the level of satisfaction or dissatisfaction felt toward the body or specific body parts.

When McCaulay, Mintz, and Glenn (1988) examined body distortion, men were found to be more accurate in their perceptions, but demonstrated some distortion in both directions; either overly ectomorphic perception or overly endomorphic perception. The greater distortion was a tendency to perceive themselves as smaller than their actual size. Not surprisingly, women perceived themselves as larger than they actually were. Interestingly, the researchers also found the relationship between body satisfaction and social self-esteem was equally strong for both men and women. Another study by Miller, Coffman, and Linke (1980) resulted in similar findings. Twenty percent of males reported thinking of themselves as slightly underweight, when in fact they could not be classified as being underweight.

For men, the strongest factor regarding body image appears to be physical condition, followed by sexual attractiveness, and upper body appearance (Schaeuble, 1988). Men, particularly young men, may be pressured not just to increase their size but also to attain a lean and muscular body (Borchert & Heinberg, 1996). Oftentimes, dangerous methods are used to make this desire a reality. This trend seems highly comparable to females who resort to anorexia or bulimia to attain a figure that will

make them feel more socially accepted. While dieting and drastic weight loss measures have made females the center of attention, males may actually be more dissatisfied with their weight, and the desire of some males to gain weight could ultimately lead to problematic behaviors (Abell & Richards, 1996.) These findings cause speculation as to why there has not yet been a great deal of alarm among the general population. One reason could be that eating unhealthy foods or in an unhealthy manner to increase body weight and size does not seem as life-threatening as not eating at all or binging and purging. In essence, people may be focusing on the immediate and short effects rather than long-term effects of the behavior.

Researchers have found a significant but similar relationship between various body image variables and self-esteem for both males and females (Koff et al., 1990). High self-esteem generally correlates with figure satisfaction for females, but not for males; however, positive body image tends to correlate significantly with high self-esteem for both males and females (Abell & Richards, 1996). It appears that both genders place importance on certain features. In a study of relationships among physical attractiveness, body attitudes, and self-concept, Lerner, Karabenick, and Stuart (1973) found for both genders, satisfaction with different body parts is differentially related to self-concept and body aspects significantly correlated with self-concept. Examining specific body aspects, there is a clear tendency for facial features and major body aspects to contribute the most to self-esteem (Mahoney & Finch, 1976.) These major aspects of the body include chest, waist, biceps, and thighs.

The fact that these similarities exist may cause confusion as to why so much more attention has been focused on females. It is important to note that there may be important gender differences in the way individuals evaluate their bodies. Women typically hold more stringent standards for their bodies (Mendelson et al., 1996). When these standards are not met, their evaluations of their physical appearance suffer. Traditionally, it has been more accepted and expected that women be more verbal about their bodies, particularly insecurities. On the other hand, men may view these disclosures as a weakness and choose not to address the issue.

Borchert and Heinberg (1996) found physical size was an important predictor of body image for both males and females. Their study suggested possessing less masculinity than ideal was predictive of negative body image for men. In addition, physical size and conforming to a masculine schema play important roles in determining male body image. They also found there are apparent gender differences in the way body dissatisfaction is expressed. These differences are not surprising because females have a higher willingness or need to communicate insecurities, and health professionals tend to focus on the female gender when searching for those individuals dissatisfied with their bodies or dealing with body image distortion. In contrast to traditional eating disorders, young men may learn to eat an unhealthy, high fat diet, or in an even more destructive manner, abuse steroids, as they struggle to gain weight and develop muscle (Abell & Richards, 1996). These habits could result in a problem exactly the opposite of females: dangerous eating habits to maintain or increase weight, which could have severe future physical consequences.

Eating Disorders and Exercise

Little research has been conducted to determine the extent of disordered eating in males, presumably because eating disorders have yet to become a major medical problem among men (Pyle, Neuman, Halvorson & Mitchell, 1990). However, this may be a result of the limited definition of an eating disorder. While anorexia and bulimia are typically considered to compose eating disorders, men seem to resort more to overeating or eating meals that have improper or unbalanced nutrient intake. Perhaps because these habits do not fit into the traditional eating disorder category, their occurrence and consequences have been somewhat neglected.

McDonald and Thompson (1992) found exercising for weight, tone, and attractiveness are positively connected to eating disturbance and body image dissatisfaction for both genders. They also reported exercising for fitness is negatively connected with eating disturbance for men, suggesting the more men exercise for fitness reasons, the less the level of eating disturbance.

A study done by Brink and Ferguson (1998) to determine why people lose weight found health was the primary reason given by both men and women for wanting to enter a weight-loss program. Appearance and self-esteem issues were also significant reasons provided for entering these programs. Research by Stoutjesdyk and Jeune (1993) has shown males within microcultures who value fitness and slimness, such as participants in certain sports, are more likely to develop eating disorders than males in the general population, contradicting McDonald and Thompson's findings. It is important to note that a man's definition of slimness does not usually refer to being ectomorphic, but rather muscular or lacking body fat.

While women tend to desire a thinner figure, express more anxiety about becoming fat, and are more likely to diet than men, college-age males desire a heavier figure (Silberstein et al. 1988). However, a desire to be heavier usually refers to developing muscle mass as opposed to adding fat. Women dieters are more likely to restrict food intake, while men are more likely to increase physical activity. This difference suggests when men diet, their intention is often to enhance their body build by becoming more muscular, as opposed to the reduction in body weight women usually attempt to achieve (Pingitore et al., 1997).

Research suggests body image issues affect both genders prior to and during adolescence. Mendelson and White (1985) examined the development of self-body-esteem in overweight and normal weight boys and girls, as well as the relation between self-esteem and body-esteem. All participants were tested on two measures: Coppersmith's Self-Esteem Inventory and the Body-Esteem Scale. They found at the youngest age (8.5-11.4), overweight and normal weight children had similar self-esteem. At the middle age (11.5-14.4), self-esteem was adversely affected in overweight boys but not in overweight girls. At the oldest age (14.5-17.4), self-esteem was affected in overweight girls but not in overweight boys. Additionally, at all ages, overweight children had lower body-esteem than did normal weight children.

A study done by Garcia, Norton Broda, Frenn, Coviak, Pender, & Ronis (1995) concluded exercise has been shown to have positive effects on motor skills, depressive symptoms, self-concept, and self-esteem among youth. When they examined the effect of gender on exercise-related beliefs and behaviors, females reported less current exercise than their male counterparts. Older youth were much

less likely than younger youth to report social support for exercise and to have exercise role models. They concluded that older boys are more likely than younger ones to believe the benefits of exercise outweigh the barriers. This finding may support the idea that males believe poor eating habits are acceptable if those habits help achieve the desired results of increasing their size. Males tend to adopt an attitude of "do whatever is necessary" to improve body shape, regardless of consequences. Garcia also concluded exposure to role models who are physically active, set norms for exercise, and provide emotional and instrumental support to be active may be an effective strategy for encouraging increased exercise among both females and males throughout childhood and adolescence. This finding offers support to the idea that if healthy behaviors can be established early, future problems can be avoided, particularly if the focus on exercise can alleviate some of the pressure to diet.

Media Norms

It is evident a majority of research on the effects of media on body image has centered on females. Females' size and shape are misrepresented in the media, and those misrepresentations are misinterpreted by female consumers, leading to body image distortion. There is more social pressure for women than there is for men to be physically attractive (Pingitore et al., 1997). Female characters on television are younger and thinner than the male characters (Perdue & Silverstein, 1985). A multimedia content analysis done by Silverstein, Perdue, Peterson, and Kelly (1986) reported the body shape standard in television is significantly slimmer for women than for men. They also found television and magazines contain an abundance of

diet-related images, advertisements, and thin-bodied models and characters. Meyers and Biocca (1992) concluded girls pay attention to young and thin adult models and may think that in order to be successful, they also need to look lean and angular. They also found exposure to advertising depicting thin and overweight bodies had immediate effects on college women's estimation of their own bodies.

Media exposure has also been found to be indirectly related to eating disorder symptomatology through gender-role endorsement, ideal body stereotype internalization, and body dissatisfaction in females (Stice, Schupak-Neuberg, Shaw, & Stein, 1994). These findings mirrored the results of Meyers and Biocca's experimental study in which both ideal-body programming and ideal-body commercials had an effect on female subjects' self-perceived body images and moods. Ideal-body image commercials lowered body size over-estimations and participants' depression levels, supporting the notion of an elastic body image in which actual body size is in conflict with a mediated ideal body image and an unstable self-perceived body image.

Harrison and Cantor (1997) found thin and fit people were over-represented, while obese people were under-represented in the popular mass media. They also concluded overall magazine reading was a significant positive predictor of men's endorsement of thinness and dieting for themselves, but overall television viewing was not. Magazines, which offer more behavioral direction than television entertainment, increased both genders eating disorder symptomology and desire for personal thinness. This study was one of the first efforts to explore, in detail, the effects different types of media content have on disordered eating. They determined a

definite relationship between eating disorder symptoms and media consumption. The relationship was consistent in both genders for magazines. The authors tested the readers of five magazine genre's, including fitness, fashion, gossip, news, and men's entertainment. Women were tested using the Eating Attitudes Test (EAT) and five dimensions from the Eating Disorders Inventory (EDI). The survey for men contained only items in the EAT and EDI sub-scales that reflected non-gender-specific attitudes toward fitness and thinness. The authors also constructed a 14-item scale to measure male respondents' endorsement of personal thinness and dieting and a six-item scale for their endorsement of thinness in women. The authors' noted the possibility that other untested magazine genres could be significantly related to men's endorsement of personal thinness and dieting, but did not state what these genres might be.

Grogan et al. (1996) conducted a study on the effects of viewing same-gender photographic models on body esteem. They found body-esteem scores decreased significantly in both men and women after viewing same-gender photographic models. Participants were shown 16 pictures of models taken from fashion magazines of their perspective genders. Participants of both genders compared their bodies unfavorably with those of the models. The authors concluded both groups felt significantly less satisfied with their bodies after viewing attractive same-gender models. The study by Grogan, et al. has been one of the only studies to focus on this subject and the first to indicate a relationship between viewing same-gender photographic models and self-esteem. The results contradict those found by Kalodner (1997) who tested the self-consciousness and anxiety levels of both genders after

viewing pictures from popular magazines depicting "ideal" body types or average body types. Results showed a significant impact only on the self-consciousness and anxiety levels of females who viewed thin female models. The females had higher levels of self-consciousness, body competence, and state anxiety. Neither the males who viewed ideal body types, nor males who viewed average body types showed any differences, leading the author to conclude the media had no immediate impact on the male gender. However, it must be noted the males in both this study and Grogan's study did not view any "below average" or extreme ectomorphic or endomorphic pictures.

Ogden and Mundray (1996) conducted a similar study on both genders, examining the effects of acute exposure to thin pictures compared to pictures of overweight people. They found participants of both genders reported feeling less satisfied with their bodies as measured by rating scales, body silhouettes and body size estimation, after viewing thin pictures. Participants showed improved body satisfaction after viewing the overweight pictures.

Summary of Literature Review

Despite the fact that a majority of research on body image and its' relation to media consumption up to this point has focused on females, it seems logical to conclude if females are influenced by the media's portrayal of ideal body types, then males may also be affected. Currently, many assumptions are made about male body image based upon the research done on females. However, if each gender has different goals and norms regarding body image, it may not be reasonable to apply conclusions based on female body image. While research suggests males have issues

with body image, these issues simply have not yet reached the overwhelming proportion they have with females. Perhaps new studies can prevent them from ever reaching that point.

Summary

Health and psychology professionals lack research in the area of male body image to predict and/or prevent future problems regarding body dissatisfaction and eating disorders. Recent efforts have indicated problems in this area. However, a connection has yet to be made regarding the relationship between male body image and the effects of the media, particularly magazines. The purpose of this study was to determine the effects of print media on the body cathexis scores of young men.

CHAPTER 2

METHODS

It is important to understand the relationship between media depiction of males and the effect of these models on the body satisfaction of males in the general population. An understanding of this relationship may prevent a body distortion epidemic similar to females regarding eating disorders and related issues. If men are not cognizant of their impressionability, the likelihood of men avoiding items that negatively affect their body assessment is greatly diminished.

Participants

The participants in this study were male ninth grade high school students at Emporia High School and male traditional college students (ages 18-22) at Emporia State University who are enrolled in either a ninth grade physical education class (N=83) or a Lifetime Fitness course (N=73).

Procedures

Permission to conduct this study was obtained from the Institutional Review Board for the Treatment of Human Subjects at Emporia State University, Emporia, Kansas (See Appendix A). In addition, permission to conduct the study was obtained from the Emporia High School physical education division chair, the male high school physical education instructor and the Emporia State University Lifetime Fitness instructors.

The schools were selected because they provided access to a random sample. Permission was requested in several steps. The physical education division chair was contacted in person and told of the purpose of the study. The division chair requested

permission from the high school principal to allow participation in the study. The instructors of the general education course Lifetime Fitness were personally contacted and informed of the purpose of the study. The researcher asked these instructors to request participation from students who fit the necessary age criterion.

After permission to conduct the study was obtained from each instructor and their respective institutions, a meeting was scheduled by phone with each instructor. At this meeting, the researcher discussed the specific testing procedures with the instructor and determined a time for administering the test to the participants. Informed consent forms (Appendix B & C) were given to the high school instructor at this time. All high school students were required to obtain parental permission to participate in this study.

All tests were administered by the researcher in the presence of the instructor. The tests were administered at the regular time and in the regular classrooms. The students were divided alphabetically and seated on opposite sides of the classroom. Each student was handed a booklet of pictures and the body cathexis questionnaire. The instructions were read to the students after they received both the booklet and the questionnaire, but before they opened the booklet. The participants in the first half of the alphabet viewed magazine pictures of unattractive physiques and the participants in the second half of the alphabet viewed magazine pictures of attractive physiques. Both groups were given as much time as needed to view the booklet and complete the questionnaire, and they could refer to the booklet at any time. No participants in either group could view the pictures in the booklets of the other participants. After completing the test, participants were told to turn the booklet face down on their

desks and wait for the rest of the participants to finish. The researcher then collected the tests. Each test was color-coded with a dot on the backside of the paper, in the lower left-hand corner. Red, orange and yellow dots identified questionnaires from participants who examined the unattractive booklet, while blue, green and purple identified questionnaires from participants who viewed the attractive booklet.

The magazine pictures selected for the testing booklets were chosen from a variety of magazines accessible to men. These magazines included *Sports Illustrated*, *Details*, *Men's Health*, *US*, *Men's Workout*, *GQ*, *PeopleWeekly*, and *Men's Exercise*. There were 12 pictures of unattractive physiques or 12 pictures of attractive physiques in each booklet. The researcher ensured that all major body parts, such as head, torso, mid-section, legs, and feet were displayed in both picture groups. Attractiveness was based on the opinion ratings of 12 independent, college male judges who rated the testing pictures on a scale of one to four with one as very attractive, two as somewhat attractive, three as somewhat unattractive, and four as very unattractive. Pictures receiving majority ratings of one or two were used in the attractive booklet and pictures receiving majority ratings of three and four were used in the unattractive booklet. Three fourths of the judges' ratings had to match on each picture in order for the picture to be used in the final testing booklets (Appendices D & E). A number of neutral "filler" pictures, such as automobile ads, product ads, and landscapes were included in each testing booklet to prevent participants from knowing the exact purpose of the study. None of these advertisements contained noticeable male physiques. The same neutral pictures were used in both the attractive and unattractive testing booklets.

Instrumentation

The instrument used to assess participants' body esteem was Roger's (1997) Body Cathexis Scale (Appendix G). This scale was a modification of Secord and Jourard's (1953) original Body Cathexis Scale and was developed as a measure of overall body satisfaction. Irrelevant items such as voice and sex organs, which could not be and were not available in the pictures viewed by the participants in this study, were omitted from the questionnaire. These omissions were approved by the researcher's committee to ensure it would not affect the validity or reliability of the questionnaire.

Roger's body cathexis scale measures the degree of satisfaction with body parts and process or processes related to measures of anxiety, insecurity, and feelings about self (Roger, 1977). The scale requires the participant to indicate the strength and direction of feeling he/she has about each of the various parts or functions of his/her body (Secord & Jourard, 1953). The questionnaire consists of thirteen words describing various aspects of the body. Participants were asked to rate his/her degree of satisfaction with each aspect. An "X" was placed in a box marked very dissatisfied, quite dissatisfied, neither satisfied not dissatisfied, quite satisfied, or very satisfied. According to Roger, even though the original instrument comprised 46 items to be rated, other studies have added new items and have used 24- and 12- item scales. He also indicated that some items can be ranked in broad categories denoting the degree of importance.

To test the instrument for parallelism, previous scales used in other studies were combined to make 50 items that were placed into two broad categories. Items

from each ranked category were assigned alternately to one of two lists. The forms were combined for a total of 30 items. This 30-item list was divided to make up two 15-item scales designated "A" and "B" (Roger, 1977). To test for parallelism, these scales were combined to create a 30-item body cathexis scale which was completed anonymously and privately by 187 Exeter University undergraduates. Of these students, 83 were males (mean age 19.73; SD 1.59) and 104 were females (mean age 19.44; SD 1.35). Items from forms "A" and "B" were again separated and analyzed (Roger, 1977). For males, the Pearson product moment correlation coefficient between the forms was .963 ($p < .005$) and for females the correlation coefficient was .952 ($p < .005$). The mean scores of both genders were similar to results of previous research studies and indicated that forms "A" and "B" are parallel to Secord and Jourard's original Body Cathexis Scale, as well as other scales designed to test body cathexis. It was determined that both forms were valid and reliable for measuring body cathexis (Roger, 1977.)

The Body Cathexis Scale or modifications of the scale have been used to conduct a great deal of research including studies by Mahoney and Finch (1976) and Franzoi and Shields (1984). The internal structure of the scale was investigated by Tucker (1981) who found the scale to be stable over time, with a test-retest reliability coefficient of .87.

Statistical Design

The purpose of the study was to determine the immediate effects of printed media on male body satisfaction. The dependent variable was the body cathexis scores. The independent variable was the two different groups of pictures. The

difference between the body cathexis scores of males who viewed unattractive male media models and the males who viewed attractive male media models was analyzed using a t-test of independent samples (Hypothesis 1). The difference between the body cathexis scores of high school males who viewed unattractive male media models and high school males who viewed attractive male media models was analyzed using a t-test (Hypothesis 2). The difference between body cathexis scores of college males who viewed unattractive male media models and college males who viewed attractive male media models was also analyzed using a t-test (Hypothesis 3). Because the current study was an exploratory study, all data were analyzed at the $p<.10$ level of significance. Rejecting the null hypotheses indicates a) a difference does exist in the body cathexis scores of males who viewed attractive versus unattractive male media models, b) a difference does exist in the body cathexis scores of high school males versus high school males who viewed unattractive male media models and c) a difference does exist in the body cathexis scores of college males versus college males who viewed unattractive male media models.

Body cathexis sub-scores were tested in the same manner. These sub-scores measured only the males' ratings of their facial features, waist, chest, and thighs.

Summary

The purpose of this study was to examine the immediate effects of the media on male body satisfaction. The body cathexis scores indicated male body satisfaction after viewing male media models and assisted the researcher in determining the immediate general effects of the media on males overall physical self-assessment.

CHAPTER 3

RESULTS

The purpose of this study was to determine if a difference existed in the body cathexis scores of males who viewed pictures of attractive male physiques and males who viewed pictures of unattractive male physiques. The participants were male ninth grade high school students at Emporia High School who were enrolled in a physical education class and male traditional college students (ages 18-22) at Emporia State University who were enrolled in a Lifetime Fitness course. Both age groups of males were tested in their regular classroom environment at the regular class time.

This chapter presents an analysis of the body cathexis scores obtained from the testing of the two groups of males, as well as differences between age groups.

Sample Analysis

A total of 156 participants (83 high school participants, 73 college participants) were involved in this study. The number of participants in each age group differed due to enrollment differences, absences and incomplete answers. Analysis of data was based on the number of participants who completed the body cathexis questionnaire.

Statistical Analysis

Table 1 presents descriptive statistics, including means and standard deviations, for attractive and unattractive combined males on body cathexis scores. Table 2 presents descriptive statistics, which were computed for both age groups

(high school and college) for body cathexis scores. Table 3 presents descriptive statistics for body cathexis sub-scores of both age groups.

Table 1

Descriptive Statistics for Males Overall on Body Cathexis Scores

Groups	Mean	SD
Attractive	47.0886	7.5093
Unattractive	45.3117	8.9755

Table 2

Descriptive Statistics for College Males and High School Males on Body Cathexis Scores

Groups	Mean	SD
College Attractive	45.4054	7.7045
College Unattractive	45.5278	7.9695
High School Attractive	48.5714	7.0957
High School Unattractive	45.1220	9.8696

Table 3

Descriptive Statistics for College Males and High School Males on Body Cathexis Sub-Scores

Groups	Mean	SD
College Attractive	13.5135	2.5887
College Unattractive	13.611	2.5217
High School Attractive	14.4286	2.8554
High School Unattractive	13.5610	3.2097

Hypothesis 1 stated there was no difference between the body cathexis scores of males who viewed unattractive male media models and the males who viewed attractive male media models. The independent variable was the pictures of either attractive or unattractive physiques and the dependent variable was the body cathexis scores of the male participants. This hypothesis was tested using a t-test of independent samples. A t-test was performed on the body cathexis scores collected to determine whether a difference existed between the body cathexis scores of males who viewed attractive male physiques and males who viewed unattractive male physiques, t (154) = 1.342, p=.181. The difference between the two groups was not significant for the body cathexis scores. Based on the analysis of data, hypothesis 1 was not rejected.

Hypothesis 2 stated there was no difference between the body cathexis scores of high school males who viewed unattractive male media models and high school males who viewed pictures of attractive male media models. The independent variable was the pictures of either attractive or unattractive physiques and the dependent variable was the body cathexis scores of the male participants. This hypothesis was tested using a t-test of independent samples. A t-test was performed to determine whether a difference existed between the body cathexis scores of high school males who viewed attractive male physiques and high school males who viewed unattractive male physiques, t (81) = 1.832, p=.071. The was a significant difference between the two groups for the body cathexis scores. Based on the analysis of data, hypothesis 2 was rejected. A t-test was also run on the body cathexis sub-scores of the high school group, t (81) = 1.302, p=.197. The sub-scores consisted

of participants' ratings of facial features, chest, waist, and thighs. The body cathexis sub-scores were also analyzed at the $p < .10$ level of significance.

Hypothesis 3 stated there was no difference between the body cathexis scores of college males who viewed unattractive male media models and college males who viewed attractive male media models. Hypothesis 3 was also tested using a t-test of independent samples. A t-test was performed to determine whether a difference existed between the body cathexis scores of college males who viewed attractive male physiques and college males who viewed unattractive physiques, $t(71) = -.067$, $p=.947$. The difference between the two groups was not significant for both the body cathexis scores. Based on the analysis of data, hypothesis 3 was not rejected. A t-test was also run on the body cathexis sub-scores of the college group, $t(71) = -.163$, $p=.871$. The sub-scores consisted of participants' ratings of facial features, chest, waist, and thighs. The body cathexis sub-scores were also analyzed at the $p < .10$ level of significance.

Table 3 presents t-test scores for body cathexis scores and body cathexis sub-scores for all groups of participants.

Table 4

T-test scores for Body Cathexis Scores (BCS) and Body Cathexis Sub-Scores (BCSS) between participants who viewed attractive models and participants who viewed unattractive models.

Groups	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Diff.
Attractive vs. Unattractive BCS	1.342	154	.181	1.7769	1.3236
Attractive vs. Unattractive BCSS	.919	154	.359	.4156	.4520
High School (attractive vs. unattractive) BCS	1.832	81	.071	3.4495	1.8833
High School (attractive vs. unattractive) BCSS	1.302	81	.197	.8676	.6664
College (attractive vs. unattractive) BCS	-.067	71	.947	-.1224	1.8345
College (attractive vs. unattractive) BCSS	-.163	71	.871	-9.76	.5983

Summary

Hypothesis 1 used a t-test of independent samples to determine the difference between the scores of males who viewed unattractive male media models and the males who viewed attractive male media models. The results of this study indicated a significant difference did not exist between the two groups of males.

Hypothesis 2 used a t-test of independent samples to determine if a difference existed between the scores of high school males who viewed unattractive male media models and high school males who viewed attractive male media models. The results of this study indicated a significant difference did exist between the high school group who viewed unattractive physiques and the high school group who viewed attractive physiques.

Hypothesis 3 used a t-test of independent samples to determine if a difference existed between the scores of college males who viewed unattractive male media models and college males who viewed attractive male media models. The results of this study indicated no significant difference between the two groups.

CHAPTER 4

DISCUSSION

The purpose of this study was to determine if there was a significant difference between the body cathexis scores of high school and college males who viewed unattractive male media models and high school and college males who viewed attractive male media models. Based on the results of this study, it appears a significant difference in body cathexis does not exist between the males who viewed attractive pictures and males who viewed unattractive pictures. A difference did exist between the body cathexis scores of high school males who viewed attractive pictures and the body cathexis scores of high school males who viewed unattractive pictures. There was no significant difference between the body cathexis scores of college males who viewed attractive pictures and the body cathexis scores of college males who viewed unattractive pictures. The following chapter will discuss these results and offer recommendations for future research.

Discussion

A majority of the research indicated media, and print media in particular, would influence the perception an individual had about his/her body. Ogden and Mundray (1996) examined the effects of acute exposure to pictures of thin people compared to pictures of overweight people. They found both genders reported feeling less satisfied with their bodies after viewing thin pictures and improved body satisfaction after viewing overweight pictures. Grogan et al. (1996) also found the body-esteem scores of both males and females decreased after viewing photographs of same-gender models. Both of these studies indicated the pictures negatively

effected the body cathexis scores of male participants who viewed attractive pictures and positively effected the scores of males who viewed unattractive pictures. However, a majority of the results of the present study did not support the findings of Ogden and Mundray or Grogan, but supported the findings of Kalodner (1997). Kalodner found neither the males who viewed ideal body types, nor the males who viewed average body types showed any differences in their levels of self-consciousness and anxiety levels about their bodies. However, the participants in Kalodner's study did not view any unattractive pictures.

One possible reason for the difference noted in this study and the other three studies may be the larger sample size used in this study. Kalodner's study used 43 male and 60 female undergraduates aged 17-40 years, while Grogan's study had 49 men and 45 women aged 17-32. The present study had 156 male participants. A larger number of male participants may have allowed for a more thorough representation of the population. The age limit used in the present study also limited the scope of the body cathexis scores to two specific age groups that may be more peer oriented than some of the older participants in the other studies. Peer oriented individuals would be defined as those who are more preoccupied and concerned with the opinions and appearances of those around them.

The present study was also the only one to use "filler" pictures in the testing booklet. The neutral advertisements used in the testing booklet may have lessened the impact of the pictures. Participants in Ogden's study were shown only thin pictures or overweight pictures of their respective genders. The participants in Kalodner's study were shown media images of ideal body types or average body

types of their respective genders. Grogan's study had an experimental group of males and females who viewed same-gender photographic models, as well as a male and female control group who viewed pictures of landscapes. Both groups were given body esteem tests, but the experimental group did not view the landscapes.

The use of advertisements as "fillers" in the picture booklets may have caused the booklets to become more like print magazines and, therefore, more representative of a media influence. While the other studies allowed participants to view pictures of models who could be viewed in the media, the method of presenting those pictures was not typical of the sporadic and image-interrupted method in which pictures are normally viewed in magazines.

Another reason the present study's results may have differed from previous studies could be due to male participants in the present study being tested only in the presence of other males. This factor could have made the males more secure, allowing them to evaluate themselves and answer more honestly. However, there is also the possibility it could have made them more dishonest. Perhaps in the presence of their peers, males do not want to display or allow themselves to feel any insecurities. The testing procedures in previous studies had males test in the presence of women. Maybe males opinions regarding their appearances are influenced by the presence of females.

All three of the aforementioned studies seemed to test for significance initially by pooling the genders together. However, in Ogden's study, when the results of each gender were examined separately, the women had a higher response for certain

measures including feeling fat and feeling toned. It appears when the scores of male participants are separated, no significance was found.

Another reason for the results in this study may be a tendency for males to base their attractiveness on comparisons to those individuals around them, rather than figures in the media (Koff & Rierdan, 1990.) The males they interact with on a daily basis may be seen as competition, while those individuals in the media may not be perceived as valid reality. The participants may not have seen the attractive physiques as being realistic and therefore, did not feel inadequate in comparison to the models. The male participants may also have different definitions of attractiveness or unattractiveness. These different definitions may have caused the pictures used to lose their impact.

The high school males who viewed attractive pictures and the high school males who viewed unattractive pictures were the only group found to have a significant difference in body cathexis scores ($p=.07$). However, the difference was in the opposite direction of the research in this area. The group that viewed attractive pictures actually had a higher mean score (48.57) than the group that viewed unattractive pictures (45.12). The most probable reason for this finding could be the boys at this age are just beginning to go through maturation. Due to the fact they have not completed puberty, the boys may feel comfortable with the way they look presently and foresee themselves reaching the "attractive" status or outgrowing the "unattractive" status in due time. Also, high school males might like their own physiques and not those of the models in the pictures. Perhaps the high school males felt the unattractive pictures were still acceptable, particularly if the boys believed

they more closely resembled the unattractive pictures. It is also interesting to note that at age fourteen athletics have not yet become the focal point of a male's social milieu. Therefore, the value placed on a mesomorphic physique could be lower than it would be one to three years later, when athletics and other extracurricular activities are more highly emphasized.

Results indicate that boys who viewed attractive pictures rated themselves slightly, yet significantly, higher than those who viewed unattractive pictures. The boys that viewed attractive pictures apparently did not feel inferior in comparison to more mesomorphic physiques. This finding supports evidence found by Mendelson, White, and Mendelson (1996) who tested 85 adolescents with an average age of fourteen. The Revised Body-Esteem Scale was used to assess adolescents' feelings and attitudes toward their appearance. The boys evaluated their athletic competence, romantic appeal, and body esteem higher than did the girls. The authors noted with age, both boys and girls tended to evaluate their appearances, but not their weights, more poorly. Koff and Rierdan (1990) also found males were more satisfied with their bodies and experienced them more positively than females. The authors concluded males may assign value to their bodies in a more global manner. For instance, if they rated some aspects of the body positively, they were likely to rate most aspects likewise. Females were more discriminating when assigning values to different bodily aspects. This finding supported an earlier study conducted by Pomeranzt (1979) who concluded that self-esteem was the most important predictor of social satisfaction for eighth- and twelfth-grade males, but the physical self did not contribute a significant amount to the prediction. Physical self was a major predictor

for social satisfaction levels in females, while the contribution of self-esteem was minimal. Pomerantz's findings were subsequently contradicted in later studies conducted by Abell and Richards (1996) and Brink and Ferguson (1998) that found physical self did, in fact, contribute to self-esteem for males. These contradictions may indicate changes have occurred regarding the effects of physical self on self-esteem over the past couple of decades or perhaps the effects of physical self on self-esteem of males fluctuates according to varying age groups.

Further Recommendations

Through the data collection and the information received, this study has identified several issues for future consideration. Future studies should:

1. Explore the extent of influence the appearances of a male's friends may have on his level of satisfaction with his appearance and the possibility that he may be more likely to compare and evaluate himself based upon those who are closer to him in age and proximity.
2. Explore differences in how varying male age groups define attractiveness and unattractiveness.
3. Explore the effects on body cathexis scores when a pre-test is used to determine the males level of body satisfaction prior to viewing attractive or unattractive pictures.

References

Abell, S. C., & Richards, M. H. (1996). The relationship between body shape satisfaction and self-esteem: An investigation of gender and class difference. Journal of Youth and Adolescence, 25 (5), 691-703.

Borchert, J. & Heinberg, L. (1996). Gender schema and gender role discrepancy as correlates of body image. The Journal of Psychology, 130 (5), 547-559.

Brink, P. J. & Ferguson, K. (1998). The decision to lose weight. Western Journal of Nursing Research, 20 (1), 84-102.

Davis, C., Brewer, H., & Weinstein, M. (1993). A study of appearance anxiety in young men. Social Behavior and Personality, 21 (1), 63-74.

Fox, E., Bowers, R. & Foss, M. (1993). The psychological basis for exercise and sport. Brown & Benchmark, Iowa.

Gallagher, S. (1986). Body image and body schema: A conceptual clarification. Journal of Mind & Behavior, 7 (4), 541-554.

Garcia, A. W., Norton Broda, M. A., Frenn, M., Coviak, C., Pender, N. J., & Ronis, D. L. (1995). Gender and developmental differences in exercise beliefs among youth and prediction of their exercise behavior. Journal of School Health, 65 (6), 213-219.

Grogan, Williams & Conner (1996). The effects of viewing same-gender photographic models on body-esteem. Psychology of Women Quarterly, 20, 569-575.

Harrison, K., & Cantor, J. (1997). The relationship between media consumption and eating disorders. Journal of Communication, 47 (1), 40-67.

Jourard, S. M., & Secord, P. R. (1954). Body size and body cathexis. Journal of Consulting Psychology, 18 (3), 184.

Kalodner, C. R. (1997) Media influences on male and female non-eating-disordered college students: A significant issue. Eating Disorders: the Journal of Treatment and Prevention, 5 (1), 47-57.

Koff, E., Rierdan, J., & Stubbs, M. L. (1990). Gender, body image, and self-concept in early adolescence. Journal of Early Adolescence, 10, 56-68

Lerner, R. M., Karabenick, S. A., & Stuart, J. L. (1973). Relations among physical attractiveness, body attitudes, and self-concept. Journal of Psychology, 85, 1119-129.

Mahoney, E. R. & Finch, M. D. (1976). Body-cathexis and self-esteem: A reanalysis of the differential contribution of specific body aspects. The Journal of Social Psychology, 99 (2), 251-258.

McCaulay, M., Mintz, L. & Glenn, A. (1988). Body image, self-esteem, and depression-proneness: Closing the gender gap. Sex Roles, 18 (7/8), 381-391.

McDonald, K. & Thompson, J. K., (1992). Eating disturbance, body image dissatisfaction, and reasons for exercising: Gender differences and correlational findings. International Journal of Eating Disorders, 11 (3), 289-292.

Mendelson, B. K. & White, D. R. (1985). Development of self-body-esteem in overweight youngsters. Developmental Psychology, 21 (1), 90-96.

Mendelson, B. K., White, D. R. & Mendelson, M. J. (1996). Self-esteem and body esteem: Effects of gender, age, and weight. Journal of Applied Developmental Psychology, 17, 321-346.

Meyers, P. & Biocca, F. (1992). The elastic body image: An experiment on the effect of advertising and programming on body image distortions in young women. Journal of Communication, 42 (3), 108-133.

Miller, T. M., Coffman, J. G. & Linke, R. A. (1980). Survey on body image, weight, and diet of college students. Journal of American Dietetic Association, 77 (5), 561-566.

Ogden, J. & Mundray, K. (1996). The effect of the media on body satisfaction: The role of gender and size. European Eating Disorders Review, 4 (3), 171-182.

Perdue, L. & Silverstein, B. (1985). A comparison of the weights and ages of women and men on television. New York, NY: State University of New York at Stony Brook. (ERIC Document Reproduction Service No. ED 262 300)

Pingitore, R., Spring, B. & Garfield, D. (1997). Gender differences in body satisfaction. Obesity Research, 5 (5), 402-409.

Pomerantz, S. C. (1979). Sex differences in the relative importances of self-esteem, physical self-satisfaction, and identity in predicting adolescent satisfaction. Journal of Youth and Adolescence, 8 (1), 51-61.

Pyle, R. L., Neuman, P. A., Halvorson, P. A. & Mitchell, J. E. (1990). An ongoing cross-sectional study of the prevalence of eating disorders in freshman college students. International Journal of Eating Disorders, 10 (6), 667-677.

Roger, D. B. (1977). The body cathexis scale: Parallel forms. Perceptual and Motor Skills, 44, 258.

Rothblum, E. (1990). Women and weight: Fad and fiction. Journal of Psychology, 124, 5-24.

Schaeuble, J. L. (1988). Dimensions of body esteem in female and male college students. Sacremento, CA: California State University. (ERIC Document Reproduction Service No. ED 299 489)

Secord, P. F. & Jourard, S. M. (1953). The appraisal of body cathexis: Body cathexis and the self. Journal of Consulting Psychology, 17 (5), 343-347.

Sheldon, W. (1954) Atlas of Men. Harper and Brothers, New York.

Silberstein, L. R., Striegel-Moore, R. H., Timko, C. & Rodin, J. (1988). Behavioral and pschychological implications of body dissatisfaction: Do men and women differ? Sex Roles, 19, 219-232.

Silverstein, B., Perdue, L. Peterson, B. & Kelly, E. (1986). The role of the mass media in promoting a thin standard of attractiveness for women. Sex Roles, 14 (9), 519-532.

Stice, E. M., Schupak-Neuberg, E., Shaw, H. E. & Stein, R. I. (1994). Relation of media exposure to eating disorder symptomatology: An examination of mediating mechanisms. Journal of Abnormal Psychology, 103 (4), 836-840.

Stoutjesdyk, D. & Jevne, R. (1993). Eating disorders among high performance athletes. Journal of Youth and Adolescence, 22 (3), 271-282.

Thompson, J. K. (1990). Body Image Disturbance: Assessment and Treatment. Permagon Press, New York.

Tucker, L. A. (1981). Internal structure, factor satisfaction, and reliability of the body cathexis scale. Perceptual and Motor Skills, 53, 891-896.

Tucker, A. (1982). Relationship between perceived somatotype and body cathexis of college males. Psychological Reports, 50 983-989.

APPENDIX A

EMPORIA STATE UNIVERSITY INSTITUTIONAL REVIEW BOARD FOR TREATMENT OF HUMAN SUBJECTS APPROVAL

EMPORIA STATE UNIVERSITY

1200 Commercial
Emporia, Kansas
66801-5087

316-341-5351
316-341-5909 fax
www.emporia.edu

GRADUATE STUDIES AND RESEARCH
RESEARCH AND GRANTS CENTER
Campus Box 4003

December 1, 1998

Jennifer Blevins
1111 1/2 Commercial
Emporia, KS 66801

Dear Ms. Blevins:

The Institutional Review Board for Treatment of Human Subjects has evaluated your application for approval of human subject research entitled, "An Examination of the Relationship Between Body Image, Self-Concept and Media Influence Among Male Students." The review board approved your application which will allow you to begin your research with subjects as outlined in your application materials.

Best of luck in your proposed research project. If the review board can help you in any other way, don't hesitate to contact us.

Sincerely,

Timothy M. Downs

Timothy M. Downs, Ph.D.
Dean, Graduate Studies and Research

pf

cc: Kathy Ermler

APPENDIX B

INFORMED CONSENT FORM (MINOR)

INFORMED CONSENT DOCUMENT

The Division of Health, Physical Education and Recreation at Emporia State University supports the practice of protection for human subjects participating in research and related activities. The following information is provided so that you can decide whether your child can participate in the present study. You should be aware that even if you agree to allow your child to participate, he or she is free to withdraw at any time. If he or she does withdraw from the study, that child will not be subjected to reprimand or any other form of reproach.

The procedures for this study are as follows: students will observe a booklet containing pictures from the popular media and then fill out a body image questionnaire. Participation should take less than 30 minutes.

The student should feel no discomfort or assume any risk participating in this study.

This study will benefit health professionals by providing evidence concerning male body image.

"I have read the above statement and have been fully advised of the procedures to be used in this project. I have been given sufficient opportunity to ask any questions I had concerning the procedures and possible risks involved. I likewise understand that I can withdraw from the study at any time without being subjected to reproach."

_____ _____

Subject Date

_____ _____

Parent or Guardian Date

APPENDIX C

INFORMED CONSENT FORM (STUDENT)

INFORMED CONSENT DOCUMENT

The Division of Health, Physical Education and Recreation at Emporia State University supports the practice of protection for human subjects participating in research and related activities. The following information is provided so that you can decide whether you wish to participate in the present study. You should be aware that even if you agree to participate, you are free to withdraw at any time, and that if you do withdraw from the study, you will not be subjected to reprimand or any other form of reproach.

The procedures for this study are as follows: students will observe a booklet containing pictures from the popular media and then fill out a body image questionnaire. Participation should take less than 30 minutes.

The student should feel no discomfort or assume any risk participating in this study.

This study will benefit health professionals by providing evidence concerning male body image.

"I have read the above statement and have been fully advised of the procedures to be used in this project. I have been given sufficient opportunity to ask any questions I had concerning the procedures and possible risks involved. I likewise understand that I can withdraw from the study at any time without being subjected to reproach."

_____ _____

Subject Date

APPENDIX D

MEDIA PICTURES TESTING BOOKLET -- ATTRACTIVE

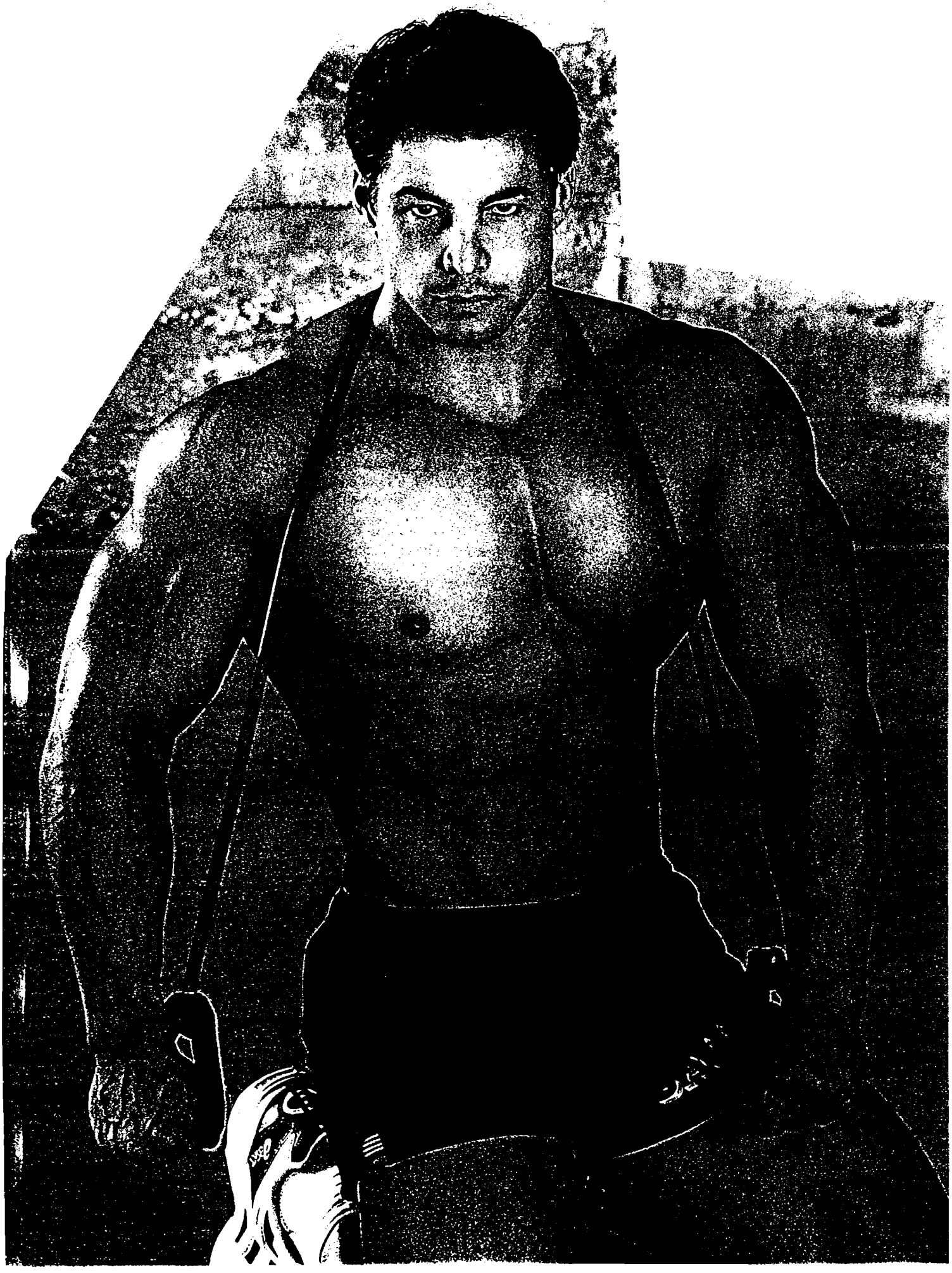
HOW DO YOU TOP A WARM BREAKFAST THAT'S GOOD FOR YOUR HEART?

Quaker® Oatmeal can help lower cholesterol, and that's good for your heart. When you prepare it with fat-free milk, you're adding valuable protein, calcium, and seven other nutrients, and still eating a heart-healthy breakfast. What better way to top off your morning?

Make It Better With MILK™

QUAKER. OATMEAL

Warms your heart and soul™



A BETTER SOLAR WATCH AT A BETTER PRICE?

NOT IN THIS SOLAR SYSTEM.

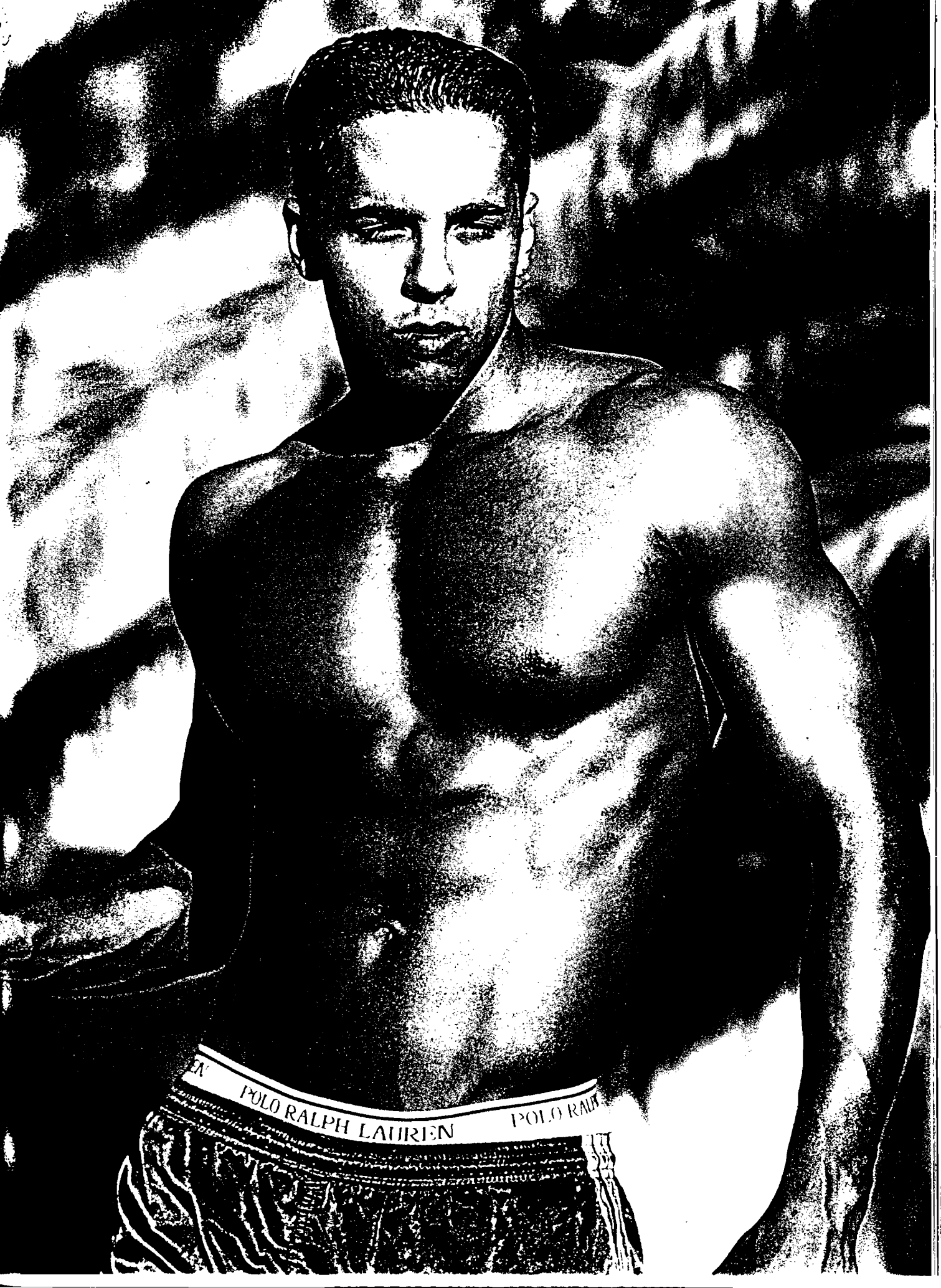
PULSAR
SOLAR™

DISCOVER YOUR OWN STAR.

WWW.PULSARWATCHES.COM

starts quickly in 2 - 3 seconds ~ charges with any light source ~ full charge lasts up to 6 months ~ models PUA053-$185/PUC029-$215/PUA065-$215

A selection from our Solar collection is available at SEARS


POLO RALPH LAUREN
POLO RALP

Twice as Good

Tree Top puts 2 apples in every glass. And nothing else.

Every delicious glass of Tree Top apple juice is made from the juice of two fresh, Washington state apples. Nothing added (not a single granule of sugar). And nothing taken away. It's simply pure apple juice. Pasteurized. And naturally sweetened by the sun.

DON'T CHEW OFF MORE THAN YOU CAN BITE.

INTRODUCING A TWIST YOU CAN'T RESIST. WITH TWO LUSCIOUS FLAVORS TWISTED INTO ONE GREAT SOFT-BAKED CRUST.

Kellogg's™ NEW! Nutri-Grain TWISTS CEREAL BAR

APPLE CINNAMON & BROWN SUGAR

GOOD FOOD TO GO.

That feeling of freedom.

When you're behind the wheel of a Tacoma 4x4, you can't help but get primal. After all, with an available

That feeling of power.

190-hp V6, "shift-on-the-move" 4WDemand, and the highest ground clearance in its class, it's uniquely qualified

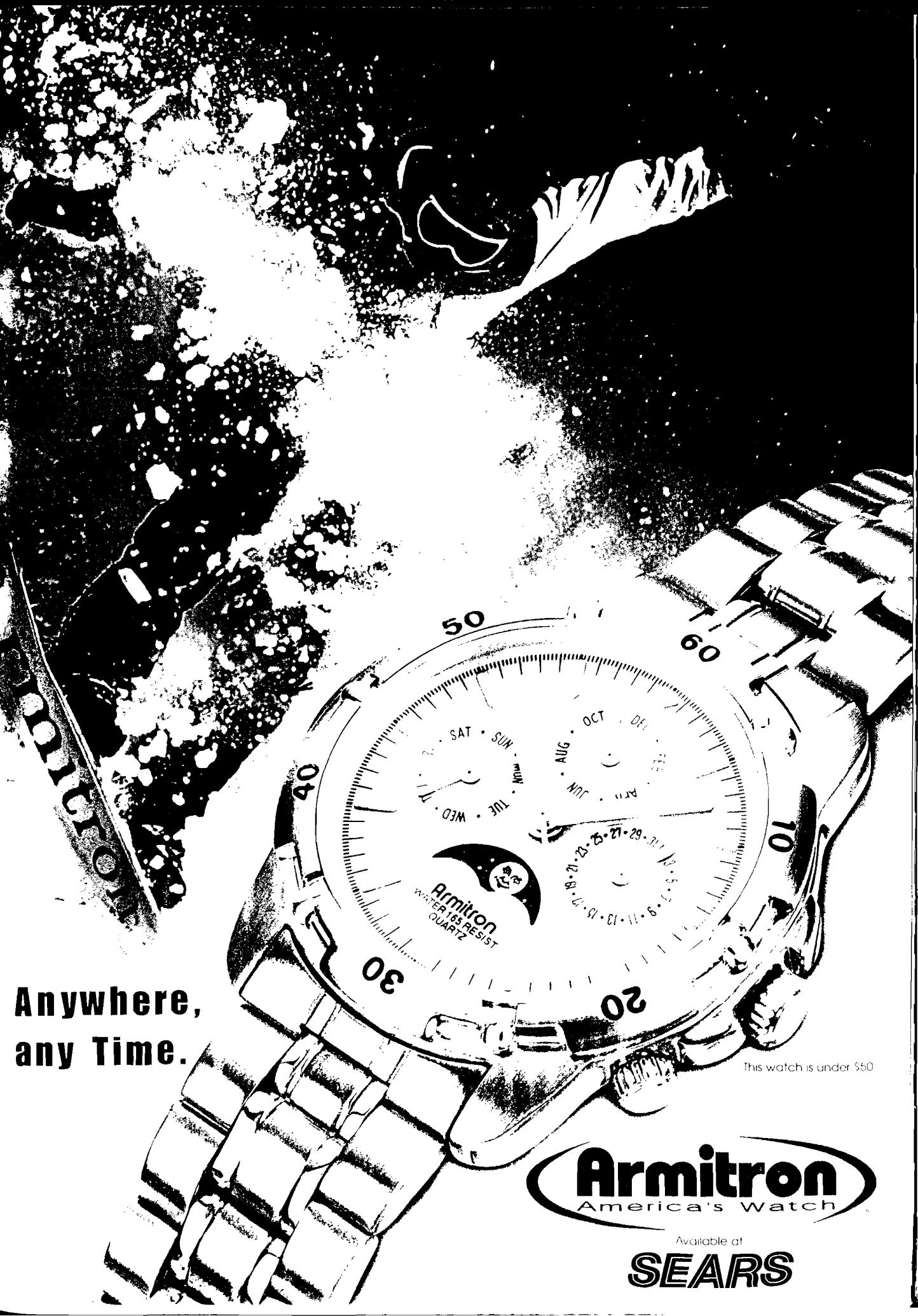
That feeling of stupidity after

to take you to places other 4x4's can only dream about. The 1999 Tacoma 4x4. Let the screaming begin.

a spontaneous jungle scream.

TOYOTA | everyday

1 800-GO-TOYOTA ✦ www.toyota.com

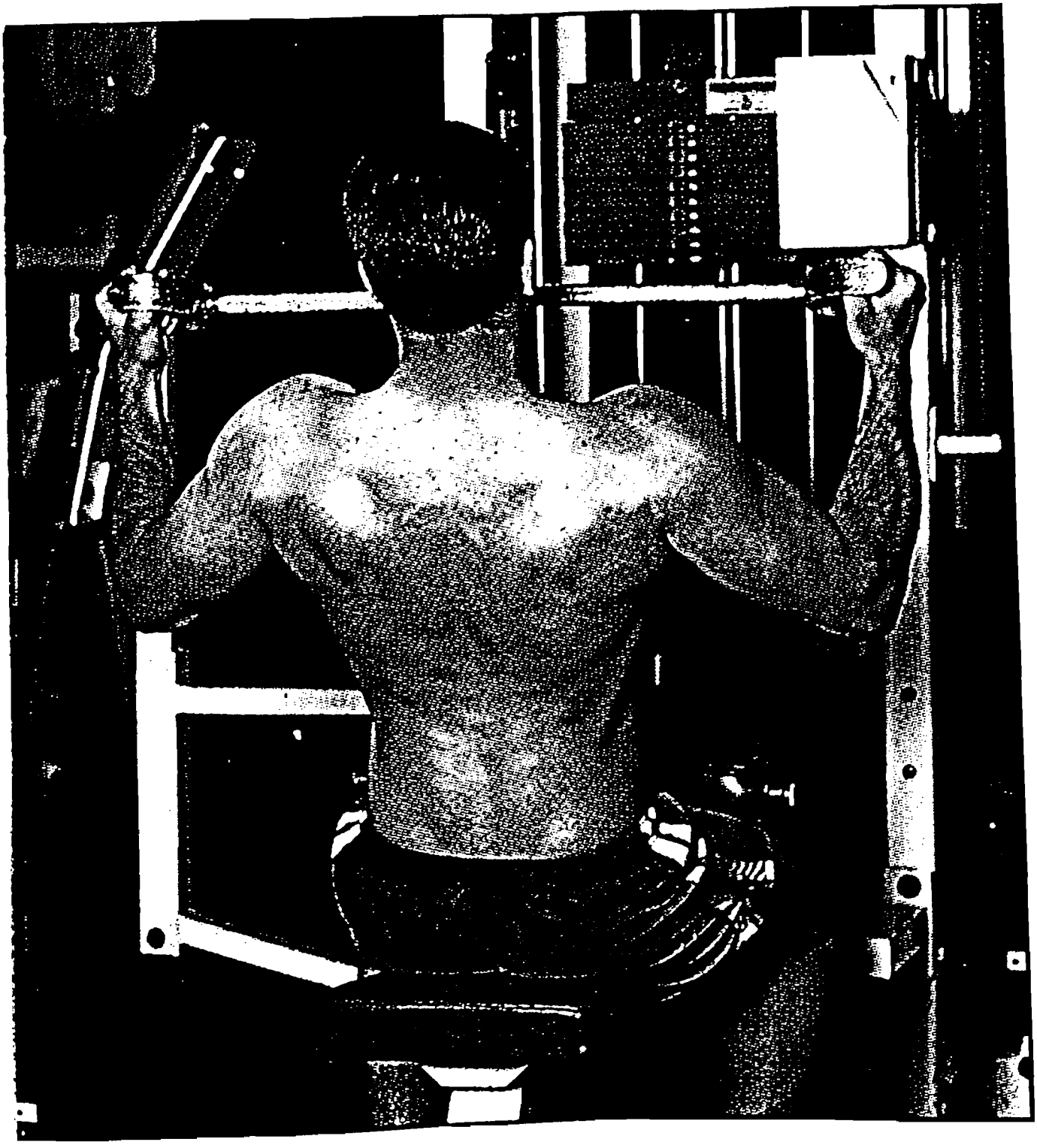


Anywhere, any Time.

This watch is under $50

Armitron
America's Watch

Available at
SEARS



Cruise down the avenue in
your own '99 Mustang on www.fordvehicles.com

Built Ford to Last

YOU ARE LUKE,
SO LOOK LIKE LUKE.

Through the flight goggles of *Star Wars*®: Rogue Squadron™. As the Rebel flight commander, you have 5 starfighters to fly, 15 planets to save from destruction, and a hangar full of proton torpedoes, cluster missiles and laser cannons all at your fingertips. Now go blow the evil Empire to bits. Only you can save the galaxy on N64®. Want even more hyperspace? Then boost your system with the N64 Expansion Pak™ for supercharged graphics.

EXPANSION PAK Enhanced

GET

OR GET OUT™

[redacted]

[redacted]

WITH RAM AIR INDUCTION,

320 HORSEPOWER

AND 6-SPEED TRANSMISSION:

FIREBIRD TRANS AM [redacted]

PONTIAC.
DRIVING EXCITEMENT.

www.pontiac.com

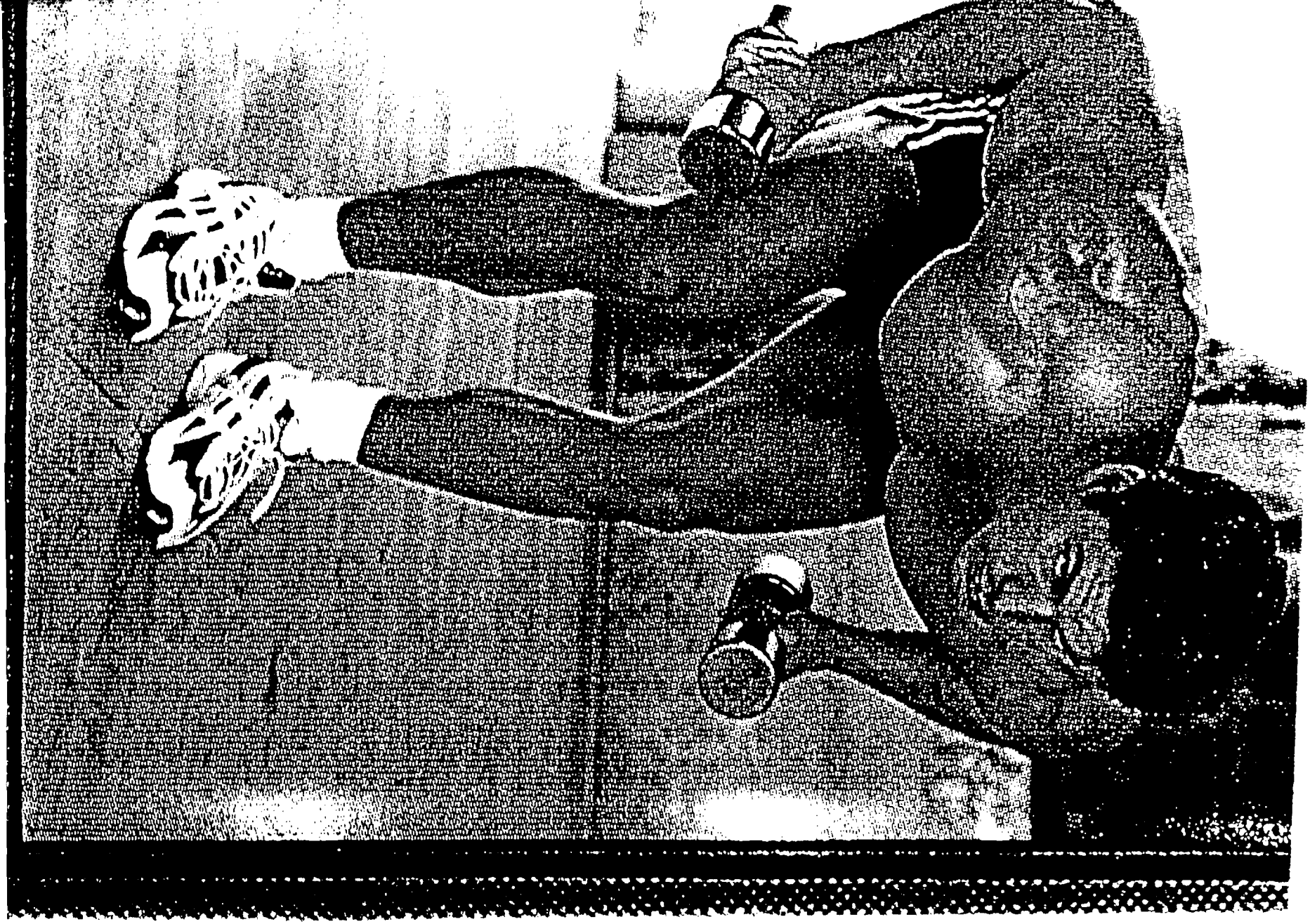
*Available options. Call toll-free 1-888-4 FIREBIRD for more information about 1999 products and licensed merchandise.

DESIGN INNOVATION #56:

NOW WITH A LARGER CATHODE AND ANODE INTERFACE.

(YOU'RE WELCOME.)

NEW ENERGIZER® ADVANCED FORMULA™.
NO BATTERY LASTS LONGER.



YOU ARE

Strapped To A Machine

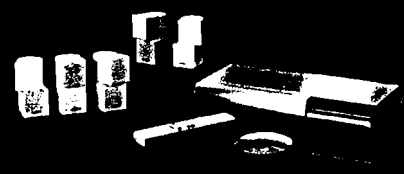
and you sweat and groan and bruise and bleed.

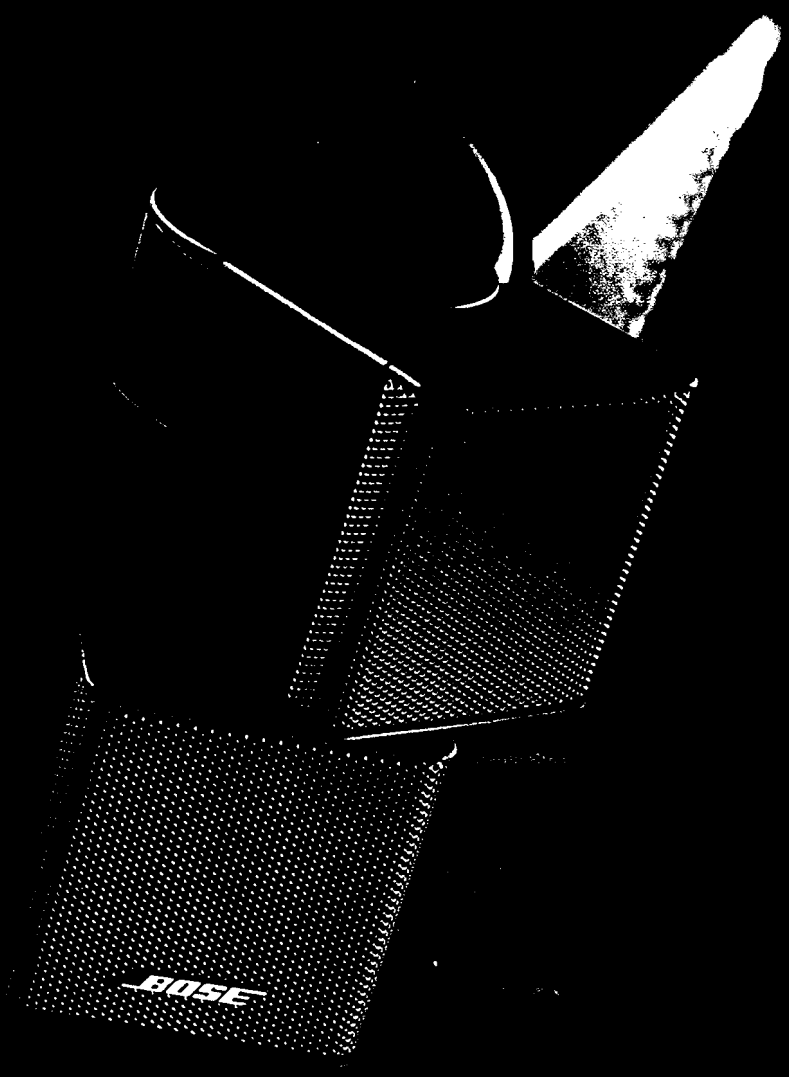
If someone forced you to do it, you would call it torture.

But you say: Strap me in, strap me tight, *this is fun.*

nike ALPHA PROJECT

DO YOU CHALLENGE CONVENTION?





LIFESTYLE®

HOME THEATER

SYSTEMS

What do you need for sound that brings your favorite movies, music and sports programs to life? Giant speakers? Racks of complicated electronics? Or is there something different? Something better? Hear a Lifestyle® system, and hear why *Stereo Review* believes, "There is simply nothing else like it."*

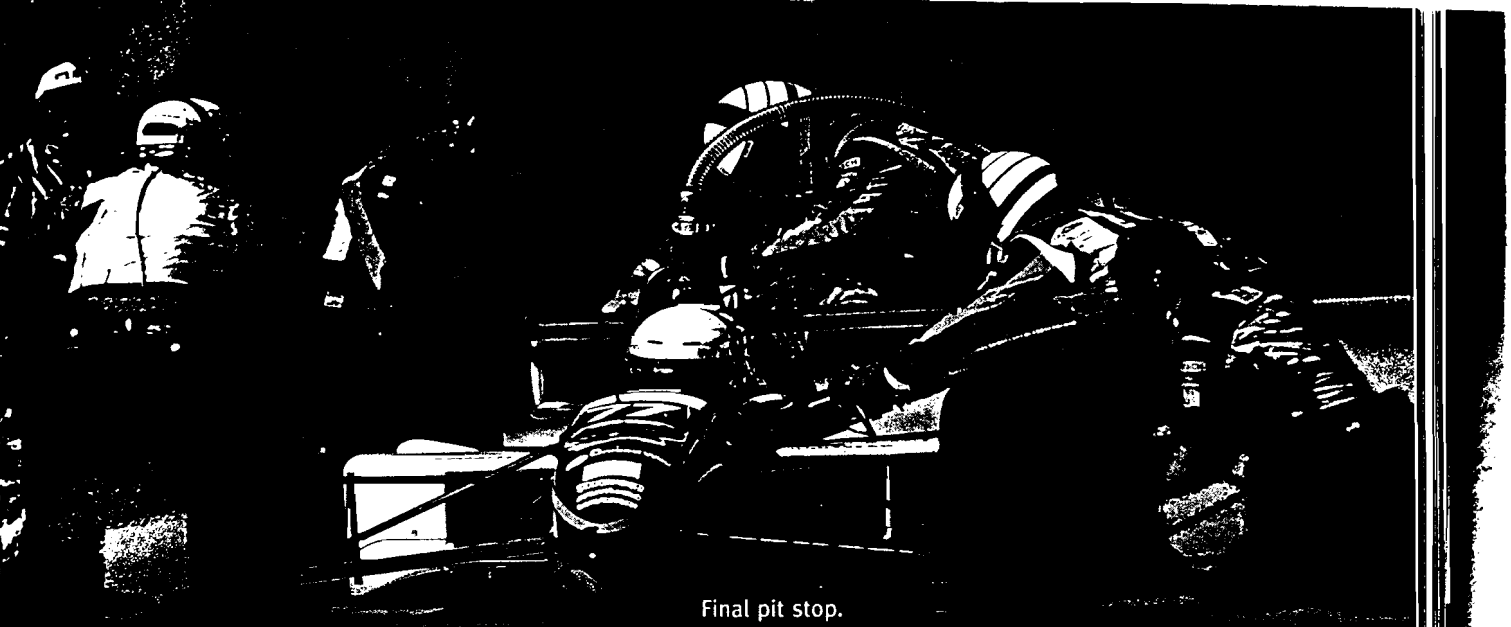
BOSE®
Better sound through research.

THE MALL AT SHORT HILLS

1.800.444.BOSE

Please Ask For Ext. 655

For information on all our products:
www.bose.com/challenge



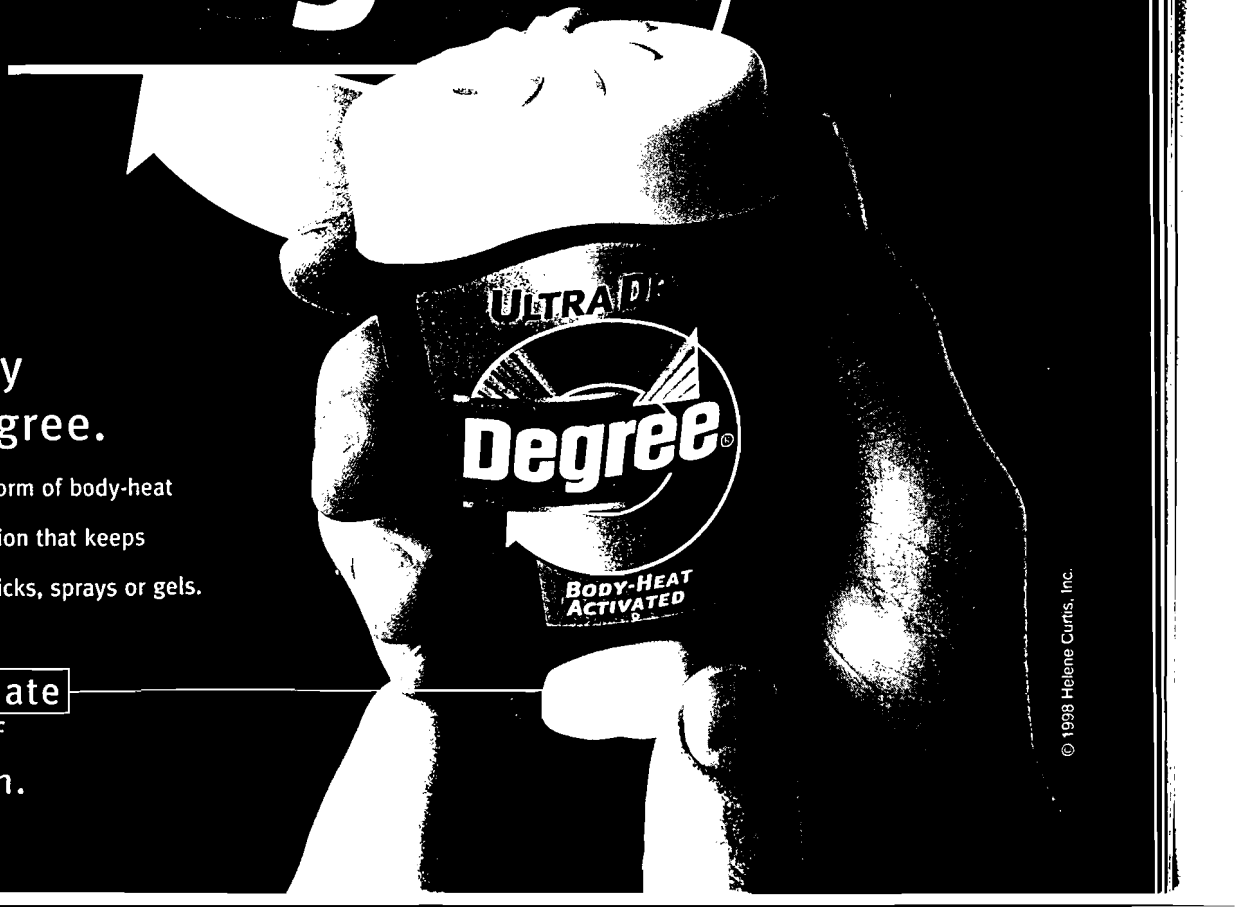
Final pit stop.
9 seconds to refuel, change tires.
110 degrees in the pit.

Final pit stop.
9 seconds to refuel, change tires.
110 degrees in the pit.
Second place. 8 laps to go.

Final pit stop.
9 seconds to refuel, change tires.
110 degrees in the pit.
Second place. 8 laps to go.
Guys step up. It ain't over 'til it's over.

Final pit stop.
seconds to refuel, change tires.

ULTRA DRY
Degree®



Ultra Dry from Degree.

A revolutionary form of body-heat activated protection that keeps you drier than sticks, sprays or gels.

Ultra Dry.
The Ultimate
Degree of
Protection.


TeaCard
The Pierceteria
CALIFORNIA
VISA
VISA
4000 1234 5678 9010
VISA

APPENDIX E

MEDIA PICTURES TESTING BOOKLET -- UNATTRACTIVE

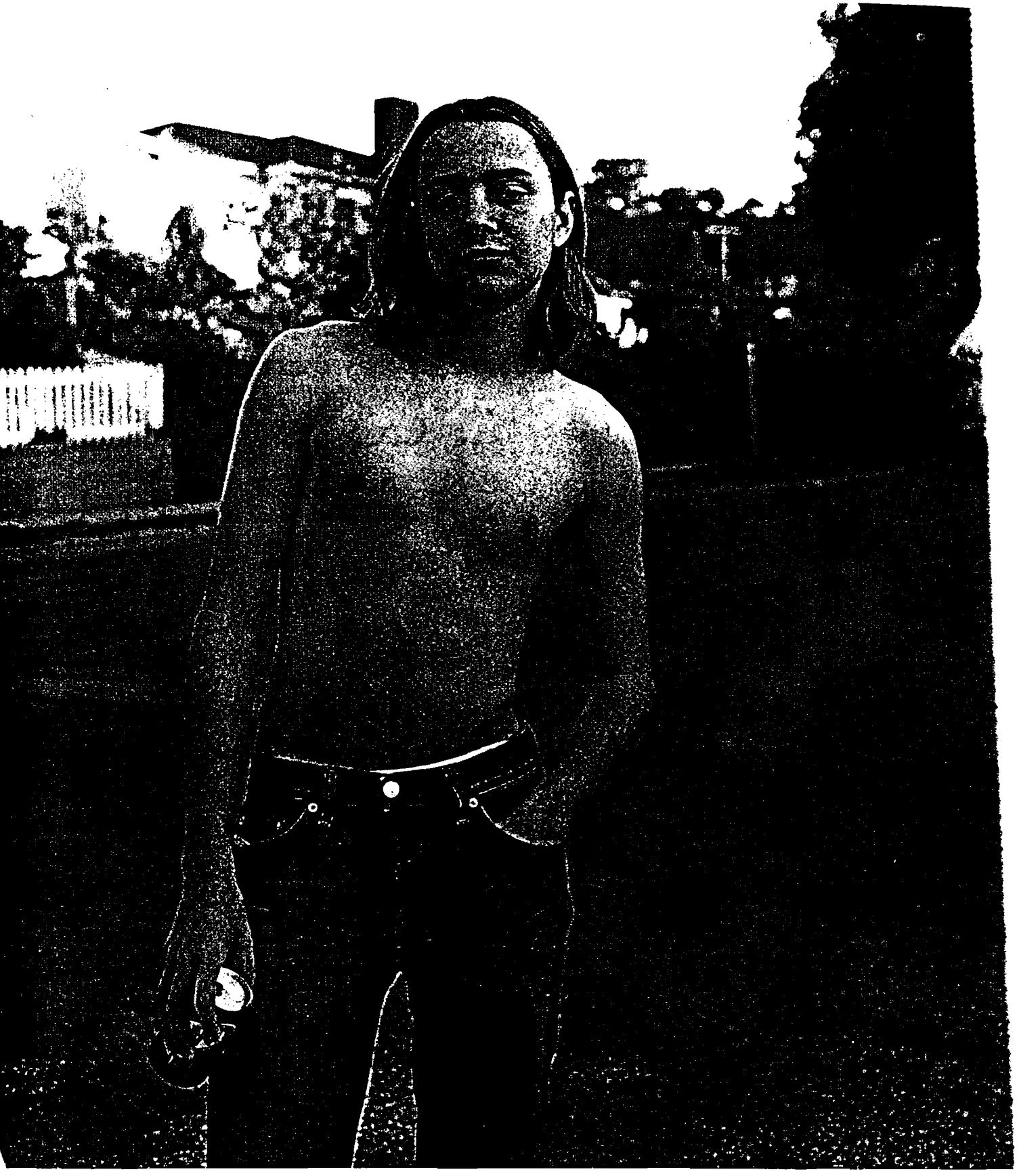
HOW DO YOU TOP A WARM BREAKFAST THAT'S GOOD FOR YOUR HEART?

Quaker® Oatmeal can help lower cholesterol, and that's good for your heart. When you prepare it with fat-free milk, you're adding valuable protein, calcium, and seven other nutrients, and still eating a heart-healthy breakfast. What better way to top off your morning?

Make It Better With MILK®

QUAKER. OATMEAL

Warms your heart and soul™



Twice as Good

Tree Top puts 2 apples in every glass. And nothing else.

Every delicious glass of Tree Top apple juice is made from the juice of two fresh, Washington state apples. Nothing added (not a single granule of sugar). And nothing taken away. It's simply pure apple juice. Pasteurized. And naturally sweetened by the sun.

DON'T CHEW OFF MORE THAN YOU CAN BITE.

INTRODUCING A TWIST YOU CAN'T RESIST. WITH TWO LUSCIOUS FLAVORS TWISTED INTO ONE GREAT SOFT-BAKED CRUST.

Kellogg's™ NEW! Nutri-Grain TWISTS

APPLE CINNAMON & BROWN SUGAR

GOOD FOOD TO GO.

That feeling of freedom.

When you're behind the wheel of a Tacoma 4x4, you can't help but get primal. After all, with an available

That feeling of power.

190-hp V6, "shift-on-the-move" 4WDemand, and the highest ground clearance in its class, it's uniquely qualified

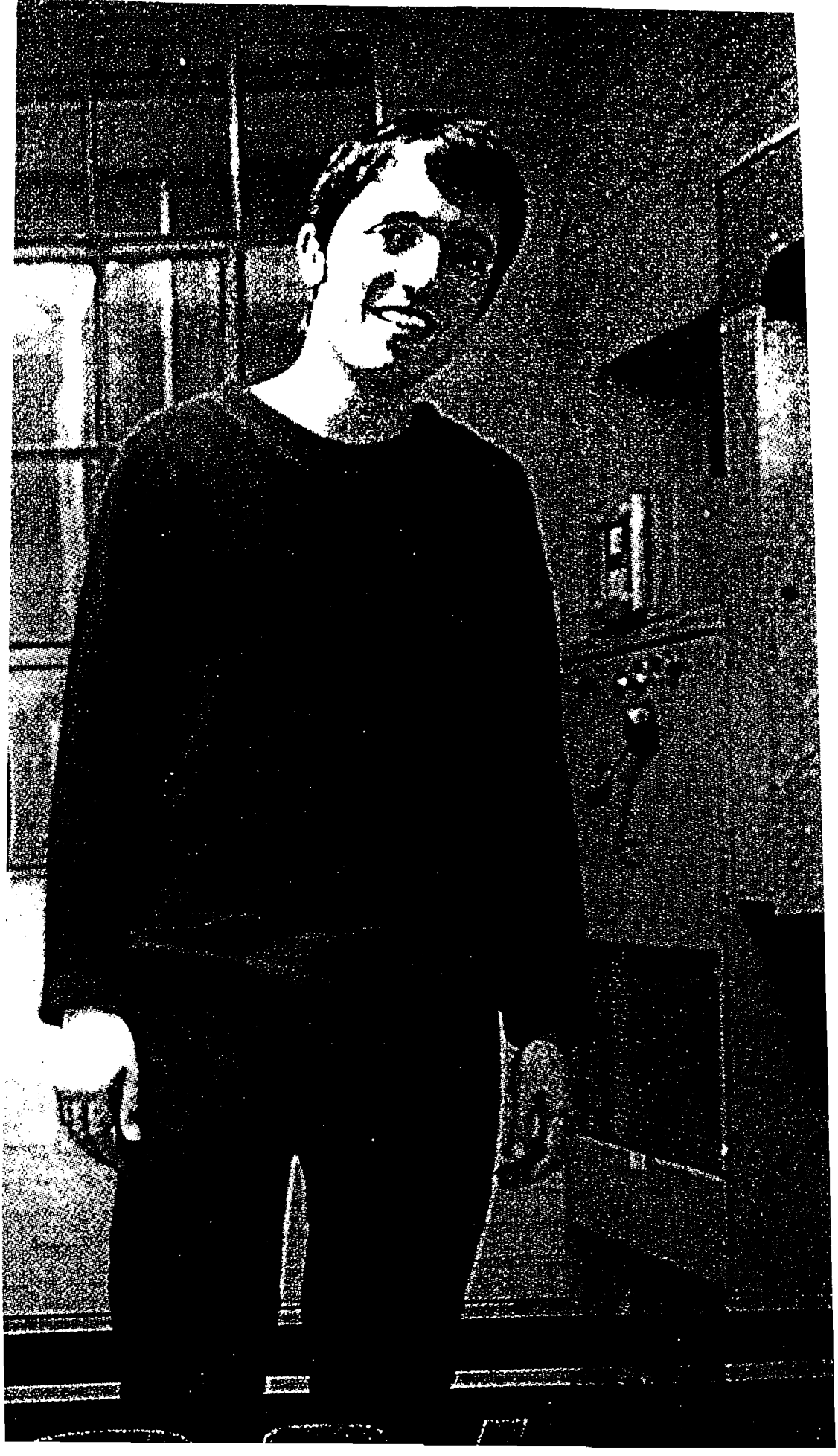
That feeling of stupidity after

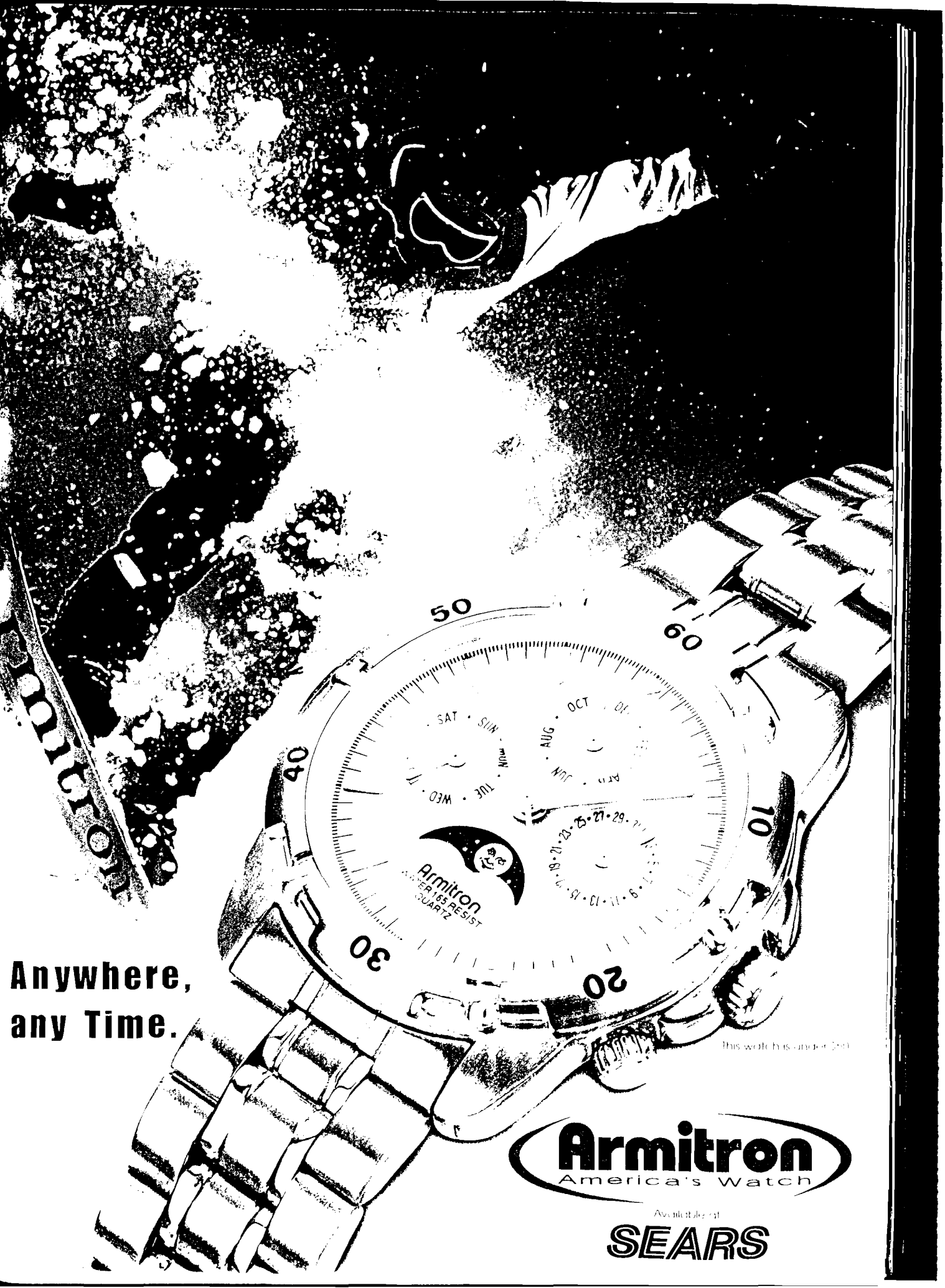
to take you to places other 4x4's can only dream about. The 1999 Tacoma 4x4. Let the screaming begin.

a spontaneous jungle scream.

TOYOTA | *everyday*

1 800-GO-TOYOTA ✦ www.toyota.com



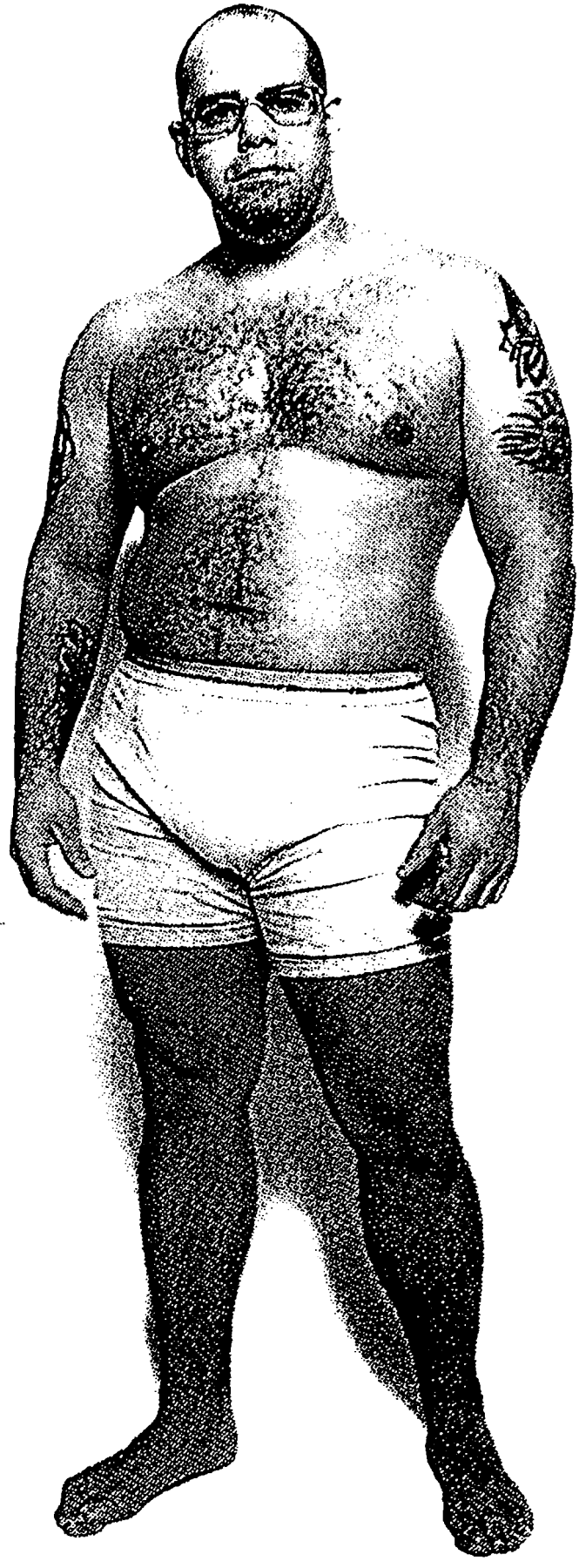


Anywhere, any Time.

This watch is under $50

Armitron
America's Watch

Available at
SEARS



Cruise down the avenue in
your own '99 Mustang on www.fordvehicles.com

Built Ford to Last

TO A BUG, IT'S A 320-HORSEPOWER BLENDER.

THE 1999 TRANS AM

WITH RAM AIR INDUCTION,

320 HORSEPOWER

AND 6-SPEED TRANSMISSION*

FIREBIRD TRANS AM

PONTIAC.
DRIVING EXCITEMENT.

www.pontiac.com

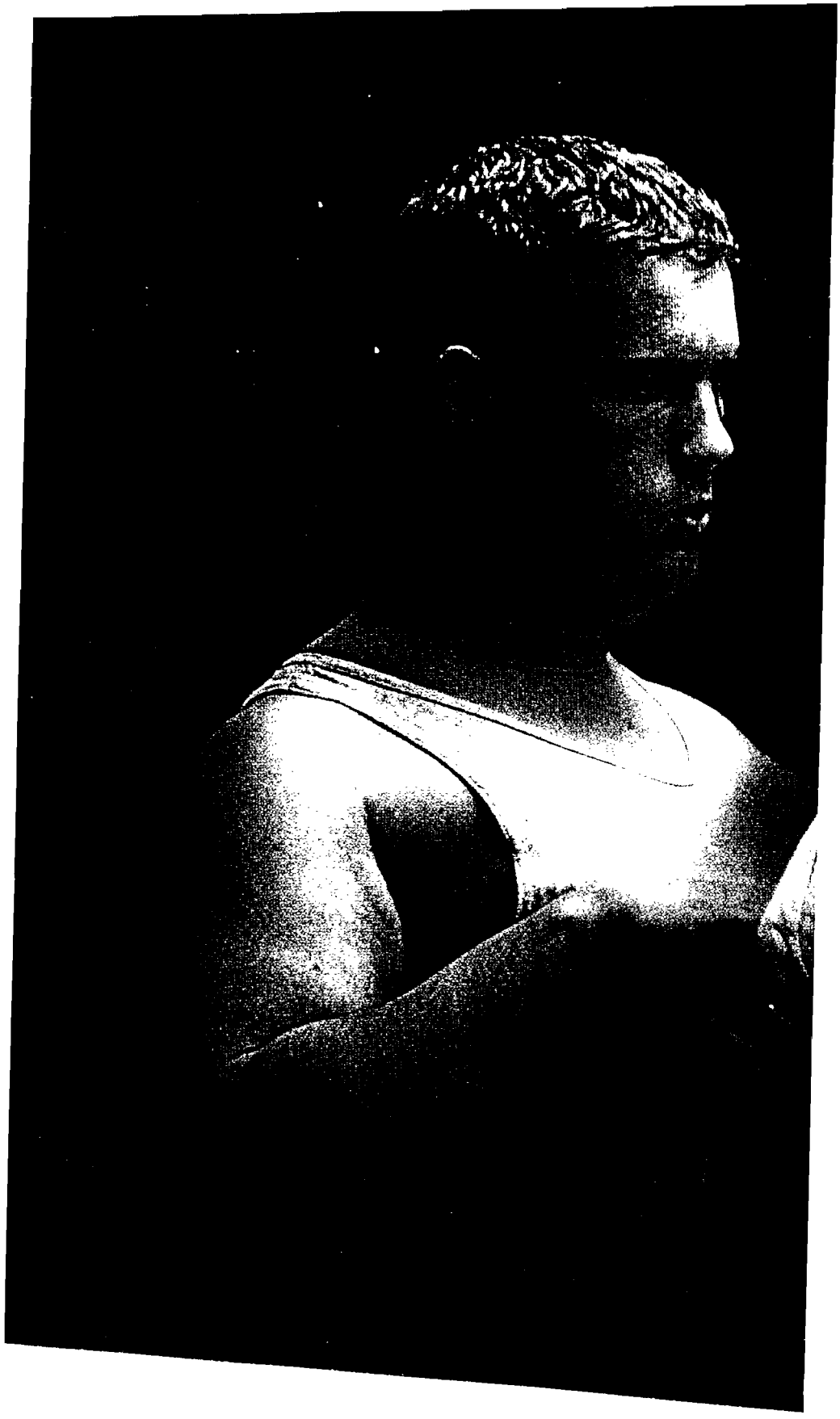
*Available options. Call toll-free 1-888-4 FIREBIRD for more information about 1999 products and licensed merchandise.

DESIGN INNOVATION #56:

NOW WITH A LARGER CATHODE AND ANODE INTERFACE.

(YOU'RE WELCOME.)

NEW ENERGIZER® ADVANCED FORMULA™.
NO BATTERY LASTS LONGER.



YOU ARE

Strapped To A Machine

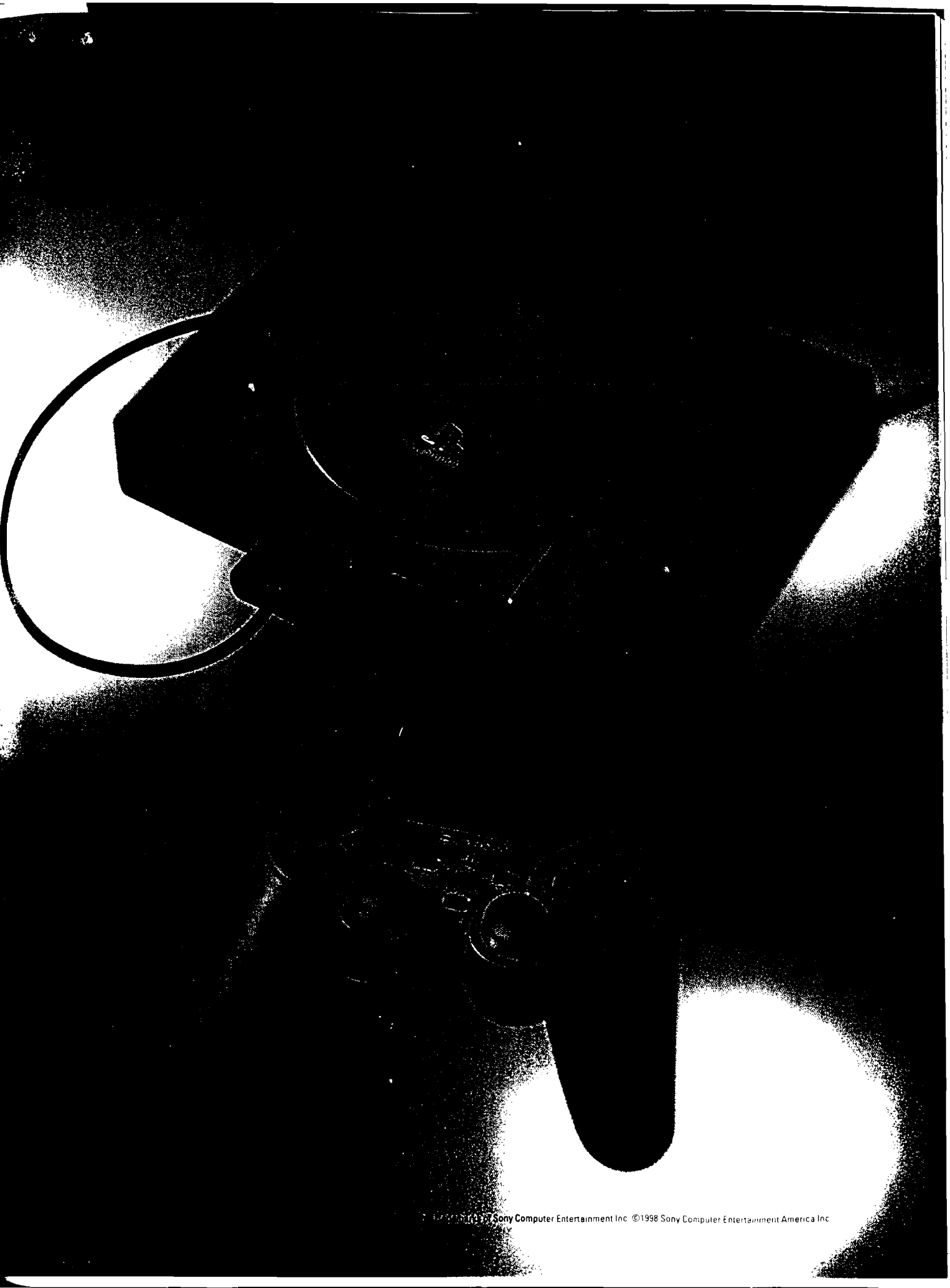
and you sweat and groan and bruise and bleed.

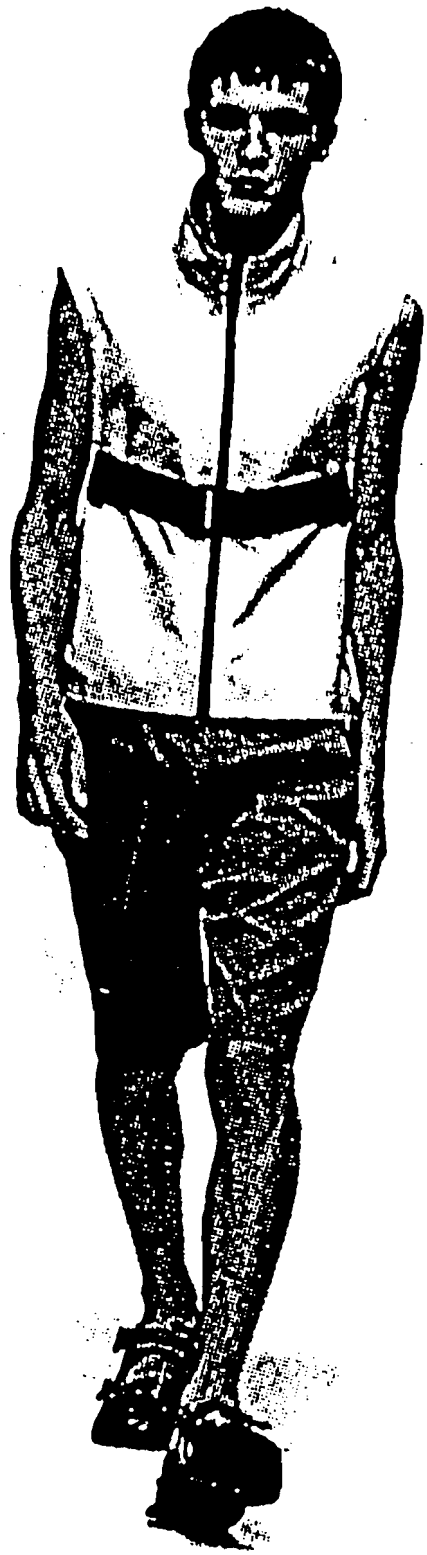
If someone forced you to do it, you would call it torture.

But you say: Strap me in, strap me tight, *this is fun.*

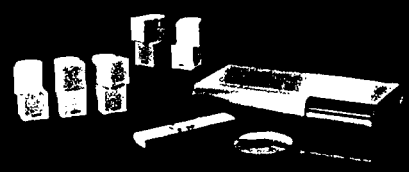
nike ALPHA PROJECT

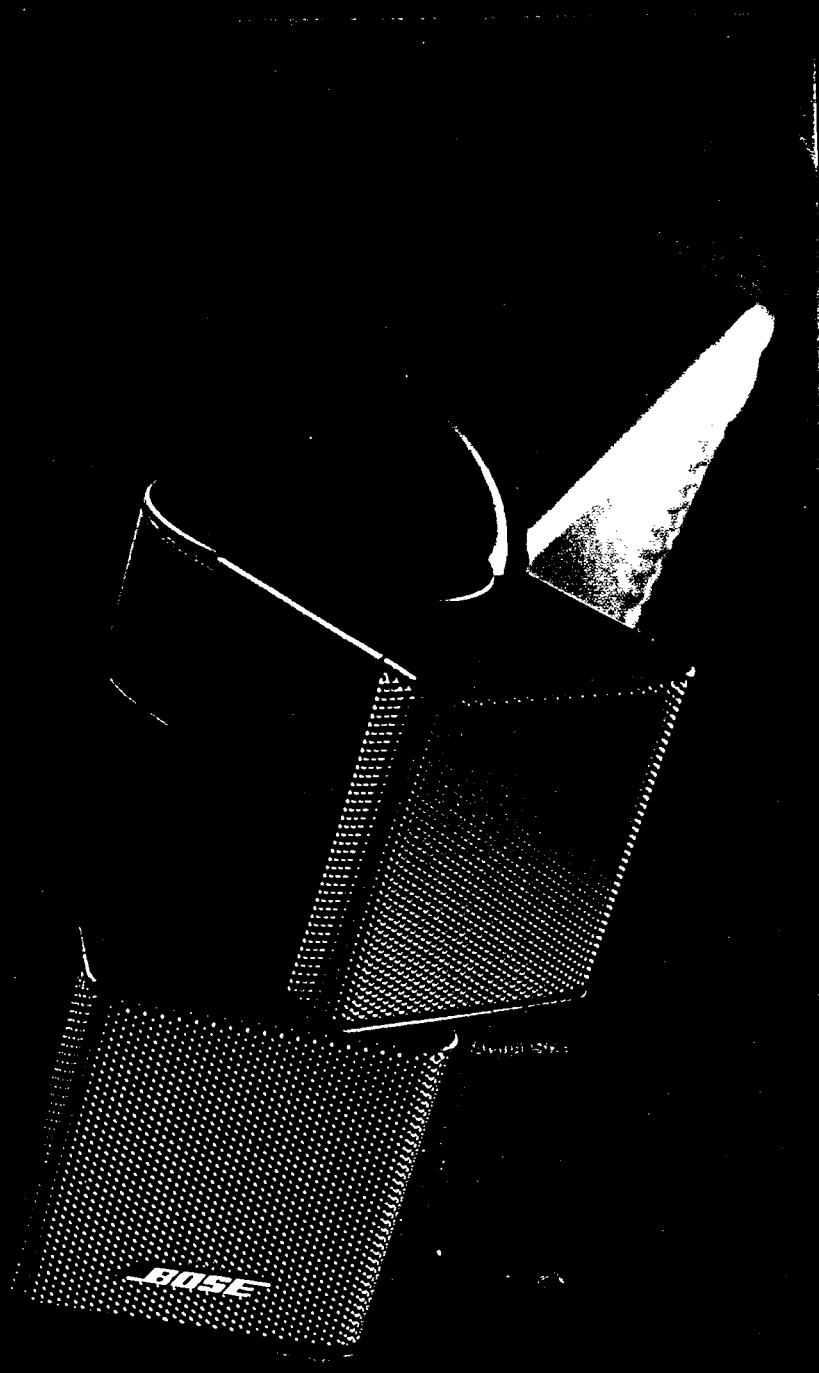
Just look at





DO YOU CHALLENGE CONVENTION?





LIFESTYLE®
HOME THEATER
SYSTEMS

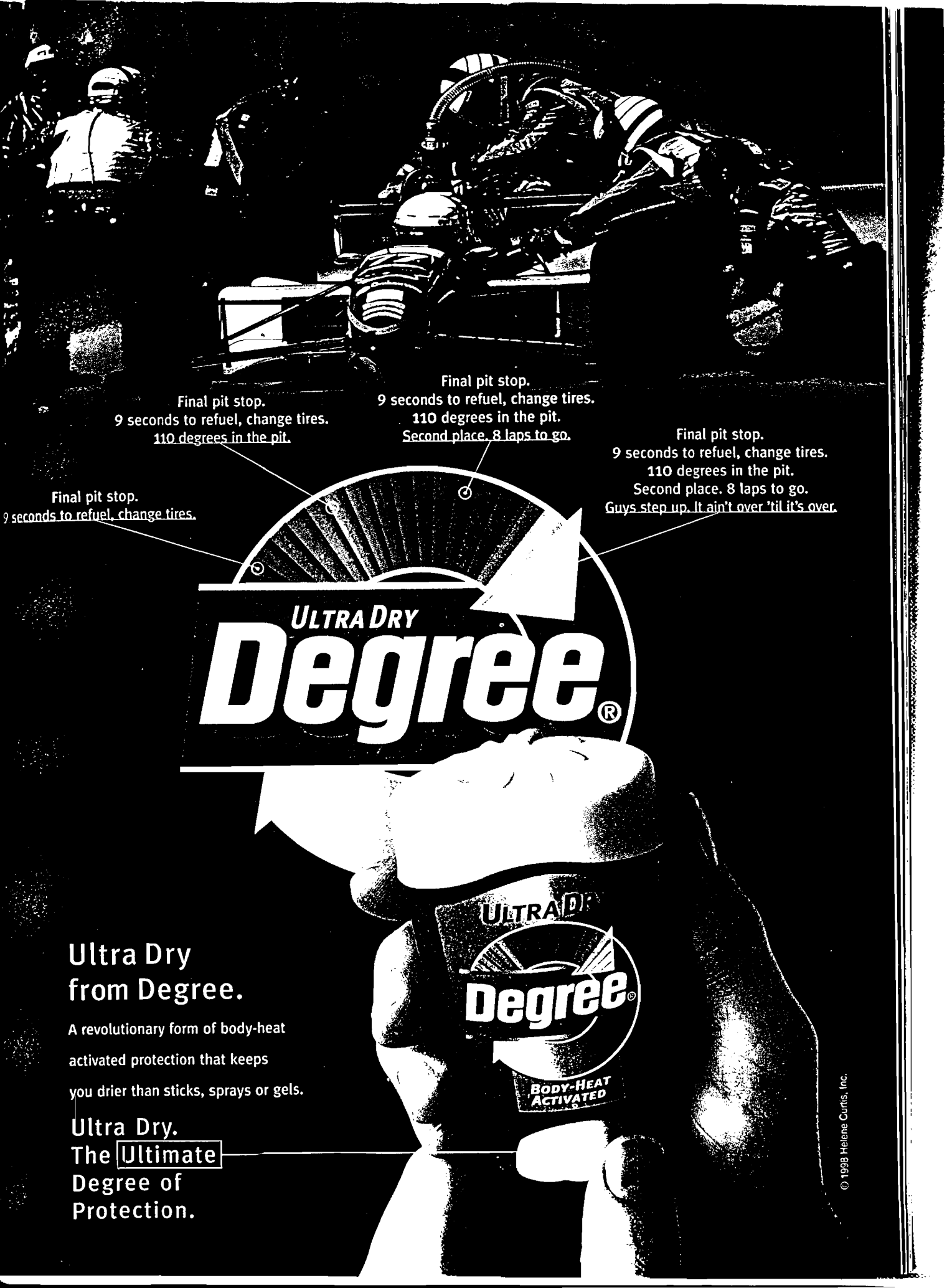
What do you need for sound that brings your favorite movies, music and sports programs to life? Giant speakers? Racks of complicated electronics? Or is there something different? Something better? Hear a Lifestyle® system, and hear why *Stereo Review* believes, "There is simply nothing else like it."*

BOSE®
Better sound through research.

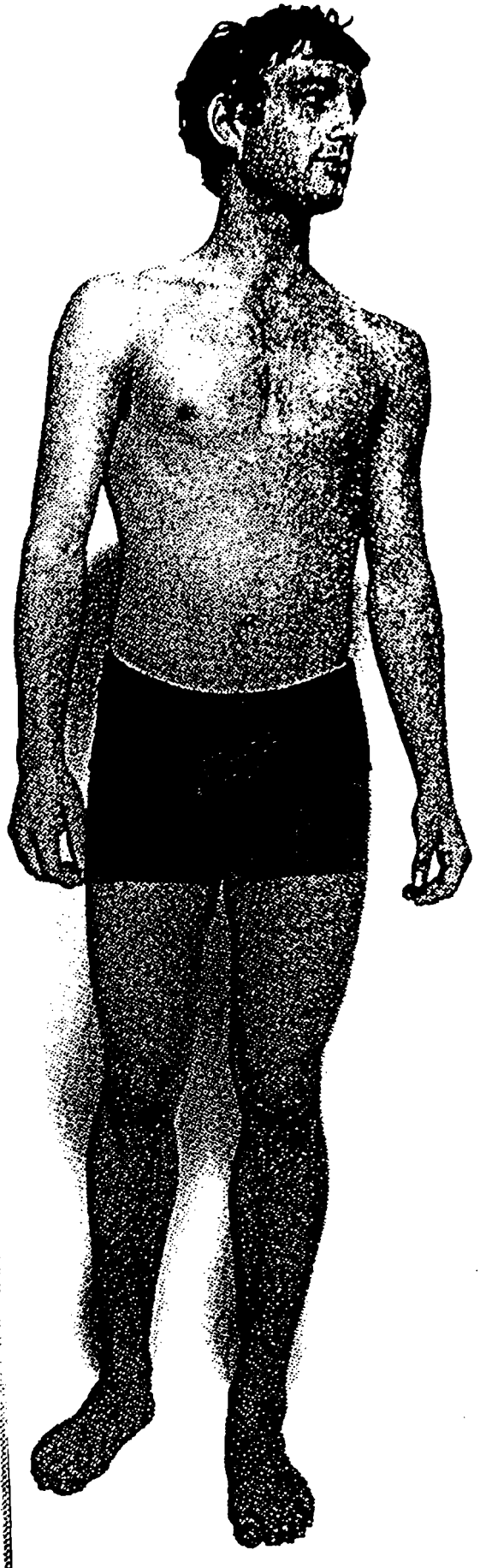
THE MALL AT SHORT HILLS
1.800.444.BOSE
Please Ask For Ext. 655

For information on all our products:
www.bose.com/challenge


JOE BOXER JOE


Final pit stop.
9 seconds to refuel, change tires.
110 degrees in the pit.
Final pit stop.
9 seconds to refuel, change tires.
110 degrees in the pit.
Second place. 8 laps to go.
Final pit stop.
9 seconds to refuel, change tires.
110 degrees in the pit.
Second place. 8 laps to go.
Guys step up. It ain't over 'til it's over.
Final pit stop.
9 seconds to refuel, change tires.
ULTRA DRY
Degree®
ULTRA DR
Degree®
BODY-HEAT ACTIVATED
Ultra Dry
from Degree.
A revolutionary form of body-heat
activated protection that keeps
you drier than sticks, sprays or gels.
Ultra Dry.
The Ultimate
Degree of
Protection.
© 1998 Helene Curtis, Inc.


TyRese. It's All About The Music.
VISA
4000 1234 5678
12/97
TYRESE GIBSON



A BETTER SOLAR WATCH AT A BETTER PRICE?

NOT IN THIS SOLAR SYSTEM.

PULSAR
SOLAR

DISCOVER YOUR OWN STAR

WWW.PULSARWATCHES.COM

starts quickly in 2 – 3 seconds – charges with any light source – full charge lasts up to 6 months – models PUA033 $185/PUC029 $215/PUA065 $215

A selection from our Solar collection is available at SEARS

APPENDIX F

LETTER FOR PERMISSION TO USE ROGER'S BODY CATHEXIS SCALE

EMPORIA STATE UNIVERSITY

1200 Commercial
Emporia, Kansas
66801-5087

316-341-5354
316-341-5603 fax
www.emporia.edu

DIVISION OF HEALTH, PHYSICAL EDUCATION
AND RECREATION
Campus Box 4013

January 8, 1999

Jennifer A. Blevins
1111 1/2 Commercial St.
Emporia, KS 66801
United States

Dr. D.B. Roger
Department of Psychology
University of York
Heslington, York, Y01 5dd
England

Dear Dr. Roger,

I am contacting you in regards to permission to use your Body Cathexis Scale for my thesis project, THE RELATIONSHIP BETWEEN BODY IMAGE, BODY SATISFACTION AND MEDIA INFLUENCE AMONG MALE ADOLESCENT AND POST-ADOLESCENT STUDENTS.

Thank you for your time and all of your work in the field of Body Cathexis.

Sincerely,

Jennifer A. Blevins

APPENDIX G

ROGER'S BODY CATHEXIS SCALE

ROGERS BODY-CATHEXIS SCALE

Instructions: In the left hand column of this page is a list of words describing various aspects of the body. Please rate the degree of satisfaction or dissatisfaction you feel about each of these aspects of your body. Indicate degree of satisfaction or dissatisfaction with each item by marking an "X" in the appropriate column. You may mark only one box per body aspect.

	1 Very Dissatisfied	2 Quite Dissatisfied	3 Neither Satisfied Nor Dissatisfied	4 Quite Satisfied	5 Very Satisfied
1. General Appearance					
2. Facial Complexion					
3. Bodybuild					
4. Profile					
5. Waist					
6. Chest					
7. Mouth					
8. Hips					
9. Neck					
10. Thighs					
11. Ankles					
12. Hands					
13. Hair Distribution					

I, Jennifer Ann Blevins, hereby submit this thesis/report to Emporia State University as partial fulfillment of the requirements for an advanced degree. I agree that the Library of the University may make it available to use in accordance with its regulations governing materials of this type. I further agree that quoting, photocopying, or other reproduction of this document is allowed for private study, scholarship (including teaching) and research purposes of a nonprofit nature. No copying which involves potential financial gain will be allowed without written permission of the author.

Jennifer A. Blevins
Signature of Author

5/5/99
Date

An Examination of the Effects of Printed Media on Body Cathexis Among Adolescent and Post Adolescent Males
Title of Thesis/Research Project

Signature of Graduate Office Staff

May 5, 1999
Date Received

original