

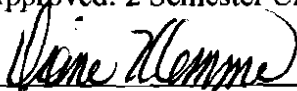
Media's Impact on Male and Female College
Age Students Perspective of
Body Image

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ABSTRACT

Media images such as commercials on television, magazines advertisements, movies, and internet advertisements portray images of what some individuals consider the ideal female and male body image. These media's image can cause individual to develop a negative body images. Furthermore and most significantly for this study, the media may contribute to how males and females perceive themselves as compared to unrealistic body image by displaying the ideal images as a realistic and necessary means to live a happy life.

This research was conducted to determine media's impact on male and female's college age student's body perspective of body image. A modified version of the *Determination of Body Image Dissatisfaction and Body Image Distortion Survey* developed by Stunkard, Sorensen & Schulsinger (1983) was used. A total of 366 students responded. Results indicated college student are

impacted by the media's images and these images influence the individuals' body image.

Results from this survey suggest that the media does have a statistically significant impact on the way young people perceive their body image. Females are more influenced by the media than their male peers. Survey results also indicated that females are most influenced by images in magazines but males are most influenced by images on the internet. Both female and male college students perceive themselves as physically smaller than they really are. Contrary to current research, the older students in this study were more influenced by media images as compared to younger students.

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Chapter I: Introduction

Media images such as commercials on television, magazines advertisements, movies, and internet advertisements portray images of what some individuals consider the ideal female and male body image. Others would argue that these images of unachievable thin bodies are harming the young men and women of our society. Realistically, individuals are all shapes and sizes. However, when women and men compare themselves to these media images; heightened issues of body image could become a concern.

Rabak-Wagner, Eickhoff-Shemek, and Kelly-Vance (1998), define “body image” as “an intellectual or idealized image of what one’s body is or should be like that is sometimes misconceived by oneself” (p.31). Individuals worried about their body image and their looks, tend to do what it takes to achieve what they perceive as the ideal man or woman. This behavior contributes to some people developing eating disorders and obsession with their body image. Eating disorders experts, Rabak-Wagner, et. al (1998), identified “eating disorders are estimated to occur with 1 in 100 women, occur approximately 10 times more often in women than in men because of the high prevalence of body image dissatisfaction among young women” (p.34).

When men and women become over-worried about their body image, they start to become anxious about their appearance. According to Sparhawk (2003), women who focus more on their body shape, size, and overall appearance tend to engage in more grooming and dieting behaviors than women who less concerned about body shape. This extra focus may not always a positive thing because of the potential of compulsive behavior.

People’s perception of their body image can change from time to time. Sparhawk (2003) indicated that body image is influenced by many factors such as family, friends, teachers, peers,

and society. As a person gets older, the influences on body image changes and may become stronger or weaker, thus creating flux in body image over the life-span.

Women and men are constantly being bombarded by media images and advertisements telling them what they should look like. Sparhawk (2003) reviewed many popular female magazines such as *Elle*, *People*, *Cosmopolitan*, and *Glamour*, and even male-oriented magazines such as *Playboy* and *Maximum* and found these magazines re-enforced the idea that women should focus on their physical, outside attributes, such as body shape, muscle tone, bone structure, hair, makeup, clothing, etc., but rarely mention the importance of being smart, sophisticated, funny, and/or possessing many other positive physical attributes. These other factors are often overlooked by women because of the constant bombardment of the focus on physical attributes; thus the U.S. has experienced a rise in eating disorders, low self-esteem, and depression among young women. Sparhawk (2003) reported this rise to be around 36% of female have experienced a rise in eating disorders, low self-esteem, and depression because of the bombardment of physical attributes through the media images.

Leslie Goldman (2006), discussed about her firsthand experiences in the book *Locker Room Diaries: The Naked Truth about Women, Body Image, and Re-imagining the "Perfect" Body*. Goldman identified women's quest for the perfect body, what they did; both good and bad, to reach their goal. Goldman concluded that a perfect body was not always achievable. In her interviews, Goldman (2006), women identified ways to reach the perfect body including, following compulsive workout schedules, daily dates with their scale, underwent bikini waxes, body fat measurements, and plastic surgery to fit what they believed to be the perfect body. Many women interviewed struggled with daily eating issues. This was just not a personal struggle that Goldman, but one she shared with thousands of other women.

Body image is an important aspect of self-esteem among young women. Young women are bombarded by distorted media image, and some of them begin to form body image dissatisfaction and distortion about their own body image. Forrest and Stuhldreher (2007), identified that college age women often perceived their actual figure to be heavier than the ideal figure; because the ideal figure they compared themselves to is an unrealistic media image. Finding that women are comparing themselves to what they see in the media: Forrest and Stuhldreher (2007), noted that over the past several decades obesity in the adult population has doubled since 1980. “The United State’s general population is experiencing an increase in the prevalence of obesity, in the United States, 30% of the populations are obese, and 65% are overweight or obese; but the media images rigidly promote a thin body image” (Forrest & Stuhldreher, 2007, p.19). These authors question how this conflict between reality, a high prevalence of obesity; and fantasy, the image of ultra thin models and celebrities, would impact both body image dissatisfaction and distortion in college age women and sought what might be done to help change these ideas. Forrest and Stuhldreher (2007) noted that individuals who were unsatisfied with their body image were more likely to have distorted body image perception and vice versa.

Women define the difference between dissatisfaction and distortion. “Body image dissatisfaction was primarily related to interpersonal factors such as body weight or shape, and body distortion is related to interpersonal factors such as comparisons with ideal image for the media” (Forrest & Stuhldreher, 2007, p.20). Forrest and Stuhldreher (2007) identified new ways of helping college women overcome these skewed body media image ideals by identifying the connections between interpersonal factors and skewed ideal.

Researchers are interested in how women's body image is affected by world media images viewed on a day-to-day basis. Past studies such as *The Influence of Societal Factors on Female Body Image (1997)* by Monteath, S.A., & McCabe, M.P., *The Effect of Media Analysis on Attitudes and Behaviors Regarding Body Image Among College Students (1998)* by Rabak-Wagner, J., Eickhoff-Shemek, J., & Kelly-Vance, L., and *Body Image and the Media: The Media's Influences on Body Image (2003)* by Sparhawk, J., identified the connection between the ways women portray body image, self image, and their food intake based on what they have seen or heard from the media.

Purpose of Study

The purpose of this study is to determine if college age men and women's exposure to media's images of the ideal man and woman will have an effect on their own body image perception. Sparhawk (2003), identified the "ideal thin" has been constructed by society and by the media and women and girls are expected to conform to it. Stice and Shaw (1994), noted the one factor that has the strongest transmitters of the pressure to look like the thin ideal woman may be the mass media, because of the constant bombardment.

Statement of the Problem

The purpose of this investigation is to determine the influences and effects media plays on college age men and women's body image through the use of a visual online survey. Data will be collected during April of 2008 at University of Wisconsin-Stout, in Menomonie, Wisconsin.

Research Questions

1. Are college students influenced by media's image?
 2. Which age group is most influenced by the media's perspective of body image?
-

3. Which age group has a more difficult time selecting the proper body image for their weight? (the realistic image for the actual weight and height)
4. Are students' perceptions on how individuals view themselves the way they want to be viewed?
5. Are males and females influenced differently by the media's images?

Definition of Terms

The following are the terms that will be used throughout this thesis that need to be clarified to help readers have a better understanding of how these terms will be used.

Anorexia Nervosa - According to *Diagnostic and Statistical Manual of Mental Disorders* (APA, 1994), criteria that must be met to be diagnosed with anorexia nervosa is:

- A. Refusal to maintain body weight at or above a minimally normal weight for age and height.
- B. Intense fear of gaining weight or becoming fat, even though underweight.
- C. Disturbance in the way in which one's body weight or shape is experienced, undue influence of body weight or shape on self-evaluation, or denial of the seriousness of current low body weight.
- D. In postmenstrual females, amenorrhea, the absence of at least three consecutive menstrual cycles.

Body Dysmorphic Disorder - According to *Diagnostic and Statistical Manual of Mental Disorders* (APA, 1994), the criteria for body dysmorphic disorder is as follows:

- A. Preoccupation with an imagined defect in appearance. If a slight physical anomaly is present, the person's concern is markedly excessive.

B. The preoccupation causes clinically significant distress or impairment in social , occupational, or other important areas of functioning.

C. The preoccupation is not better accounted for by another mental disorder (e.g., dissatisfaction with body shape and size in Anorexia Nervosa).

Body Image - Rabak-Wagner, Eickhoff-Shemek, and Kelly-Vance (1998) defined body image as follows: as an intellectual or idealized image of what one's body is or should be like that is sometimes misconceived by oneself. Body image involves our perceptive, imagination, emotions, and physical sensations of and about our bodies. It's not static- but ever changing; sensitive to changes in mood, environment, and physical experience. In other words, it is how you feel others perceive you, what you believe about your physical appearance, how you feel about your body, and how you felt in your body.

Bulimia Nervosa - According to *Diagnostic and Statistical Manual of Mental Disorders* (APA, 1994), the criteria for bulimia nervosa are as follows:

- A. Recurrent episodes of binge eating. An episode of binge eating is characterized by both of the following: 1) eating, in a discrete period of time (e.g. within any 2-hour period), an amount of food that is definitely larger than most people would eat during a similar period of time and under similar circumstances; 2) a sense of lack of control over eating during the episodes (e.g. a feeling that one cannot stop eating or control what or how much one is eating)
 - B. Recurrent inappropriate compensatory behaviors in order to prevent weight gain, such as self-induced vomiting; misuse of laxative, diuretics, enemas, or other medications; fasting; excessive exercise.
-

- C. The binge eating and inappropriate compensatory behaviors both occur, on average, at least twice a week for three months.
- D. Self-evaluation is unduly influenced by body shape and weight.
- E. The disturbance does not occur exclusively during episodes of Anorexia Nervosa.

Eating Disorder- According to *Diagnostic and Statistical Manual of Mental Disorders* (APA, 1994), the definition of eating disorders are characterized by severe disturbances in eating behaviors and a disturbance in perception of body shape and weight is an essential feature. The criteria for eating disorder are as follows:

- A. Characterized by refusal to maintain a minimally normal body weight.
- B. Characterized by repeated episodes of binge eating followed by inappropriate compensatory behavior such as self-induced vomiting; misuse of laxatives, diuretics, or other medications; fasting; or excessive exercise.

Media- Guralnik, Webster's dictionary (1983) defines media as: a way of communicating with the general public; newspapers, magazines, television, and billboards.

Assumptions of the Study

The researcher assumes the following:

- 1. The participants will answer the questions honestly;
- 2. The participants will answer the questions openly;
- 3. There are different levels of body image; and
- 4. The media images used will be representative of the ideal body image for women.

Limitations of the Study

The findings of this study may be limited by the following:

- 1. The subjects may not be representative of the population as a whole;
-

2. The media images used may not be representative of the thin ideal; and
3. Participants might answer questions to what they perceive the researcher is looking for, therefore not truly reflecting their values/perceptions.

Chapter II: Literature Review

This chapter will provide an overview of the literature available on men and women's body image and media's portrayal of the ideal woman and man. The first section will discuss body image and how body image is formed in American society. The next section will explain the role media plays in the way the ideal man's and woman's appearance was formed and how this portrayal can influence a man's and woman's perception of his/her body image. The chapter will conclude with a third-party perceptions of media influence contributing to man's and woman's perception of his/her body image.

Body Image in Americans Society

Body image has many different meanings too many different people, depending on who you are asking and in what context. Rabak-Wagner, Eickhoff-Shemek, and Kelly-Vance (1998) defined body image as an intellectual or idealized image of what one's body is or should be like. Body image can be misconceived by oneself. These authors also identified how body image evolves from each individual's perception, imagination, emotions, and physical sensations. People, especially women, are constantly changing their feelings about their body image and this change is dependent on their changes in mood, environment, and physical experience. In other words, Rabak-Wagner, et al. (1998) found that body image is how you feel others perceive you, what you believe about your physical appearance, how you feel about your body, and how you feel in your body that matters.

The images that are put forth by the media are not realistic and provide an unrealistic comparison for women and men. Seid (1989), identified that the quest for a fit, fat-free, perfect body has become an American obsession; and "looking just right." "Today, the United States is an obese society, 30% of the population are obese, and 65% are overweight or obese, but the

media and celebrities rigidly promote a thin body image” (Forrest & Stuhldreher, 2007, p.19), but there are still these unrealistic body images being portrayed to which women compare themselves. Having and finding that perfect body image and size is becoming as important to young American adults today, as making money was to older Americans. Growing up in an era wrought with world war and the great depression leaves older American “waiting” for the next hardship. The first, second, and even third generations after them have never experienced an event of that magnitude. The worries that are put on our youth today are to look good and look a certain way. Instead of saving money for a down payment on a house, youth today would rather spend the money on the coolest new phone or in some cases the latest form of plastic surgery. Saving for the future is lost to immediate self satisfaction of generation X.

Words play an important role in women’s body image and the words that are associated with it, like “fat” and “thin” and what meanings people give these words. There are stereotypes linked to both of these words. People who are “fat” are seen as more than just a physical condition of bad health, but are looked at as negative or bad people. According to *Body Image Facts* (2006), having a body image that is fat links to characteristics such as lazy, greedy, unfeminine, having personal problems, unhappiness, and aggressive. On the other hand, according to *Body Image Facts* (2006), having a body image that is “thin” is associated with characteristics that are positive like happy, successful, good, strong willed, feminine, and confident. Society and the media images expressed influence individuals’ feeling about how one look of our bodies and this adds additional pressures on women and their body image because they do not want to be evaluated as bad or good just because of the way they look.

Psychologists and counselors agree that a negative body image is directly related to self-esteem. The more negative we view our bodies, the more negative we feel about ourselves.

Sparhawk (2003) indicated that the negative feelings some women have about their bodies are only minor annoyances, but for other women the negative feelings they have about their body causes great distress that interferes with their everyday life. When negative body image gets out of control, it can contribute to unhealthy coping methods that can turn into several disorders, including; body dysmorphic disorder, anorexia nervosa, and bulimia nervosa (Sparhawk, 2003).

Negative body image, according to *Body Image Facts* (2006) and Sparhawk, (2003), could even lead to other conditions such as anxiety, depression, lowered self-esteem, sexual dissatisfactions, and less satisfaction at work and in relationships. When women feel bad about their bodies, their satisfaction and mood can plummet. *Body Image Facts* (2006) stated when women are constantly trying to push, reshape, and remake their bodies into the ideal woman, their sense of self becomes unhealthy, just because they can't make it to the body image of the unrealistic ideal woman who is tall, thin, and beautiful.

Monteath and McCabe (1997), showed that the Western society's concepts of feminine beauty have varied throughout history and even over the past century; the idealized female shape has changed from its once voluptuous and curved image to today's angular and lean look. Women of the past could have the hourglass figure and be considered beautiful and sexy, but now women with that body shape would be considered out of shape and overweight. Monteath and McCabe (1997) compared findings of a 1940 survey given to women regarding body image to their 1997 study and found significant changes. Monteath and McCabe (1997), "found was that in the 1940 survey, 23% of females perceived themselves to be overweight, whereas only 4% actually fell within the overweight category, compared to a 1997 study results where 55% of females perceived themselves to be overweight, whereas only 6% actually fell within the

overweight category” (p.713). These findings identify a major change in the way women perceive body image.

Lamb, Jackson, Cassiday, and Priest (1993) surveyed women from two different generations; all expressed a desire to be thinner, and younger women desired to be much thinner than the older generation. The self-report questionnaires used, indicated that the older generation were more dissatisfied with specific body areas, while the younger generations were dissatisfied with their overall appearance and body image. Lamb, Jackson, Cassiday, and Priest (1993) identified that overweight women from both generations were significantly more dissatisfied with the appearance of their bodies than women from other weight categories.

Women are not the only ones who have body image concerns, men also have body image issues. Cromie (2005), explains male body image disorders, including a pathological preoccupation with muscularity, are growing increasingly common among Western males. With this, males are compared to females in having a distorted view of what the ideal male should look like comparable to the way females do. Cromie (2005), stated when most 18-30 year old males were asked what body types a women would prefer the male would say a tall “buff” body with 20-30 pounds more muscle than the average male. This was not true, when asked during Cromie research women picked male bodies much closer to the average height and BMI images over the “buff” ones. Western males have the ideal male image being shown all over the media just as much as females do the ideal women. When men are being bombarded with the medias image of tall, thin and buff males it’s no wonder they are having the same distorted feelings females have about themselves.

Men on the other hand do not turn to eating disorders to meet their idea body image. To reach their ideal body image more and more Western men are resorting to anabolic steroids and

unhealthy workout patterns. Using these kinds of steroids and workouts are just as unhealthy as having an eating disorder, but some men see no other alternative to reaching the media's ideal male body image.

Role Media Plays

Americans are exposed to hundreds of commercial messages per day in one form or another from television ads to billboards, to ads on the side of a bus. Consumer Reports websites (2008) states, "the average American is exposed to 247 commercial messages each day in television ad's alone." With the addition of billboards, magazines, and even the radio, the number of ads total an overwhelming number of suggestive messages daily.

Sparhawk (2003), noted that for centuries, the media has portrayed women as sex objects and used appearance to sell items; thus sending the message that medias image are important. Sparhawk (2003) stated that plastic surgery, drastic dieting, low self-esteem, eating disorders, negative body image, and disordered eating patterns are potential end results for women who are constantly in contact with the thin unrealistic images. Paff and Buckley-Lakner (1997), identified advertising has historically included stereotypical and unrealistic images of women to sell the produces that need to be sold. The cultural message being put forth for women to see is something that most women will never be able to achieve. Many media messages suggest that women should focus on behaviors that will make them more physically attractive.

Advertisers know a beautiful women who is tall and thin, will sell their products. The ideal, thin woman is displayed all around in our society on billboards, in magazines, in television commercials and shows, and in movies (Paff and Buckley-Lakner, 1997). According to Monteath and McCabe (1997), one way that societal body ideals are conveyed to the public is through stereotypes related to appearance; for both thin and overweight women. Thin women

are given positive characteristics but overweight people are given more negative characteristics. Monteath and McCabe (1997) stated that attractive people lead glamorous lives and overweight people are seen as lazy, unhappy people not worthy or able to lead the same kind of lifestyle that attractive people do. Monteath and McCabe (1997) also noted that often overweight people are seen as not being able to have normal social lives and are not fit for love, while thin, beautiful women are seen as popular and loveable. With these media stereotypes, it is no surprise that people strive to be thin and beautiful.

As women keep getting bombarded with the media's images of the thin ideal woman, some women could start experiencing negative feelings about themselves. Paff and Buckley-Lakner (1997) found that exposure to the thin ideal resulted in women feeling unhappy, shameful, guilty, depressed, and stressed; which in turn decreased their confidence about their own body image. The authors also identified that the ideal body image portrayed in many of the billboards, magazines, and television advertisings have negative effects on the affective state and body satisfaction of female readers. Paff and Buckley-Lakner (1997) found many women and adolescent females develop distorted body perceptions from the negative feelings women form about themselves after watching these media images. The skewed perceptions women believe about themselves are that they are bigger, heavier, fatter, and wider than they actually really are. These unhappy feelings and views of their bodies can lead to other problems such as decreased self-esteem and eating disorders.

It is unrealistic for most men and women to use the images portrayed in the media as the body image "yard stick" in which to compare themselves agents. U.S. Census Bureau (2008), stated that the "typical" female model is between the heights of 5ft 8in to 5ft 10in and weighs 110 lbs, with bust between 22-32in, waist under 24.5 in, and hips under 35.5in. U.S. Census

Bureau (2008), noted that the “typical” male model is between the heights of 5ft 11in to 6ft 2in, and weights 140lbs to 170, with a chest measurement of 37-32in.

According to Sparhawk (2003), female models in the media are predominately thin, tall, big breasted, and Caucasian, and noted that society and culture accepts this image that all women should and need to attain to achieve true happiness. Sparhawk (2003) stated, viewing the thin ideal everyday through media’s avenues only decreases a woman’s self-esteem, negatively influencing body image, and leads some women to clinical eating disorder behaviors. Our society values the way people look and the look of thin and beautiful is perceived as best. The thin ideal that the media shows us is what women consider the goal to strive for if they want to be considered beautiful and happy. Sparhawk (2003) stated society defines what is desirable and what society desires is the thin waif-like figure portrayed on television, in magazines, books, and on billboards.

According to Cromie (2005), male models in the media are predominately tall, thin, “buff” bodies with 20-30 pounds more muscle than the average male. As long as these images are being used in visual media, our society and culture will accept these body images as what is to be achieved by all male and what the ideal male should look like. Our society values the way people look and the look of “buff” is what is being shown as the ideal body form for males. It makes it hard for males and female to remember that everyone is different and that all bodies come in a variety of different sizes and shapes when all they see in the media are the thin, tall, big breasted females, and tall, thin “buff” males.

Third-party Perceptions of Media Influence and Effects

Park, S.Y., Yun, G.W., McSweeney, J.H., & Gunther, A.C. (2007), stated the influence of third-party such as media have increased over the past three decades, and the issues of body

image disturbance and eating disorders have also increased. Increase cases of eating disorder stats These authors also identified that mass media is partially responsible for the chronic states of bodily discontent and unhealthy attitudes toward eating; which is widespread among men and women in most Westernized societies. Park, et al (2007), identified other factors that influence body image and eating disorders such as self-esteem, family, sports, both same-sex and opposite-set peers. “The media in all its forms have been the consistently identified as the major source of pressure to be thin for young men and women” (Park, et al, 2007, p.569).

People view this unrealistic body image in the media and it is unrealistic for most men and women to use the images portrayed in the media as the body image measurement comparison. As men and women aim to meet the images portrayed in the media their ideas of body image get distorted and other issues can arise. According to Park, et al (2007), another side effect of the medias is both women and men overestimate the thinness of body type preferred by others of the same-sex and opposite-sex. Park, et al. (2007) found individuals place the norm of ideal female thinness into the catalogue of social norms that are subject to the pluralistic ignorance of our society. People are unaware of how the images around them have truly affected the way they perceive themselves and others. Society assumes everyone should be fitting the media’s bombardment of ideal body image and assumes individuals that do not meet this image are no longer okay with being who they are.

Based on Park’s (2007) findings, medical doctors, Lew, A.M., Mann, T., Myers, H., Taylor, S., & Bower, J. (2007), concluded by helping women and men to stop doing social comparisons to themselves and an individual could increase self-esteem, and body satisfaction again, and decrease the number of people who have eating disorders and body image dissatisfaction. Lew et al. (2007), note college men and women are constantly comparing

themselves to others and when students compare themselves to media's image students felt more jealous and depressed about themselves. College students are developmentally still forming identity, still young and impressionable, and media use this to their advantage when selecting their images.

Eric Erikson's theory of psychosocial development the above phenomenon happens because college age student are still in or are just leaving the stage of identity vs. confusion and moving into the stage of intimacy vs. isolation (Salkind, N.J. & Margolis, L., 2006). In both of these stages young adults are still trying to define who they are by achieving ego identity and some degree of intimacy and avoid role confusion and isolation (Salkind, N.J. & Margolis, L., 2006). Lew et al. (2007), suggest that when college age women and men view idealized media imagery they perceive a discrepancy between the thin-ideal and their current body shape, engage in upward social comparison (social class) with this superior body shape, and feel more dissatisfied with their bodies. Men and women are constantly being bombarded to focus on their physical attributes; thus the U.S. has experienced a rise in eating disorders, low self-esteem, and depression among young women. Sparhawk (2003) reported this rise to be around 36% of female have experienced a rise in eating disorders, low self-esteem, and depression because of the bombardment of physical attributes through the media.

Negative body image is prevalent in American men and women. American culture influences body image in negative ways including what people eat, how they dress, do their hair, and how they present and view their bodies. Men and women are engaging in behaviors to reach the body shape and size of the culture's thin ideal that is being displayed in media's images. Lastly, and most significant for this study, the media contributes to negative body image by displaying the thin ideal as a realistic and necessary means to live a happy life, forcing some

American men and women to take drastic measures to reach the thin ideal and infecting other men and women to have a negative body image and lowered body esteem.

The media has been shown to have an impact on the individual's negative feelings toward their bodies. American culture influences body images in negative ways from the way people eat to how they perceive their own bodies. Women and men engage in behaviors to reach the body shape and size of the culture's thin and buff ideals, even if the behavior to get there are unhealthy. Furthermore and most significantly for this study, the media contributes to the way male and female view themselves and the negative body image by displaying the ideal images as a realistic and necessary means to live a happy life. Having these images being used in American society is forcing some men and women to take drastic, unhealthy measures to reach the ideal form. Infecting other men and women with a negative body image and lowering body self esteem.

Chapter III: Methodology

This chapter will discuss the methodology used in this study. A description of the sample selection will be followed by a description of the instrument used. In addition, procedures, data collection, and data analyses used will be reported. The chapter will conclude with the discussion of methodological limitations.

The purpose of the present study was to investigate the relationship between the media impact and body image perception using a modified version of the *Determination of Body Image Dissatisfaction and Body Image Distortion Survey* developed by Stunkard, Sorensen & Schulsinger (1983) at the University of Pennsylvania as the testing instrument. The *Determination of Body Image Dissatisfaction and Body Image Distortion Survey* and the procedures of the study will be discussed in more detail in the next chapter.

Subject Selection and Description

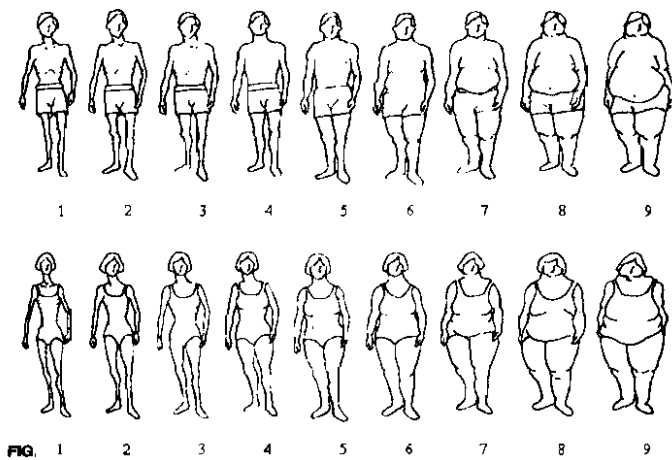
Subjects were male and female, full or part time undergraduate level college students between the ages of 18- 26 years old, and were enrolled in undergraduate courses offered at University of Wisconsin-Stout in April 2008. The on-line survey was distributed randomly to 1,500 students, 750 males and 750 females, living the resident halls on the University of Wisconsin-Stout campus. The samples ages are similar because undergraduate students are required to live in the resident halls for at least two years. Susan Green, a member of UW-Stouts Institutional Research Budget, Planning, and Analysis office randomly distributed the survey to the participants by instructing the computer randomly picked 750 males and 750 females' on-campus emails. The survey was sent to these 1500 individuals using the campus email system.

Instrumentation

The questionnaire for the study (see Appendix A) was a modified version of the *Determination of Body Image Dissatisfaction and Body Image Distortion Survey* developed by Stunkard, Sorensen & Schulsinger (1983) at the University of Pennsylvania. This questionnaire was approved by the University of Wisconsin-Stout IRB board (see Appendix B).

The original version of the instrument did not meet the specific needs of the study; thus, modifications were made. The final survey consisted of four different parts, each containing questions and required additional response. The first part included four demographic items: gender, age, height, and weight. The second part had eight questions and asked students to rank themselves and others in relation to images. This rank used a 9-point Likert scale ranging from 1 (extremely anorectic) to 9 (morbidly obese) (Figure 1).

Figure 1: Body Groups



The third part had one item and asked student to rank the way media influences there perceived of their your own body image by ranking different kinds of media (movies/videos, television, internet, magazines, billboard, and advertisements) from most influential to less influential, with one being most influential to seven being least influential. The last part included three open-end questions and provided students the opportunity to express personal opinions and feelings about the media's influences on them and their participation in the survey.

Data Collection Procedures

The week before the surveys was sent to my participants, a pilot and test run of the survey was sent to a selected number of UW-Stout Staff members and the researcher's family members. This was done to make sure that the on-line survey tool worked, and to make sure survey questions could be understood and answered the way they were intended to be answered. No changes need to be made from test run; pilot sample understood and had no questions or comments. Data was collected in the spring of 2008 from male and female undergraduate level college students between the ages of 18-26 years old, enrolled as full or part time students at University of Wisconsin-Stout. Students received a letter explaining the purpose of the study, consent notification, and the survey link:

<http://www.uwstout.edu/survey/admin/public/survey.php?name=MediasImpact>. A copy of this letter can be found in Appendix C. Participation in this study was voluntary as outlined in the letter. The letter stated to the participant that "responses are anonymous and the survey will be destroyed after data analysis is completed. You can be assured that your responses will be held in strict confidence; your name and email not used" a direct quote in from the letter. The online survey can be found under survey tool (see Appendix A) and was administered by using Select Survey Tool, made by University of Wisconsin-Stout through the Internet.

Participants were asked to log on to the Select Survey to access the informed consent form (see Appendix D). The participants gave their consent by accessing and submitting survey answers. The survey was first distributed on Tuesday April 1st, 2008 and a reminder e-mail and survey sent out on the morning of Monday April 7th, 2008 and the morning of Sunday April 13th, 2008. The last day to submit the survey was Sunday April 13th by midnight.

Data Analysis

The survey was sent to 1,500 UW-Stout undergraduate students; a total of 366 surveys were completed and returned. The response rate was 24%. After questionnaires were returned, all appropriate descriptive statistics were utilized to analyze the data. The data was collected electronically and entered into a computerized statistical package called SPSS-X. The data is nominal, ordinal, and ratio. Descriptive statistics were calculated and analyzed. In addition, cross tabulations were done to compare the responses between questions.

Limitations

The findings of this study may be limited by the following:

1. The subjects may not be representative of the population as a whole;
2. The media images used may not be representative of the thin ideal; and
3. Participants might answer questions how they perceive the researcher is looking for, therefore not truly reflecting their values/perception.

Chapter IV: Results

The purpose of this investigation was to determine the influences and effects media plays on college age men and women's body image through the use of an online survey. On-line surveys were randomly distributed to undergraduate male and female residence hall students at the University of Wisconsin-Stout in spring of 2008. This chapter reports the results of the study. A discussion of the research findings and future recommendations are presented in the subsequent chapter.

This chapter will give demographic information on the participating subjects. This chapter will also include an analysis of each research question. It will answer the research questions of the study.

1. Are college students influenced by media's image?
2. Which age group is most influenced by the media's perspective of body image?
3. Which age group has a more difficult time selecting the proper body image for their weight? (the realistic image for the actually weight and height)
4. Are students' perceptions on how individuals view themselves the way they want to be viewed?
5. Are males and females influenced differently by the media's images?

Response Rate

On April 1st, 2008, 1,500 surveys were electronically sent to UW-Stout undergraduate students who lived in the residents halls. The students were instructed to click on the link and complete the survey by midnight on April 13th, 2008. A total of 366 surveys were returned for a response rate of 24%. Twelve of the surveys returned were not used because of incomplete data.

Demographic Information

Participants in the survey included: 225 females (63.6%) and 129 males (36.4%)

Table 1. Gender Participants

Gender	Total Respondents	Percent of Total Responses
Male Respondents	129	36.4%
Female Respondents	225	63.6%

The respondents’ ages ranged from eighteen to twenty-three years of age. Of the 354 respondents, 203 people or 57.3% were between the ages of 18-19 years old, 127 people or 35.9% were between the ages of 20-21 years old, and 24 people or 6.8% were between the ages of 22-23 years old.

Table 2. Age of Participants

Age	Total Respondents	Percent of Total Responses
18-19	203	57.3%
20-21	127	35.9%
22-23	24	6.8%

The students varied in heights and weights. Two people (.6%) were less than five feet tall, 89 people (25.1%) were between the heights of 5’1”- 5’4”, 138 people (39.0%) were between the heights of 5’5”-5’8”, 114 people (32.2%) were between the heights of 5’9”-6’2”, and 10 people (2.8%) were between the heights of 6’3”- or higher. Of the respondent’s weights one person (.3%) weighted less than 100lb, 68 people (19.2%) were between the weights of

101lb-125lb, 114 people (32.2%) were between the weights of 126lb-150lb, 86 people (24.3%) were between the weights of 151lb-175lb, 56 people (15.8%) were between the weights of 176lb-200lb, 15 people (4.2%) were between the weights of 201lb-225lb, and 14 people (4.0%) were 226lb or higher.

Table 3. Height and Weight of Participants

Height	Total Respondents	Percent of Total Responses
under 5'0"	2	.6
5'1"- 5'4"	89	25.1
5'5"- 5'8"	138	39.0
5'9"- 6'2"	114	32.2
6'3"- up	10	2.8

Weight	Total Respondents	Percent of Total Responses
under 100 lb	1	.3
101 lb-125 lb	68	19.2
126 lb-150 lb	114	32.2
151 lb-175 lb	86	24.3
176 lb-200 lb	56	15.8
201 lb-225 lb	15	4.2
226 lb- up	14	4.0

Item Analysis

The survey addressed the following research questions. The data collected help determine media’s impact on male and female college age students perspective of body image.

Research Question 1: Are college students influenced by media’s images?

Questions nine and ten required participants to identify, a) which figure (same gender as you) does the media show as most attractive?) and b) which same gender-figure do you find most attractive?. A paired sample t-test was used to analyze this data. Results indicated females had statistically significantly higher ratings for the female’s body type they find most attractive compared to the female body type they think the media portrays as most attractive. The average difference was 1.29% or about 1.25% body type’s difference. T-test for females was 21.827. Results report males had statistically significantly higher ratings for the male’s body type they find most attractive compared to the female body type they think the media portrays as most attractive. The average difference was 0.54% or about .50% body type’s difference. T-test for males was -5.163. Both males and females rated statistically higher body types as most attractive compared to body types being portrayed as most attractive by the media.

Table 4. T-Test Research Question 1

Gender	Mean	T-Test
Female	1.29%	21.827
Male	0.54%	-5.163

*significance level less than .05

Question sixteen required participants to answer the question; do you feel the media influenced the way you responded to the question above? Data indicated 192 people (54.2%) did

not but 121 people (34.2%) answered yes to the media influencing their responses. This data was crosstabulated with gender to determine if gender was a significant factor in the responses. The crosstabulation indicated that gender did factor into the responses with statistical significant with more females 93 (46%) than males 28 (25%) indicating yes media influenced the way they responded to the above questions.

Research question 2: Which age group is most influenced by the media’s perspective of body image?

This question was analyzed by using a chi-square to test the difference among ages. Data indicated respondents ages 18-19 (N=203) years old had 81 people (44%) say yes they were influenced, respondents ages 20-21 (N=127) years old had 30 people (28%) say yes they were influenced, and respondents ages 22-23 (N=24) years old had 10 people (46%) say yes they were influenced. These results showed a statistically significant difference among the age groups, chi-square of 7.750 and p of .021. Respondents ages 22-23 were most influenced by the media, then respondents ages 18-19, and last respondents ages 20-21.

Table 5. Influence by Age Group

Age	Total Respondents	Percent of Total Responses
18-19	81	44%
20-21	30	28%
22-23	10	46%

*significance level less than .05, Asymp. Sig. (2-sided)

Research Question 3: Which age group has a more difficult time selecting the proper body image for their weight?

Questions five on the survey asked; which figure looks most like you? Proper body image for participants was calculated by using height and weight categories and computing minimum, average, and maximum Body Mass Index (BMI) scores. The computed average BMI score was then used as a new variable, using CDC BMI standards of underweight, normal, and overweight. Question five was then separated into three corresponding categories: underweight (images 1-3), normal (images 4-6), and overweight (images 7-9) (Figure 1).

The hypothesis was there is no difference in BMI category and category from question five by age category. Comparing the responses in these two new variables and by creating a new variable, helped indicated if the real body type is higher, lower, or the same as the perceived body type. Tests used were crosstabs (age by difference variable) and chi-squared. The results indicated statistically there is no difference across age categories. This is proven with a chi-squared score of 7.303.

Research Question 4: Are students' perceptions of how individuals view themselves the way they want to be viewed?

Questions five from the survey was used to help answer this question; which figure looks most like you? Then an analysis by gender was done. The first hypothesis was there is no difference in BMI category and category from question five for females. The Wilcoxon test was used, which takes paired observations, calculating the difference, then ranks from smallest to largest, with a score of Z -6.983. Results indicated statistically significant difference in perceived vs. real ratings, where more often perceived rating is lower than real rating, indicating that females in the study see themselves as smaller than they really are.

The second hypothesis was there is no difference in BMI category and category from question five for males. The Wilcoxon test was used for this hypothesis as well, with a score of $Z -8.221$. Results indicated statistically significant difference in perceived vs. real ratings, where more often perceived rating is lower than real rating, indicating that males see themselves as smaller than they really are.

Research Questions 5: Are males and females influenced differently by the media's images?

Question thirteen require participants to identify, which form of media has the greatest influences on the way you perceive your own body image and the rank the medias from the list below from most influential (1) to least influential (7). Gender significance crosstabulation tests were run on results. Results indicated statistically significant differences for internet and magazines meaning that these were more influential than other forms of media. Males ranked internet higher than females with a difference in points of 0.83, showing males use the internet more than females do. Females ranked magazines higher than males with a difference in points of 1.23 more. There was no statistically significant difference from billboards, advertisements, and other categories. Both males and female are influences by internet and magazines, but male more by internet and females more by magazines.

Question fourteen require participants to identify, do you think the media should be regulated in the use of images types used? Gender significance test were run on results and chi-square test. Results indicated statistically significant differences with more males than females answering no, and a chi-square test score of 27.725. The participants did not think media should be regulated with males supporting this more than females.

Question sixteen required participants to answer the question; do you feel the media influenced the way you responded to the question above? The resulted indicated 192 people

(54.2%) answered no and 121 people (34.2%) answered yes to this question. These results were then gender crosstabulated to see if there was gender significant among the answers. Results indicated statistical significant with more females 93 (46%) than males 28 (25%) indicating yes media influenced the way they responded to the above questions.

Chapter V: Discussion

This chapter will include a discussion of the results from the Media's Impact on Male and Female College Age Students Perspective of the Body Image survey and how the finding relate to current research literature. The chapter will address possible limitations of the study and conclude by providing recommendations on how to help male and female college student's work on their body image perspective, and end with identify areas of further research.

Summary

Media images of ideal body types for men and women have been on display for the American public for centuries. Although ideal body shapes and sizes have changed over the years, men and women have always tried to attain the ideal body type for themselves through whatever means necessary. This paper has examined previous research in a comprehensive literature review which regarding body image, how body image is formed in American society, and how body image has impacted men and women over the past several decades (Rabak-Wagner, Eickhoff-Shemek, and Kelly-Vance, 1998; Seid, 1989); Forrest & Stuhldreher, 2007; *Body Image Facts*, 2006); Sparhawk, 2003; Monteath and McCabe, 1997; and Cromie, 2005). The next section explains the role media plays in the way the ideal man's and woman's appearance is formed and how this portrayal can influence a man's and woman's perception of his/her body image (Consumer Reports, 2008; Lamb, Jackson, Cassiday, and Priest, 1993; Paff and Buckley-Lakner, 1997; U.S. Census Bureau, 2008; Cromie, 2005). The last part will discuss third-party perceptions of media influence contributing to man's and woman's perception of his/her body image (Park, S.Y., Yun, G.W., McSweeney, J.H., & Gunther, A.C., 2007; Lew, A.M., Mann, T., Myers, H., Taylor, S., & Bower, J., 2007; Salkind, N.J. & Margolis, L., 2006; and Sparhawk, 2003).

The purpose of the present study was to investigate the relationship between the media impact and body image perception using a modified version of the *Determination of Body Image Dissatisfaction and Body Image Distortion Survey* developed by Stunkard, Sorensen & Schulsinger (1983) at the University of Pennsylvania as the testing instrument. The survey was sent to 1,500 UW-Stout undergraduate students; a total of 366 surveys were completed and returned, with a response rate of 24%. The data was collected electronically and entered into a computerized statistical package called SPSS-X. The data is nominal, ordinal, and ratio. Descriptive statistics were calculated and analyzed. In addition, cross tabulations were done to compare the responses between questions.

Discussion of Survey Findings

Research Question 1: Are college students influenced by media's images?

Previous research suggests the images people are viewing through the media have impacted the way they view themselves because the general population is trying to compare themselves to those unrealistic images being used. The results of this study support these findings by concluding college students are influenced by the media's images of the ideal males and females being portrayed by the media. Throughout this study there was statistically significantly higher ratings for the male's and female's body type they find most attractive compared to the female or male body type they think the media portrays as most attractive. Society and media images expressed influence on individual feelings about how one looks at our bodies adding additional pressures on men and women and their body image. When negative body image gets out of control, it can contribute to unhealthy coping methods that can turn into several disorders, including; body dysmorphic disorder, anorexia nervosa, and bulimia nervosa (Sparhawk, 2003). "Today, the United States is an obese society, 30% of the population are

obese, and 65% are overweight or obese, but the media and celebrities rigidly promote a thin body image” (Forrest & Stuhldreher, 2007, p.19), but there are still these unrealistic body images being portrayed to which women compare themselves. Findings of this study and past research suggest, media has influenced our youth perception of body image and they may be receptive a variety of body types.

Research question 2: Which age group is most influenced by the media's perspective of body image?

Results from the survey suggests that there is a statistically significant difference among the college age, age groups with 22-23 years olds more influenced then the other respondents age 18-19 and 20-21. Monteath and McCabe (1997), “found was that in the 1940 survey, 23% of females perceived themselves to be overweight, whereas only 4% actually fell within the overweight category, compared to a 1997 study results where 55% of females perceived themselves to be overweight, whereas only 6% actually fell within the overweight category” (p.713). This was surprising because past research had suggested that young people are more influenced by the media than older people. The age groups are not extremely different in age, but the older groups were more influenced and this was an anticipated finding.

Research Question 3: Which age group has a more difficult time selecting the proper body image for their weight?

This particular study indicated statistically there is no difference across age categories for the way college students selected their proper body image for their weight. The study's hypothesis was there is no difference in BMI category and category from question five by age category. This was unexpected as the previous research literature implied that the younger age group would have a more difficult time selecting the proper body image for their weight. This

finding suggests the youth today understand it is acceptable to be different than others and is more accepting of themselves.

Research Question 4: Are students' perceptions of how individuals view themselves the way they want to be viewed?

One of the study's hypothesis was there is no difference in BMI category and category from question five for females. The result for this study indicated there was statistically significant difference in perceived vs. real ratings. Because the perceived rating is lower than real rating, one can conclude that participants see themselves as smaller than they really are. Another hypothesis was there is no difference in BMI category and category from question five for males. The result for this study again indicated there was statistically significant difference in perceived vs. real ratings, where more often perceived rating is lower than real rating, meaning see themselves as smaller than they really are. This result was a surprise because the past research suggested that there would not be a difference. Sparhawk (2003) had reported that most people saw themselves as smaller than they are but were happy with their current weight.

Research Questions 5: Are males and females influenced differently by the media's images?

Previous research suggests both males and female are influenced by the media's image but in different ways and by different types of medias. This study's findings concluded that females are influenced by the media's images more than males. Both groups are influenced by the media, but results indicated females are statistically significantly more influenced by the media than their male's peers. This was not surprising as past research found that females are more influenced by the media's images than males. In addition the majority of research focuses on how to help females understanding regarding media's body images.

Conclusions

Media has contributed to the negative body image prevalent in American. Both men and women are influenced by the media. Women and men engage in behaviors to reach the body shape and size of the culture's thin and buff ideals, even if the behaviors are unhealthy. Furthermore and most significantly for this study, the media contributes to the way males and females view themselves and the negative body image by displaying the ideal images as a realistic and necessary means to live a happy life. Having these images portrayed in American society is forcing some men and women to take drastic, unhealthy measures to reach the ideal form infecting men and women with a negative body image and lowering body self esteem. Based on past research and the supporting finding from this study, media's use of unrealistic body images does have a profound influence on individuals. These images are a cause for concern in our society and individuals need to be informed regarding the unrealistic nature of these images through education. One might suggest that some sort of regulations be developed by the government or federal trade of commission on the type of images use in media. This might sound like a big task but there are regulations on smoking ads so why not on the image with in the ads that are being used.

Limitations

The findings of this study may have been limited by the following ideas. The subjects may not be representative of the population as a whole in many ways. First, because the population represented college age people ages 18-24 years old vs. the gender population and all the age groups that are involved within the gender population. College people and those who attend college have different perspectives then others who do not attend college and may limit the ability to represent the population as a whole. Secondly, the population at UW-Stout is very

homogeneous and Caucasian. Another limitation could have been that media images used may not be representative of the thin ideal. It could have also been limiting to having the participants not looking at real pictures of people and having them look at picture images. Another limitation is that participants might answer questions to what they perceive the researcher is looking for, therefore not truly reflecting their values/perceptions.

Recommendations

There are two suggestions for counselors and educators that could help change the impact media plays on our youth. Given the results of this study a suggestion could be to implement a body image and media course into the schools to educate young men and women to be critical viewers of the media. Teaching society to view the media more critically and informing society that the thin ideal is virtually unattainable for almost 95% of the population is the first step to help men and women realize that the models are not real. Yes, they are tall, thin, and beautiful, but they are not even perfect the way they are. Models get airbrushed, trimmed to size by a computer, and posed to look the way the advertisers want them to look if they do not fit the part just right.

Another suggestion could be to encourage self-esteem development to be incorporated into school curriculums. Society should be informed about the way that overweight people are being discriminated against and begin to develop ways to rid society of unjust discrimination. Society will need to redefine what is desirable and what is beautiful before men and women can begin looking into a mirror and actually liking their reflection the way it is and not wanted to change it.

The mentioned above recommendations are just a few of the many that are possible to help make research in this area more effective for future research. More research is needed in

the areas of body image in general, body image and the media, and what causes one to have a negative body image. Perhaps studying internationally or finding ways in which to build a strong positive body image during childhood may be needed to allow for a more positive body image in the future. Prevention may be the key to living a life where men and women feel confident and secure about their bodies, even when they are being bombarded with the ideal images by the media.

One recommendation for future study would be to include a more diverse population to help get a better general population summary of results. This study used a very homogeneous and Caucasian population because that is what is available at UW-Stout. Also, with a more diverse population there could be cultural comparisons done to see how other cultures perceive body image and if media has the same impact on them as it does on other Americans and different population cross sections. An overall broader pool of subjects, wider age range, different areas of the state, or country could be helpful in getting a result that can be generalized to the general population and not just college students. Along with broadening the subject matter, increasing the number of participants would be helpful to gather more information. This study only had 366 participants, which does not compare to our overall population.

Another recommendation could be to do a longitudinal study on body image and media's impact. This could help researchers see when people start having body image issues and track what impacts them and what changes over a period of time and how the impacts change. It could also help building information over time about body image and media's impact.

A recommendation could be to use pictures of real people vs. pictures of drawn images like this study did. Using real images could help participants relate themselves more to the

picture then they could to the drawn ones. The images would come directly from the media to help portray the ideal image in a representative manner.

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Appendix A: Online Survey Tool

Media’s Impact on Male and Female College Age Students Perspective of Body Image
Suvery Tool

Please respond to the following statements that **BEST** represents your attitudes regarding media’s impact on male and female collage age students’ perspective of body image.

Gender: ☐ Male

☐ Female

Age: 18-19 ☐

20-21 ☐

22-23 ☐

24-25 ☐

26-up ☐

Height: under 5'0" ☐

5'1"- 5'4" ☐

5'5"- 5'8" ☐

5'9"- 6'2" ☐

6'3"- up ☐

Weight: under 100 lb ☐

101 lb-125 lb ☐

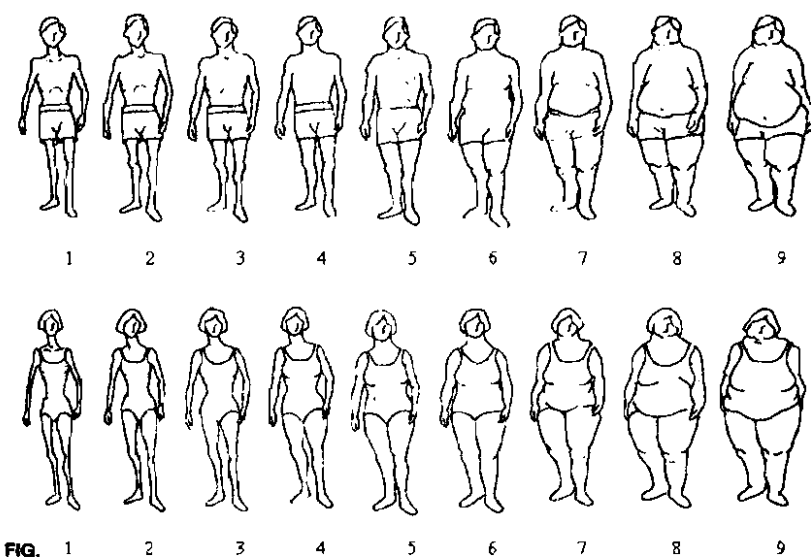
126 lb-150 lb ☐

151 lb-175 lb ☐

176 lb-200 lb ☐

201 lb-225 lb ☐

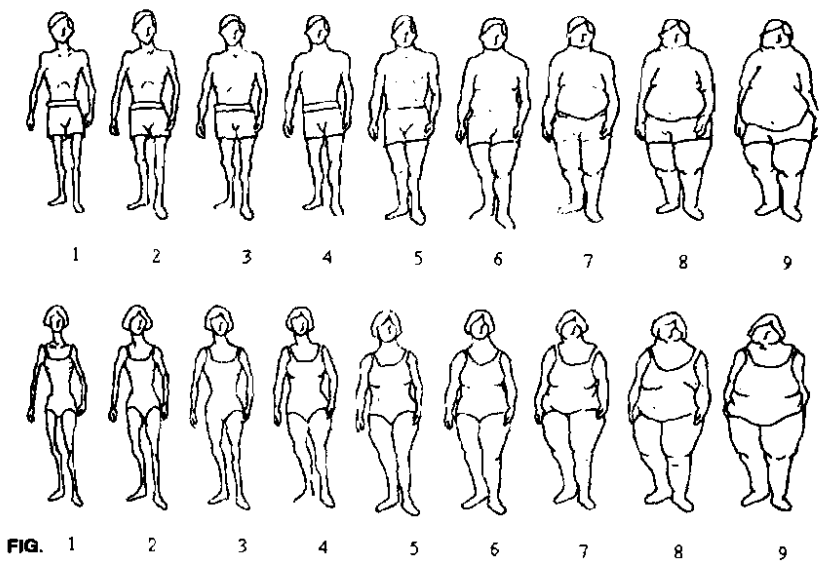
226 lb- up ☐



1. Which of these figures looks most like you?

Male: 1 2 3 4 5 6 7 8 9

Female: 10 11 12 13 14 15 16 17 18



2. Which of these figures do you want to look like?

Male: 1 2 3 4 5 6 7 8 9

Female: 10 11 12 13 14 15 16 17 18

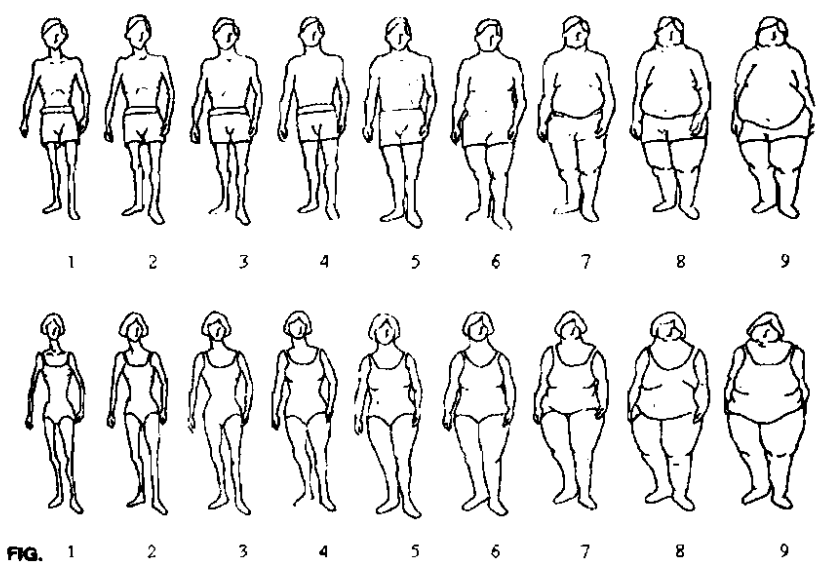
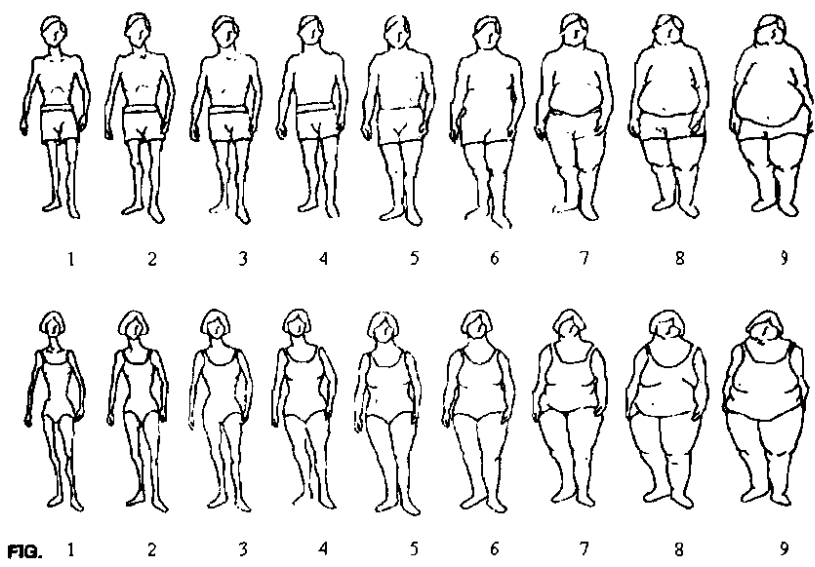


FIG.

4. Which opposite gender-figure do you find most attractive?

Male: 1 2 3 4 5 6 7 8 9

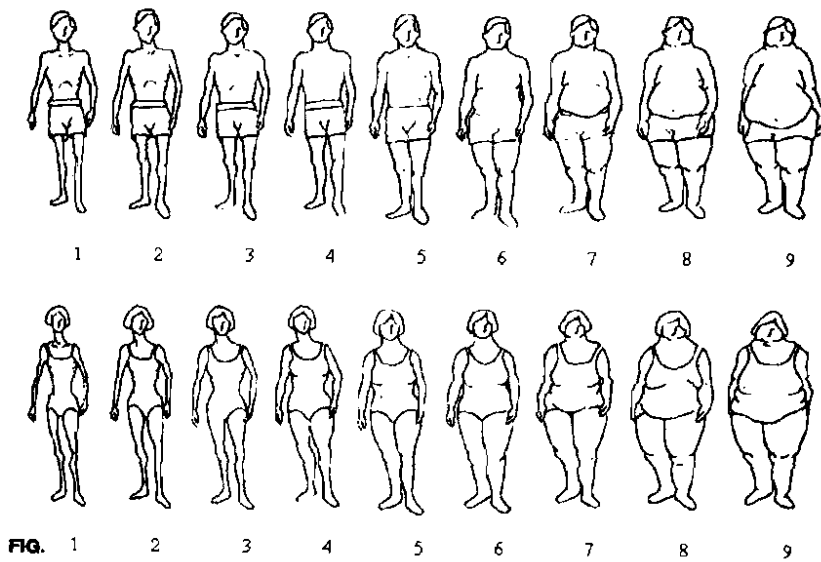
Female: 10 11 12 13 14 15 16 17 18



5. Which figure (same gender as you) does the media show as most attractive?

Male: 1 2 3 4 5 6 7 8 9

Female: 10 11 12 13 14 15 16 17 18



6. Which same gender-figure do you find most attractive?

Male: 1 2 3 4 5 6 7 8 9

Female: 10 11 12 13 14 15 16 17 18

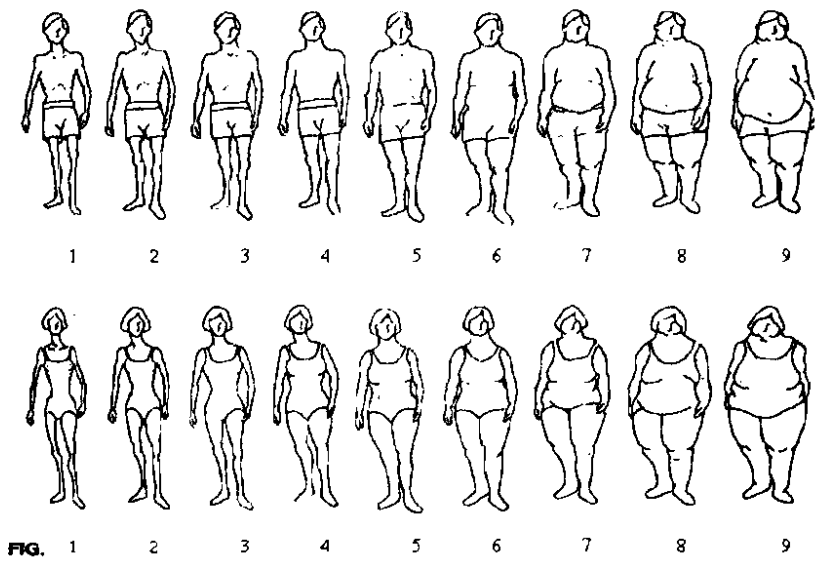
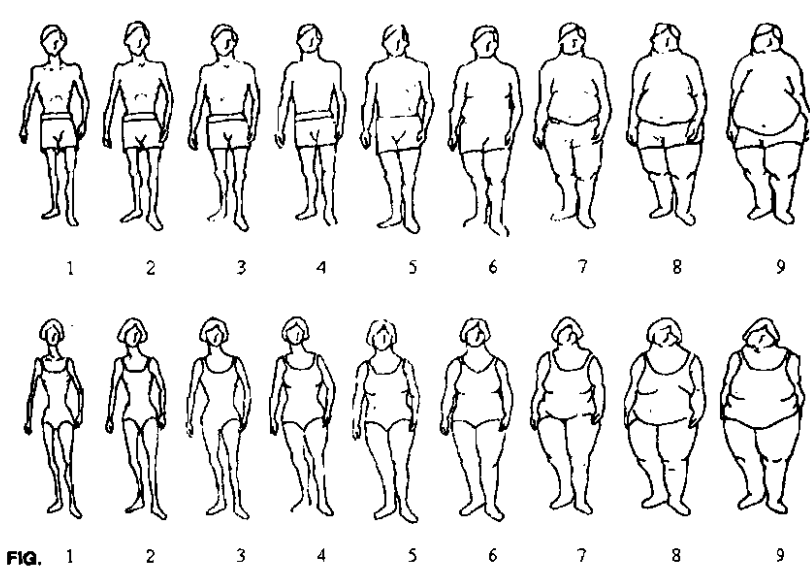


FIG.

7. Which figure (opposite gender as you) do you think the opposite gender finds most attractive? (i.e.- male figure men think women like)

Male: 1 2 3 4 5 6 7 8 9

Female: 10 11 12 13 14 15 16 17 18



8. Which figure (opposite gender as you) does the media show as most attractive?

Male:	1	2	3	4	5	6	7	8	9
Female:	10	11	12	13	14	15	16	17	18

9. Which form of media has the highest influences on the way you perceive your own body image? Please rank the Medias below from most influential to less. 1 being most influential to 7 being least influential.

Movies/Videos ____
 Television ____
 Internet ____
 Magazines ____
 Billboards ____
 Advertisements ____
 Others _____

10. Do you think the media should be regulated in the use of images types?

No ____

Yes ____

If yes please explain. _____

11. Do you feel the media influenced the way you responded to the questions above?

No ____

Yes ____

If yes please explain. _____

12. Any other additional comments. _____

Again, thank you so much for your participation!

Appendix B: University of Wisconsin-Stout IRB Board Approval Letter



152 Voc Rehab Building

University of Wisconsin-Stout
P.O. Box 790
Menomonie, WI 54751-0790

715/232-1126
715/232-1749 (fax)
<http://www.uwstout.edu/rs/>

Date: March 10, 2008

To: Anna Gregg

Cc: Diane Klemme

From: Sue Foxwell, Research Administrator and Human
Protections Administrator, UW-Stout Institutional
Review Board for the Protection of Human
Subjects in Research (IRB)

Subject: Protection of Human Subjects

Your project, "Media's Impact on Male and Female College Age Students Perspective of Body Image," has been approved by the IRB through the expedited review process. The measures you have taken to protect human subjects are adequate to protect everyone involved, including subjects and researchers.

Please copy and paste the following message to the top of your survey form before dissemination:

This research has been approved by the UW-Stout IRB as required by the Code of Federal Regulations Title 45 Part 46.

This project is approved through March 5, 2009. Modifications to this approved protocol need to be approved by the IRB. Research not completed by this date must be submitted again outlining changes, expansions, etc. Federal guidelines require annual review and approval by the IRB.

Thank you for your cooperation with the IRB and best wishes with your project.

Appendix C: Invitation Letter to Participation

Dear UW-Stout Students:

I am conducting a survey, and would really appreciate your participating and response to my survey. I am currently a graduate student in the School Guidance and Counseling Program here at UW-Stout. To meet program requirements I am doing a thesis research study on Media's Impact on Male and Female College Age Students Perspective of Body Image. The purpose of my study is to explore media's impact on college age students' perspective of body image.

The link to the survey is:

<http://www.uwstout.edu/survey/admin/public/survey.php?name=MediasImpact>.

Risks and Benefits: There is little risk to the participant. The benefits of participating in this survey are that the results may help educational professionals identify items that show the media's impact on male and female college age students' perspective of body image.

Time Commitment: This survey should take 5 to 10 minutes to complete. Please check the best response for each item.

Confidentiality: Your participation in this study is strictly voluntary. Your responses are anonymous and the survey will be destroyed after data analysis is completed. You can be assured that your responses will be held in strict confidence; your name is not used. You may also omit any question which you would rather not answer, or withdraw from participation at any time.

IRB Approval: This study has been reviewed and approved by The University of Wisconsin-Stout's Institutional Review Board (IRB). The IRB has determined that this study meets the ethical obligations required by federal law and University policies. If you have questions or concerns regarding this study please contact the Investigator or Advisor. If you have any questions, concerns, or reports regarding your rights as a research subject, please contact the IRB Administrator.

By completing the following survey you agree to participate in the project entitled, Media's Impact on Male and Female College Age Students Perspective of Body Image.

Thanks in advance for participating and responding to the survey, I really appreciate you helping me gather my data.

Thank you again for your help and time,

Anna Gregg
School Guidance and Counseling
University of Wisconsin-Stout

Appendix D: Consent to Participate in Research Letter

Consent to Participate In UW-Stout Approved Research

Title: Media's Impact on Male and Female College Age Students Perspective of Body Image

Investigator: Anna Gregg
gregga@uwstout.edu

Research Sponsor: Diane Klemme
klemmed@uwstout.edu

Description: I am currently a graduate student in the School Guidance and Counseling Program here at UW-Stout. To meet program requirements I am doing a thesis research study on media's impact on male and female college age students' perspective of body image. The purpose of my study is to explore media's impact on college age students' perspective of body image.

Risks and Benefits: There is little risk to the participant. The benefits of participating in this survey are that the results may help educational professionals identify items that show the media's impact on male and female college age students' perspective of body image.

Time Commitment: This survey should take 5 to 10 minutes to complete. Please check the best response for each item.

Confidentiality: Your participation in this study is strictly voluntary. Your responses are anonymous and the survey will be destroyed after data analysis is completed. You can be assured that your responses will be held in strict confidence; your name is not used. You may also omit any question which you would rather not answer, or withdraw from participation at any time.

IRB Approval: This study has been reviewed and approved by The University of Wisconsin-Stout's Institutional Review Board (IRB). The IRB has determined that this study meets the ethical obligations required by federal law and University policies. If you have questions or concerns regarding this study please contact the Investigator or Advisor. If you have any questions, concerns, or reports regarding your rights as a research subject, please contact the IRB Administrator.

Investigator: Anna Gregg
gregga@uwstout.edu

Research Sponsor: Diane Klemme
klemmed@uwstout.edu

IRB Administrator: Sue Foxwell, Director, Research Services
152 Vocational Rehabilitation Bldg.
UW-Stout
Menomonie, WI 54751
715-232-2477
foxwells@uwstout.edu

Statement of Consent: By completing the following survey you agree to participate in the project entitled, *Media's Impact on Male and Female College Age Students Perspective of Body Image*.