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Body Satisfaction Due To Stimuli

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BACKGROUND

o Prior research has shown that individuals' self-perception or ideas on their body image can be influenced based on various images (Prichard and Tiggemann, 2012; Allen and Mulgrew, 2019; Linderm-Trible, Pilato and Furguson, 2019).

o It is through these images and videos that women may begin comparing themselves to others, potentially leading to having a negative self-esteem.

o Research has shown short-term exposure to music clips can negatively influence the body image and mood of men (Mulgrew & Volcevski, 2012).

HYPOTHESES

o Women would rate their body satisfaction lower after viewing images of women with skinny bodies and watching the negative music videos.

o Women would rate their body satisfaction higher after viewing images of heavier women paired with positive music videos.

Methods

Participants
o 58 women participated

o *M*age = 19.45, SD = 3.47, range: 18 to 37

o Individuals that identified as women from the Psychology 100 subject pool

Methods

o *Music videos.* A positive music video was defined as having an uplifting message and that portrays the average woman. A negative music video was defined as not having an uplifting message and portraying the cultural objectification of women.

- The music video "Good As Hell" by Lizzo.

- The music video "Please Me" by Cardi B & Bruno Mars

o *Images.* Images of skinny women were selected from Victoria Secret's website. Images of heavier women were selected from Bare Necessities' website, Adore Me's website, and Torrid's website.

o *Objectified Body Consciousness Scale.* (OBCS; McKinley & Hyde, 1996.) All three subscales were used during this study. The Cronbach's alpha for the subscales for are: Body Surveillance Subscale, .79; Body Shame Subscale, .84; Appearance Control Beliefs Subscale, .68.

Procedure

o University computer monitor that already had the study pulled up on it, in a computer lab with other participants
o Randomly assigned to one of four conditions
o Music video paired with 8 images for 10 seconds each
o Three subscales of the OBCS

Results

Estimated Marginal Means of AverageSurveillanceScale
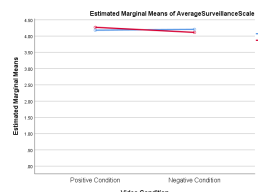
Video condition: $F_{(1, 57)} = .123$, $p = .727$, $\eta^2 = .002$
Image condition: $F_{(1, 57)} = .000$, $p = .988$, $\eta^2 = .000$
Interaction: $F_{(3, 57)} = .244$, $p = .623$, $\eta^2 = .004$

Estimated Marginal Means of AverageBodyShameScale
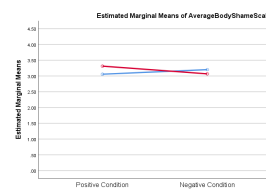
Video condition: $F_{(1, 57)} = .031$, $p = .862$, $\eta^2 = .001$
Image condition: $F_{(1, 57)} = .046$, $p = .831$, $\eta^2 = .001$
Interaction: $F_{(3, 57)} = .464$, $p = .499$, $\eta^2 = .009$

Estimated Marginal Means of AverageControlScale
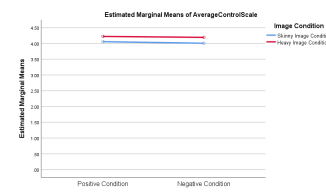
Video condition: $F_{(1, 57)} = .043$, $p = .836$, $\eta^2 = .001$
Image condition: $F_{(1, 57)} = .858$, $p = .358$, $\eta^2 = .016$
Interaction: $F_{(3, 57)} = .003$, $p = .956$, $\eta^2 = .000$

RESULTS

Positive music video paired with skinny body images
- Surveillance Subscale: ($M = 4.18$, $SD = .82$)
- Body Shame Subscale: ($M = 3.06$, $SD = .94$)
- Control Subscale: ($M = 4.06$, $SD = .69$)

Positive music video paired with heavier body images
- Surveillance Subscale: ($M = 4.27$, $SD = .73$)
- Body Shame Subscale: ($M = 3.31$, $SD = 1.19$)
- Control Subscale: ($M = 4.22$, $SD = .73$)

Negative music video paired with skinny body images
- Surveillance Subscale: ($M = 4.21$, $SD = .61$)
- Body Shame Subscale: ($M = 3.20$, $SD = 1.0$)
- Control Subscale: ($M = 4.01$, $SD = .65$)

Negative music video paired with heavier body images
- Surveillance Scale: ($M = 4.11$, $SD = .55$)
- Body Shame Subscale: ($M = 3.07$, $SD = .98$)
- Control Subscale: ($M = 4.19$, $SD = .74$)

Discussion

- Participants who were selected to be exposed to the condition (positive music video paired with heavy image) their body satisfaction rating did not increase
- Participants who were selected to be exposed to the condition (negative music video paired with skinny image) their body satisfaction did not decrease
- This research shows that positive and negative media do not significantly impact the rating of women's body satisfaction

- **Future Directions:**
- Examine a wider range of women
- Examine women who aren't in college