

ADVERTISEMENTS IN DUTCH GLOSSY MAGAZINES THAT
CONTRIBUTE TO A NEGATIVE BODY IMAGE AND LOW BODY-
ESTEEM AMONG WOMEN

BY

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MANAGEMENT SUMMARY

The issue surrounding body-esteem and dissatisfaction is a growing issue in Western societies. Societal pressures force women to focus on their appearance. The societal ideal that women have to be in shape, slender and attractive at all times has a negative influence on women's body image and body esteem.

Previous studies show that the media (and magazines in particular) are important conveyors of this ideal image. Magazines are full of advertisements showing attractive, young, thin, tall, clear skinned women with usually Caucasian features. These images have been manipulated, retouched, and perfected in order to create an even more idealistic beauty image.

These unrealistic images in the media create a gap between the ideal image and reality. Women who internalize this ideal experience a negative body image, body dissatisfaction, depression and body focus anxiety. At its worst cosmetic surgery, dieting and eating disorders are regarded as a last resort in closing the gap between the ideal image and reality.

And although the Dutch watchdog for advertisements, 'Nederlandse Reclame Code', has received complaints about how females are portrayed in advertisements, they have not established proper rules about this topic yet. For this reason, the present study investigated the influence of advertisements, in glossy magazines *Grazia*, *Beau Monde* and *Cosmopolitan*, on women in the Netherlands. The goal was to determine which advertisements have a negative influence on women. The results provided a substantial advice for Nederlandse Reclame Code, which will hopefully reduce the negative effects of advertisements in glossy magazines.

Research was conducted by the means of a content analysis and online survey. The content analysis showed that the majority of the models in advertisements have a thin figure. Average-sized models were almost not apparant. Furthermore, quite an amount of the advertisements sexualize and objectify women. From the content analysis five categories of advertisements were chosen: (1) objectifying advertisements (part body ads), (2) advertisements showing a thin model, (3) advertisements showing an average-size model, (4) sexualized female model in advertisement, and (5) sexualized advertisements showing interaction between a male and female model.

These advertisements were shown in an online survey to a sample of 125 women. A group of 25 women each was exposed to one of the five category advertisements. Respondent's level of internalization of the thin body ideal, body image and body esteem were measured. Analysis revealed significant negative influences of their overall body esteem, sexual attractiveness and weight concern after being exposed to sexualized ads showing a female model, part body ads and thin body ads. By contrast women who were exposed to a normal-sized model had a more positive body image and body-esteem.

Advice

In order for Nederlandse Reclame to prevent increasing body dissatisfaction among Dutch women after viewing advertisements in glossy magazines the following advice was made:

NRC should include to their code that:

- Advertisements should not objectify women; focusing on specific parts of the female body makes women conscious about these parts of their body. They internalize the ideal image of these body parts. As a result more negative feelings are felt towards these parts.
- Advertisements should not further slim down the model's body through digital manipulation; thin models in advertisements cause high levels of internalization of the thin ideal. As a result women experience a negative body image and body esteem.
- Sexualized advertisements should be kept to a minimum; sexualized images cause high levels of internalization. As a result women believe they are not sexually appealing. Furthermore, negative feelings are experienced towards the body parts that indicate sexual attractiveness.

And to increase body satisfaction NRC should:

- Increase the number of average-size models in advertisements; viewing advertisements with average-sized models cause the least internalization of the ideal female image. Also fewer women feel physically unattractive or sexually unappealing after seeing these advertisements. All in all, these types of advertisements have a positive influence on women's body image and body esteem.

Document Outline

The first part of this research document gives an introduction to this topic, by providing background information and stating the problem. Part II conveys what knowledge and ideas have been established on this topic. In addition relevant concepts and existing theories give a basis for the hypotheses and research methods. Part III gives a theoretical analysis of the methods applied to this study. The selected qualitative and quantitative techniques are explained, and their restrictions are pointed out. The findings and results of the research methods followed by a data analysis can be found in part IV. The final part provides a substantial and critical advice for the Nederlandse Reclame Code.

TABLE OF CONTENT

Management Summary	2
List Of Figures	6
List Of Tables And Graphs	7
Preface	8
PART I - INTRODUCTION AND BACKGROUND	
1.1 Introduction	10
1.2 Description Of The Problem Situation	11
Current Situation	12
Desired Situation	13
Hypothesis	13
1.3 Conclusion	14
Policy Question	14
Research Question	14
PART II - LITERATURE REVIEW AND THEORETICAL FRAMEWORK	
2.1 Literature Review	16
Advertising Strategies	16
Ideal Female Body	16
Sexualizing Women	17
Objectifying Women	18
Body Image, Body Dissatisfaction And Body-Esteem	18
The Role Of The Media In Body Satisfaction	19
Internalization Of The Ideal Body Image	20
Possible Solutions.....	20
Conclusion	21
2.2 Theoretical Framework	22
Sociocultural Model.....	22
Objectification Theory	22
Cultivation Theory	22
Dependency Theory	22
Social Comparison Theory.....	23
Self-Schema	23
Self-Discrepancy	23
Conclusion	24
PART III - METHODOLOGY	
3.1 Introduction	26
3.2 Preliminary Research	27
3.2 Research Design	28
A. Qualitative Research Method: Content Analysis.....	28
B. Quantitative Method: Online survey	30
Operationalization & Instruments	31

PART IV - FINDINGS

4.1 Results.....	34
Qualitative Research: Content Analysis.....	34
Quantitative Research: Online Survey.....	37
4.2 Conclusions.....	47

PART V - ADVICE

5.1 Professional Advice	50
References	52
Books.....	52
Databases	53
Journals.....	53
Reports.....	55
Videos	55
Websites	55
Appendix	58
APPENDIX B: IMAGES OF ADVERTISEMENTS.....	58
APPENDIX C: SURVEY FEMALE BODY IMAGES IN GLOSSY MAGAZINE ADVERTISEMENTS AND BODY IMAGE.....	63
APPENDIX D: CODING SYSTEM CONTENT ANALYSIS	66
APPENDIX D: MEAN AND STANDARD DEVIATION SAMPLE.....	67
APPENDIX E: AGE AND EDUCATIONAL DISTRIBUTION SAMPLE SIZE.....	68
APPENDIX F: OUTPUT CONTENT ANALYSIS	69
APPENDIX G: INTERNALIZATION ALL RESPONDENTS	72
APPENDIX H: DESCRIPTIVE ANALYSIS INTERNALIZATION	75
APPENDIX I: IDEAL IMAGE	76
APPENDIX J: Q5 BODY IMAGE: ALL RESPONDENTS.....	80
APPENDIX K: INDICATION WEIGHT	81
APPENDIX L: BODY ESTEEM	84
APPENDIX M: DESCRIPTIVE ANALYSIS AGE AND EDUCATION	97
APPENDIX N: LIST OF SOURCES PRELIMINARY RESEARCH	98

List Of Figures

Figure 1: Sheldon's Somatotypes.....	17
Figure 2: Appearance Black, Caucasian, and Asian models in glossy magazines Beau Monde, Cosmopolitan and Grazia.....	36
Figure 3: Ideal Body Image.....	39
Figure 4: Weight Concern of All Respondents.....	40

List Of Tables And Graphs

TABLES

Table 1: Overview Of The Research Methods For Each Sub-Question.....	26
Table 2: Product Type in Magazine.....	35
Table 3: Relation Product Type and Advertisement Category.....	36
Table 4: Appearance Advertisement Type In Glossy Magazine.....	36
Table 5: Respondent's Age And Educational Level.....	37
Table 6: Internalization of Advertisement Categories and Total Sample.....	38
Table 7: Descriptive Analysis of Internalization.....	39
Table 8: Descriptive Analysis of Body Esteem.....	44

GRAPHS

Graph 1: Body Image Respondents Thin Ad.....	40
Graph 2: Body Image Sexualized Male & Female Ads.....	41
Graph 3: Body Image Normal-sized Models in Ads.....	41
Graph 4: Body Image Part Body Ads.....	42
Graph 5: Body Image Sexualized Ads.....	42
Graph 6: Body Esteem of All Respondents.....	44

Preface

The motivation for the current research topic was guided by my general interest in psychology and advertising. I was first introduced to psychology during my minor Applied Psychology at the Utrecht University of Applied Sciences. Here I got acquainted with the basic learning's of behavior and mental processes. What particularly drew my attention was the way women are presented in advertisements.

For an assignment for my minor I saw the documentary “Beperkt Houdbaar” (translated: ‘perishable’) by Sunny Bergman. In this 60-minute documentary Bergman looks for the cause, the effects, and the possible solutions for the Western preoccupation with image. Topics such as cosmetic surgery, photo manipulation, the film industry and glossy magazines are discussed. This was so eye-opening that I decided to focus my dissertation on the influence of advertising on women.

Now that my research is finalized I would like to express my sincere gratitude and appreciation to my tutor Kassiani Nikolopoulou. Her knowledge, motivational support and critical eye have successfully guided me during the last phase of my study.

PART I

INTRODUCTION AND BACKGROUND OF THE STUDY

1.1 Introduction

The effects of visual imagery provided by advertisements are an important topic for advertising and communication critics. Critics suggest advertisements are an effective and pervasive force in shaping and reflecting values, attitudes and beliefs of a given society. Their influence is cumulative, often subtle and primarily unconscious (Kilbourne, 2012; Leiss, 2013).

Research related to female portrayals in advertising is a source of concern and debate among laymen and researchers alike. The subject of the influence of mass media (particularly on women) caught my attention during my minor in Applied Psychology. Through this minor I found that to be accepted as a 'woman' women have to meet social standards of femininity. These demands are discriminatory and restrictive. Women have been depicted in stereotypical and sexual manner such as: submissive and subservient to men, overtly emotional, fragile and not intelligent (Andersen & Taylor, 2007; Acevedo, Ramuski, Nohara, & Trindade, 2010). Women are portrayed in terms of their relationships with others, while men's role is perceived as independent from others. Women are often young or married with children, and portrayed as sexual objects. This traditional stereotype is slowly changing, but overall women are casted in feminine occupations like secretary, nurse and maid (Giles, 2003, p. 167).

Not only do the media reflect the stereotypes of women's positions in society, but they also play an important role in changing society's perception of what is considered attractive and beautiful. In the media female bodies are being overtly sexualized, causing women to be seen as sexual objects. In addition, the media are believed to be a pervasive force in shaping the ideal body image. This image is the common concept of an ideally slim female body: slender feminine physique with a small waist and little body fat. Consequently, advertisers mainly use models that fit the ideal image in sexual context to sell their products. Continuous exposure to ideal images in the media causes women and girls to internalize this ideal and let them believe that their value lays in their youth, sexuality and beauty.

1.2 Description Of The Problem Situation

Three major conveyors of sociocultural ideals of beauty are parents, peers and the media. However, the latter is the most powerful and pervasive transmitter of societal ideals (Cash & Smolak, 2011). The media constantly pressures women to be “thinner, prettier, firmer, younger, and in all ways better”. This ideal is promoted through manipulated, retouched and perfected images of already very slender and attractive women, and creates an even more unrealistic beauty image that cannot be obtained by the average woman.

So why do they do it? Researchers have discovered that seeing an attractive man or woman in an advertisement excites the areas of the brain that makes people buy on impulse. Advertisements with logical persuasion such as facts and figures are not as effective as stimulating images. Images of attractive models make the brain bypass the area that control rational or logical thoughts (Daily Mail, 2011).

The problem of promoting an ideal image, which is impossible to attain for the average western women, is that it creates an increasing gap between the ideal beauty and reality. For example, study shows that female figures of Miss America winners and Playboy centerfolds have become thinner; while at the same time the average weight of American women has increased (Garner, 1980; Cash & Smolak, 2011). Now the average fashion model has a body mass index of 16.3 - well below the minimal normal healthy BMI of 18.5 (Cash & Smolak, 2011). This gap has led to an increase in body image dissatisfaction, low body-esteem, depression, extreme dieting and eating disorders among women (Thompson J. K.-D., 1999).

Women’s magazines in particular are full of images of attractive slender women who visualize this ideal image. A casual flick through any women’s magazine reveals multiple images of young, tall, long-legged, clear skinned women with usually Caucasian features. To make the ideal image even more unattainable, digital modification techniques are used to refine the images (Cash & Smolak, 2011).

Harrison and Cantor (as cited in Giles, 2003) have found that magazine reading is the best predictor of body dissatisfaction. Exposure to fashion magazines causes internalization of the thin ideal, body dissatisfaction, and eating disorder symptoms for adult and adolescent women (Cash & Smolak, 2011). In addition the amount of time spent on viewing fashion and glossy magazines correlates with internalization of the thin ideal, drive for thinness, and body dissatisfaction. Surprisingly, magazines are more influential than television when it comes to internalization of the ideal image (Cash & Smolak, 2011).

Considering 22% of Dutch people read a magazine every day and 35% say to read a magazine at least once a week, it is important that steps are undertaken to prevent women emulating the given ideal. Considering the negative effects of body dissatisfaction, advertisers in glossy magazines need to bear some responsibility when their reader’s health is at risk.

Women's magazine 'Viva' found that roughly 60% of the 1050 surveyed Dutch women graded their body with a seven or higher (Nu.nl, 2012). On the contrary, cosmetics company Dove interviewed Dutch girls aged 10 to 17 and concluded that only one out of ten girls were satisfied with their body (NRC Next, 2012). In addition, Dutch sexologist Liesbeth Woertman conducted a large research about people's body image. The research showed that 70% of the women surveyed considered themselves too fat and 5% too skinny. Woertman stated that especially younger women who are more exposed to the media are dissatisfied with their body and have the wish to have some cosmetic changes to their body. (NU.nl, 2008)

Another indication of body dissatisfaction is the number of patients with an eating disorder in a country. Eating disorders can include anorexic or bulimic behavior; the first involves the rejection of food and the second purging after eating (Wykes & Gunter, 2005). In the Netherlands, the number of girls with an eating disorder has shockingly doubled in the past 25 years (Effting, 2010). Now the Netherlands counts 160.000 patients with an eating disorder. Each year 1.300 anorexic and 2.100 bulimic patients are added to this number (Buropuur). Considering that eating disorders can be the result of being exposed to the thin ideal, it is of utmost importance that this problem is solved. This negative effect is not only a problem for the individual and family involved, but also for society in its entirety. Other indications of body dissatisfaction can be drug overdose, cosmetic surgery and self-harm (Wykes & Gunter, 2005).

Unfortunately there is not one proved theory why women are more susceptible to the depictions of the ideal body and exhibit more body dissatisfaction than men (Wykes & Gunter, 2005). However, it can be said that there are bigger consequences for women in achieving or maintaining the ideal female body. The ideal male body is more focused on being masculine, meaning that men do not have to follow extreme diets and be underweight to achieve the ideal.

Current Situation

Luckily, there are regulations about advertising in the Nederlandse Reclame Code (Dutch Advertising Code). According to the code, advertisements should be in accordance with the law, the truth, good taste and decency. Furthermore, advertisements should not affect human dignity nor shall there be any form of discrimination based on sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation.

A few points that belong to the code are:

- Advertisements should not be in conflict with the public interest, public order or morality
- Advertisements shall not be offensive, nor pose a threat to public physical and/or mental health
- Advertisements should not appeal to feelings of anxiety or superstitious beliefs
- Aggressive advertisements are prohibited. Advertisements are considered aggressive when they pressure, harass, physically force or inappropriately influence the freedom of choice of the consumer

Although the code seems complete its still very vague. For example it does not state what is considered acceptable when it comes to images of women in advertising (Stichting Reclame Code, 2009). According to the NRC good taste and decency is based on current generally accepted views of Dutch society.

However, the code has been unable to justify complaints that have been made in the past. In 2010 NRC received numerous complaints regarding evocative ads for the “Shameless” campaign by Suit Supply (see Appendix A). The images showed well-dressed men in a variety of compromising situations with a scantily dressed female model. Despite the multiple complaints, the commission ruled that the ads did not exceed the boundaries of good taste, decency or morality, nor did they believe the ads were disrespectful towards women (Stichting Reclame Code, 2010).

Desired Situation

For this reason, it is necessary to determine what needs to be changed or added to the advertising code of the Nederlandse Reclame Code in order to prevent low body esteem and increasing body dissatisfaction among Dutch women. This is achieved by defining what types of images of women have a negative influence of the physical and/or mental health of Dutch women. As mentioned earlier continuous exposure to the ideal image can lead to body dissatisfaction and a negative body image. This in return can cause depression, self-harm, drug overuse, extreme dieting and eating disorders. The ideal situation is a minimal representation of these advertisements in glossy magazines.

Hypothesis

It is hypothesized that advertisements containing sexualized images, part body images and thin female bodies cause negative body image among women. The second hypothesis is that advertisements displaying a normal-sized model influences body image positively. If these hypotheses prove to be true an advice can be given to the Nederlandse Reclame Code.

1.3 Conclusion

Policy Question

The primary goal of this research is to provide information and advice to Nederlandse Reclame Code of the negative effects of glossy magazine advertisements. Therefore, the advisory question is:

What needs to be changed or added to the advertising code of 'Nederlandse Reclame Code' in order to prevent body dissatisfaction among Dutch women?

The advice will help NRC decide on what types of advertisements in glossy magazines, and maybe even all women's magazines in general, need to be prohibited, increased or altered. In order to give this advice, the influence of different types of advertisements in Dutch glossy magazines on women's internalization of the thin ideal, and their body image and their body esteem needs to be measured. From the results, a substantiated advice can be given to the Nederlandse Reclame Code. This advice will recommend any alternations or applications that need to be made within the code, to reduce the negative effects of glossy magazines' advertisements.

Research Question

Thus, the research question is as follows:

Which advertisements in Dutch glossy magazines contribute towards internalization of the ideal female body, a negative body image and low body-esteem?

The following sub-questions will help find an answer to this issue:

- *How are women portrayed (body type, expression and pose) in advertisements?*
- *Which advertisements cause more internalization of the ideal female body?*
- *How do women feel about their body after they are exposed to ads in glossy magazines?*
- *Which advertisements cause a negative body image and negative body esteem among women?*
- *Why do women internalize the thin ideal after exposure to advertisements in glossy magazines?*
- *Why do women experience negative feelings about their body after being exposed to advertisements in glossy magazines?*
- *Which advertisements in glossy magazines have a positive effect on women's body image?*

PART II

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Literature Review

In an effort to fully address the topic of glossy magazine advertisements and their influence on body dissatisfaction, it is imperative to first review the current research. This literature review provides a synthesis of substantive findings and gives definitions of concepts relevant to this study. Overall, this review offers a broader and more in-depth insight to what advertising strategies, the ideal body, sexual objectification, the effects of the media and alternative advertising entails.

Advertising Strategies

The average Dutch person sees up to 377 ads in the media each day (Mirande, 2012). Kilbourne (2012) states that although it is virtually impossible to measure the influence of advertising on culture, it can be concluded that it is an effective and pervasive medium of influence and persuasion. For this reason they can be seen as a powerful driving indicator of how people should feel, act or look. The main goal of advertisements is to sell their product by creating a perceived need. They often do this by creating a factious world space in which the product is the answer to a problem or deficit.

This unattainable image is created through retouching, manipulating and alternating images of people and products. Unfortunately not everyone is aware of how much an image is changed to fit the ideal. Retouching can be minimal – colors brightened, a stray hair put in place or a pimple healed. Or it can be drastic – enlarging eyes, lips and breasts, slimming body by 10 kilos, adding height and erasing all wrinkles and blemishes. According to Hany Farid, a Dartmouth College professor of computer science who specializes in digital forensics and photo manipulation, an increase in this type of editing will make it more and more impossible for the average woman to attain the ideal image. *“We’re seeing radical digital plastic surgery. It’s moving towards the Barbie doll model of what a woman should look like: big breasts, tiny waist, ridiculously long legs, elongated neck”*, cited by Marikar (2009).

Ideal Female Body

It is difficult to determine the exact ideal female body, since opinions vary across different cultures and times. Prior to the mass media era the beauty ideal changed from a thick body shape, to a voluptuous hourglass figure, to the thin ideal (Wykes & Gunter, 2005). From the 1930’s bust hourglass figures such as Marilyn Monroe, Sophia Loren and Brigitte Bardot were considered sex symbols. High-fashion model and icon Twiggy changed the ideal image again to a much slender, small frame and “androgynous” look in the 1960’s. From the 70’s the ideal body became more tanned and had a more athletic look. Supermodels like Naomi Campbell, Claudia Schiffer and Kate Moss introduced an ideal image of angular bone structure and extremely thin limbs. Although the average Dutch woman is now European size 42, the ideal beauty image of a woman is still young, slender, tall and white (Cash & Smolak, 2011).

The American psychologist William H. Sheldon's Constitutional psychology theory best defines the thin ideal body image. This theory associated body types with human temperament types. For this research Sheldon's classification of body types 'Somatotypes' are useful. The three somatotypes are: the ectomorph, mesomorph and endomorph. The ideal image of the tiny, thin figure can be compared to the body type ectomorph. Ectomorphs are long and lean, with little body fat, and little muscle. Mesomorphs are athletic, solid and strong. They're not underweight or overweight. Endomorphs on the contrary have lots of body fat, little muscle and gain weight easily. (Abrams & Ellis, 2008) A study conducted by the University of Maine showed that individuals possess highly favorable stereotypes of mesomorphs and ectomorphs, and highly negative stereotypes of endomorphs (Ryckman, Robbins, Kaczor, & Gold, 1989). For example, both women and men connote a slender body shape with personal, professional and social successes (Wykes & Gunter, 2005).

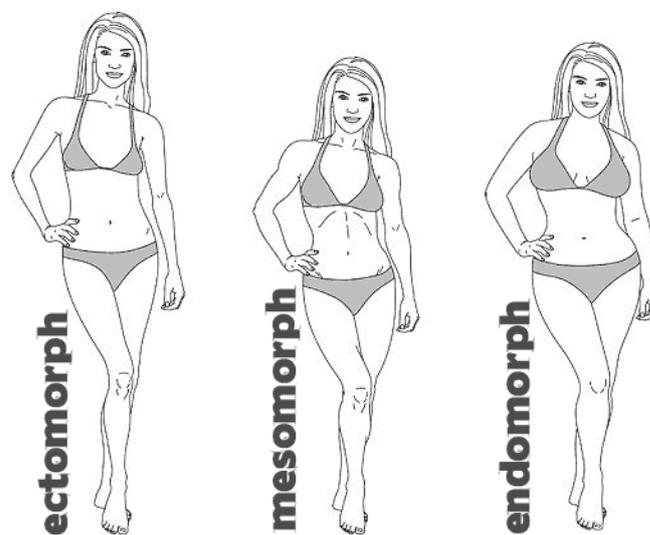


Figure 2: Sheldon's Somatotypes (Government of Western Australia, 2012)

Although women in Western societies have reported more positive feelings towards a small body size and thin physique, they value a well-developed bust. Typically this part of the female body receives the most attention. Women with large breasts are treated as sexual objects and considered promiscuous, whereas women with small breasts are often not considered desirable and sexy. Through media objectification breasts take on an identity of their own, separate from a woman's personal being.

Sexualizing Women

From an early age girls are encouraged to focus on their appearance. They are praised for their clothing, hair and other factors, and learn that they are judged and evaluated by others. From adolescence women are symbolized as objects of desire in the media. Certain poses characterize women as inferior and weak. Marketers use sex to promote their services and products by grabbing the viewer's attention and appealing to audiences that approve of its use. Non-sexual products such as food are sexualized and visualize women as products. Sex in advertising translates into sexuality in the form of nudity, sexual imagery, sexual expression, insinuation and double entendre.

Magazines show the highest percentage of sexual ad content. Previous research showed only 8% of the primetime commercials on television showed sexual behavior, compared to the 53% in magazine advertisements. In addition, 40% of female models were provocatively dressed compared to the 12% in prime-time models (Reichert & Carpenter, 2004). Also, Soley & Reid (1988) compared the dress of adult women in magazine advertisements of mainstream magazines: *Cosmopolitan*, *Redbook*, *Esquire*, *Playboy*, *Newsweek*, and *Time*, from 1964 to 1984. They found that within twenty years nudity has become more prevalent in advertisements. Women were dressed sexually in 31% of ads in 1964, compared to 35% in 1984. Replication of the study showed that 40% of women in the advertisements had revealing clothing in 1993. Moreover, sexualized contact between male and female models grew from 21% in 1983 to 53% in 1993. Very intimate contact which inferred to intercourse increased from 1% to 17% in the same time span (Reichert & Carpenter, 2004).

This sexualization of women in advertisements influence women's self-perceptions. Women start to feel ashamed when they do not meet cultural standards. Depression, eating disorders and sexual dysfunction are other negative effects of sexualized ads (Brown & Gaertner, 2008).

Objectifying Women

Besides sexualizing female models in advertisements, magazine ads objectify the female body by zooming in on parts of the female body such as legs, abdomen, eyes, lips and breasts. These types of ads objectify the female body as a product (Bishop, No date). This leads to habitual monitoring and results in a negative body image and body dissatisfaction or even worse unipolar depression, sexual dysfunction and eating disorders (Fredrickson & Roberts, 2006).

A study by Tiggemann & McGill (2004) proves that objectification of women has an effect on women's mood, body dissatisfaction and weight anxiety. During this experiment 126 females aged 18 to 28 years viewed magazine advertisements containing full-body, body part, or product images. Before and immediately after viewing the advertisements the women's mood and body dissatisfaction were measured. Weight anxiety and the number of appearance comparison engaged were measured only afterwards. The results were clear: brief exposure to full or part body images led to increased negative mood and body dissatisfaction. Part body images led to a higher score on body dissatisfaction and at the same time scored lower on product-recall. These correlations support the idea that objectification of the female body has negative consequences.

Body Image, Body Dissatisfaction And Body-Esteem

Multiple large-scale surveys in the US and UK have indicated that women's body perceptions have become more negative over time (Wykes & Gunter, 2005). Concern with body image has become so common among women in Western societies that researchers have labeled it as a 'normative discontent' (Rodin, Silberstein, & Striegel-Moore, 1985). There is a strong emphasis on appearance displayed in the media and in every day life. Women and men spend a lot of time, money and effort to meet the beauty standard. When clothing, dieting and everyday grooming practices are not sufficient enough to achieve the ideal beauty image, cosmetic surgical procedures are

sought. When women come to realize they do not fit the ideal, they become disappointed and experience body dissatisfaction. Body dissatisfaction and self-esteem are strongly related (van den Berg, Mond, Eisenberg, Ackard, & Neumark-Sztainer, 2010). Body esteem can be defined as one's self-evaluations of one's body or appearance. Negative body esteem leads to body dissatisfaction. To understand what body dissatisfaction signifies the body image needs to be explained first. Body image can be defined as:

“One's beliefs, thoughts, perceptions, feelings and actions of their body.
- The Australian Center for Clinical Interventions (2010)

Or

“A loose mental representation of body shape, size and form which is influenced by a variety of historical, cultural and social, individual, and biological factors, which operate in varying time spans.” - Slade (1994)

The definition given by Slade is most suitable for this research, as it states that internal factors as well as external factors (e.g. the media) influence how people judge their body.

Next, body dissatisfaction is explained by defining both words separately. The body is known as the whole physical structure that forms a person. Dissatisfaction is described as feeling that something is not as good as it should be or the feeling of being displeased or unsatisfied. Satisfaction is the fulfillment of one's wishes, expectations or needs. Therefore body dissatisfaction can be described as the feeling that one's physical structure does not meet one's desires, expectations, or needs (Oxford Dictionary, 2014). In conclusion, body dissatisfaction occurs when an individual experiences a discrepancy between the actual self and the ideal self. Body dissatisfaction may lead to dieting and ultimately disordered eating symptoms.

The Role Of The Media In Body Satisfaction

As stated in the introduction body dissatisfaction is connected to media consumption. In addition the media is identified as an important source women turn to for information about their physical appearance (Vonderer & Kinnally, 2012). Various studies around the world have supported this hypothesis (Spettigue & Henderson, 2004)

Experimental studies have found that girls exposed to media images of ideal females, such as thin models, report immediate decreases in body satisfaction (Cash & Smolak, 2011). In addition a large-scale international study, International Body Project (IPB-I), by Swami et al. (2010) found that exposure to Western media predicted preference for thinner body type and body dissatisfaction in women.

At the beginning of a naturalistic experiment in Fiji, the country had little Western mass media influence and little to almost no cases of eating disorders. After the introduction of regional television, the eating attitudes and behaviors of Fijian girls were measured. The results proved that after prolonged television exposure there was a significant increase in disordered eating attitudes and behaviors in the country

(Becker, Burwell, Herzog, Hamburg, & S. Gilman, 2002).

Experimental studies have shown that physical attractiveness of a model in an advertisement causes positive attitudes towards the product, willingness to buy and actual purchase among consumers. However, the influence of a model's body size on advertising effectiveness has not been examined systematically (Halliwel & Dittmar, 2004).

For this reason, Halliwel & Dittmar (2004) investigated the potential use of alternative images in advertising. Three types of advertisements were used to determine the impact on women's body-focused anxiety, and on advertising effectiveness. The advertisements featured thin models, average-size models and no models. The advertisements featuring thin models caused a greater body-focused anxiety among women who internalize the thin ideal than the exposure to average-size models or no models. Yet all advertisements were equally effective. This proves that the argument 'thinness sells' is incorrect.

Furthermore, Krahe & Krause (2010) explored the influence of thin- versus average-size models, and restrained eating behaviour on women's observed snacking behaviour. This experiment used a sample of fifty female undergraduates who were asked to rate advertisements for beauty products. The ads showed either a thin or computer altered normal-size female model. After rating the ads they were offered a choice of normal or diet snacks. More women chose the diet snack in the thin-model condition than in the normal condition. This studies shows that exposure to the thin-model affects women's eating habits to be more restrained.

Internalization Of The Ideal Body Image

Internalization can be described as incorporating beliefs, attitudes, and values consciously or unconsciously into one's 'self' (Oxford Dictionaries, 2014; Cambridge Dictionaries Online, 2014). Internalization of the ideal body is accepted by many women, despite it being impossible for most women to achieve. However, it should be stated that not all women respond to the ideal body image in the same way.

Women can be aware of the importance society draws on thinness and appearance, but not internalize this importance as a personal belief system. In fact, some women feel better about their appearance after being exposed to these images (Joshi, Herman, & Polivy, 2003). The degree to which a women internalizes the thin ideal depends on the emphasis placed on her own appearance, how frequently she watches her appearance and how she experiences her body according to how it looks. In addition the degree of internalization can depend on a woman's level of self-esteem, race/ethnicity, sexual orientation and social class (Cash & Smolak, 2011). Woman who do internalize the ideal female body are more likely to experience a negative body image and body dissatisfaction.

Possible Solutions

Pinhas, Toner, Ali, Garfinkel & Stuckles (as cited in Haas, Pawlow, Pettibone, & Segrist) suggest that increasing the number of average-sized models might make a positive change in women's perceptions of themselves. Others suggest that women should be informed of the degree to which images are altered. Clarifying that women

should not compare themselves to non-realistic illustrations can result to a more positive body esteem of women. This type of media literacy has proven to give positive results (Halliwell, Easun, & Harcourt, 2011).

Conclusion

This review provides a clear view of what the ideal female body is and how this ideal is further perfected by the media through digital manipulation. The ideal female body can be described as thin, long, and lean, with the exception of a well-developed bust, toned thighs, proportioned hips and firm buttock.

In addition, this review gives an answer to the question of the strategies advertisers use to sell their product/service. Products and services are promoted through the use of attractive slender female models, who are often objectified and sexualized. Objectification occurs when advertisements symbolize female models as objects of desire by focusing on (or display of) one particular part of the body. Sexualized advertisements display women in seductive positions and facial expressions. Often these women are scantily dressed, showing cleavage, stomach and/or legs. Images are further altered or modified to create an unattainable need.

Women who internalize the given ideal can experience depression, dissatisfaction or anxiety because they are not able to achieve this social standard of beauty. Cosmetic surgery, dieting and eating disorders are then regarded as a last resort in closing the gap between the ideal image and reality.

On the contrary advertisements containing average-sized models proved to have less negative influence on women's body-focused anxiety and eating habits. These findings in previous studies help determine the themes (or content categories) for the content analysis and subsequently help select the advertisements for the online survey used within this research.

2.2 Theoretical Framework

This chapter describes and discusses relevant theories and concepts that will be used to analyze the problem situation. The following theories provide a framework to better understand the issue of the influence of the media on women.

Sociocultural Model

The sociocultural theory emphasizes the influence of society and culture on a child's cultural development. However, the theory also gives a clear relationship between body image, the media and body dissatisfaction. The theory suggests social context, environmental cues, social pressures and cultural influences influence human behavior. Various researchers have used the theory to explain the correlation between societal ideals and appearance satisfaction/dissatisfaction (Cash & Smolak (2011; Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999). Cash & Smolak (2011) put it very simply: "At its simplest the model states that (1) there exist societal ideals of beauty (within a particular culture) that are (2) transmitted via a variety of sociocultural channels. These ideals are then (3) internalized by individuals, (4) causing satisfaction or dissatisfaction with appearance to which individuals do (or do not) fit the ideal prescription."

Objectification Theory

The objectification theory provides an understanding of the consequences of female bodies being sexually objectified in the media. Sexual objectification occurs when a woman's body or body parts are singled out and separated from her as a person and she is viewed primarily as a physical object of male sexual desire (Fredrickson & Roberts, 2006). Sexual objectification can lead women to internalize this view and begin to self-objectify. They now see themselves as an object that is evaluated on the basis of appearance. This self-objectification can lead to health risks such as: anxiety about physical appearance, body shame, disordered eating, depression and sexual dysfunction (Szymanski, Moffitt, & Carr, 2011).

Cultivation Theory

Although the cultivation theory is mainly focused on the effects of television on viewer's conceptions of reality, it does give an explanation of the media's ability to cultivate attitudes and values that are already present in a culture (University of Twente, 2014). Gerbner (as cited in Vonderen, 2012) states in the cultivation theory that media effects build over time through frequent and repetitive viewing. In addition, Shrum and Bischak (as cited in Vonderen, 2012) observed that people often construct their judgements on probability of occurrence on the basis of attributes of the information they retrieve from memory.

Dependency Theory

Consequently, the dependency theory of mass media explains this relationship between the mass media, audiences and society in whole. This theory by Ball-Rokeach & DeFleur was first introduced in the 1970's. In short the theory suggests

that people depend on the media for orientation and fulfillment of goals or needs. For example in terms of action: deciding to diet, or interaction: how they deal with social situations (Giles, 2003, pp. 23-24). The more dependent an individual becomes of the mass media to fulfill his needs or goals, the more important the media will become for that individual. In addition the dependency theory states that individuals do not depend on all media equally. In times of change or uncertainty a person might depend more on certain media for information (Chen, 2007). Therefore this theory can support the assumption that women's magazines are one of the dominant sources in shaping women's beliefs on what is considered attractive and the norm.

Social Comparison Theory

Experiencing body dissatisfaction after viewing images in advertisements can be explained through the social comparison theory. According to this theory people determine their own social and personal worth based on comparing to others (Corcoran, Crusius, & Mussweiler, 2011). As a result, people are constantly making self and other evaluations across a variety of domains such as: attractiveness, wealth, intelligence, and success. This is the most important theory, because it explains the media effects on body dissatisfaction. This theory suggests that media users compare themselves with images of people in the media. There are two types of social comparison: upward and downward. The latter happens when people compare themselves to others they perceive as less fortunate. This type of comparison leads to a more positive mood and self-worth. Upward social comparison generally leads to negative mood, feelings and self-evaluation, by comparing one's self to others who are perceived as socially better. This theory supports the idea that women experience body dissatisfaction when they compare their bodies to the bodies of the models in the magazines. Additionally, continuous upward social comparison creates negative mood, weight concerns and ultimately eating disorder symptoms (Bessenoff, 2006).

Self-Schema

A self-schema is a belief or idea about oneself that leads to a bias that is self-perpetuating (Kassin, Fein, & Markus, 2013). It could consist of a particular role in society or a generalization based on social stereotypes. It also helps organize information about one's self. For example a woman seeing another woman who is thinner, allows her to notice that she is bigger. With regard to this research women can become schematic when it comes to their weight and fitting the ideal image. For these women certain events (new clothes, a day at the beach etc.) can trigger negative thoughts about themselves.

Self-Discrepancy

Finally the self-discrepancy theory gives an answer to how negative feelings about one's self are created by advertisements that depict the thin ideal. According to the self-discrepancy theory there are three domains of self:

- The actual self, attributes which you yourself or someone else believes you possess
- The ideal self, attributes which you yourself or someone believes you should possess e.g. hopes, wishes and aspirations
- The ought self, attributes which you yourself or someone believes you should

or ought to possess e.g. obligations and responsibilities

Discrepancies between the actual/own self and the ideal/ought self cause emotional vulnerabilities and discomfort. Disappointment, dissatisfaction, restlessness and sadness are some negative emotions that result from these discrepancies (Higgins, 1987). This is considered problematic when the gap between the perceived or actual self and ideal self is too big, causing women to make unhealthy decisions to close this gap.

Conclusion

In conclusion the sociocultural theory provides a valid viewpoint that the media, and in regards to this research magazine advertisements in particular, shape and transmit societal ideals. The cultivation theory supports this by stating that the media cultivates attitudes and values in society. Likewise, the dependency theory explains the relationship between the media and society, but also can support findings that indicate women turn to magazines in particular for information about fashion and attractiveness.

The upward and downward comparisons of the social comparison theory can be used within the scope of this research to explain why women experience less body dissatisfaction when they are exposed to normal-sized models. Contrarily, the self-schema can give an explanation to why women think they are 'ugly' and 'fat' after looking at advertisements with attractive and slender female models. Finally, the self-discrepancy theory explains why body dissatisfaction manifests after viewing ideal images.

PART III

METHODOLOGY

3.1 Introduction

This chapter provides an overview of the preliminary research and research design of this study. The population, sample, and instruments used to collect the data are described. Table 1 gives a summary of the methods used to answer each sub question.

Method	Source	Sub question
Preliminary Research	Academic articles and books on: the media, body image, and advertising	<i>Which strategies do advertisers in glossy magazines use to sell their product/service?</i>
Content Analysis	173 advertisements in 20 issues of Beau Monde, Cosmopolitan, and Grazia	<i>How are women portrayed (body type, expression and pose) in advertisements?</i>
Questionnaire	125 women living in the Netherlands	<i>How do women feel about their body after they are exposed to ads in glossy magazines?</i> <i>Which advertisements cause more internalization of the ideal female body?</i> <i>Which advertisements cause a negative body image among women?</i> <i>Which advertisements have a negative influence on women's body esteem?</i>

Table 4: Overview Of The Research Methods For Each Sub-Question

3.2 Preliminary Research

Preliminary research is needed to refine the topic and determine the scope for this topic. During this phase background information and theoretical support were sought through scientific articles and reports. The majority of these sources were found in online databases such as Research Gate, Academic Search Primer and SAGE Journals. In addition valuable literature and informative websites were sought through the World Wide Web.

After conducting the preliminary research it became clear that there is a correlation between the media and internalization of the ideal female body, body image, body esteem and body satisfaction. Furthermore, the preliminary research helped determine the present ideal body image and how this had evolved over time. Also, the strategies advertisements use to sell their product or service were pinpointed. Last, the review of literature and the formulation of the theoretical framework have formed the basis for the research design. For the list of sources used at this stage see Appendix N.

3.2 Research Design

To measure the effects of specific advertisements on women's body image, a mixed method of a qualitative (content analysis) and quantitative approach (survey) was used. A content analysis is a qualitative research technique used to describe and systematically analyze the content of written, spoken, or pictorial communication - such as books, magazines, television programs or interview transcripts (Reinard, 2008).

A content analysis was therefore required as a first step in order to determine what type of advertisements, portraying a female (or multiple females), cause greater body dissatisfaction among Dutch women. The advantages of a content analysis for this study in particular, is that it identifies characteristics in images. The data derived from the content analysis was analyzed in SPSS Statistics.

Next the online survey was needed to measure internalization, body image and body esteem. According to Denscombe (2010) surveys provide a snapshot of people's thoughts, feelings, opinions, and behaviours at a specific time point. For this reason the online survey was used to give an insight on what women in the Netherlands believe the ideal female body is, their level of internalization, their body image and their body esteem. The following pages will describe the process of both the qualitative and quantitative method.

A. Qualitative Research Method: Content Analysis

Glossy women's magazines in particular were chosen for this research because they are growing in popularity and have a strong interest among advertisers (Hove, 2004). Advertisers realize that the quality of glossy papers shows their products to good advantage. Glossy magazines are printed on shiny, high-quality paper, containing a lot of color photographs. The content is usually about famous people, fashion and beauty, and generate excitement and glamour (Cambridge Dictionaries Online, 2014).

In order to conduct a proper content analysis a procedure from the book "Investing Communication: An introduction to research methods" (1991) was used. The procedure consists of five steps: selecting texts, determining the unit of analysis, developing content categories, coding units and analyzing the data (Frey, Botan, Friedman, & Kreps, 1991).

Step 1: Selecting Texts

The main focus of the content analysis was to focus on how women are portrayed and how they communicate sexuality in all of the advertisements. Advertisements were selected that displayed a single woman or multiple women. In addition, the ads were at least half a page in size. Editorial fashion images were not regarded as advertisements. Three different glossy magazines were selected to ensure a wider range of different advertisements. As a result, a total of 173 advertisements were analyzed from twenty issues of the Grazia, Cosmopolitan and Beau Monde. The magazines were issues from 2013 to 2014. These glossy magazines were specifically

chosen because they are the most read women's glossy magazines in the Netherlands (NOM Print Monitor, 2013).

- Cosmopolitan focuses on fashion, beauty, women's health and wellbeing, and the latest news in pop culture and entertainment. The age range is 18-35 (MRA Group, 2009).
- Grazia is a popular weekly glossy magazine with an age group of 20 to 45 year olds. It gives a mix of high-end fashion and beauty, inside celebrity news and real life stories (Sanoma, 2014).
- Beau Monde is a glossy magazine focused on glamour and luxury and the target group includes women between 21 and 45 years of age (Sanoma, 2014).

Step 2 and 3: Determining unit of analysis and content categories

The next step was to determine the themes within these advertisements. As mentioned in the literature review, past studies have indicated that certain images influence body dissatisfaction. Sexualized images and objectified images (e.g. part body images) in the media lead to immediate body dissatisfaction. Conversely, attractive media models that are average size have a positive effect on viewers (Cash & Smolak, 2011; Halliwell & Dittmar, 2004; Joshi, Herman, & Polivy, 2003; Lavin, Sweeney, & Wagner, 1999). These categories were the starting point of the content analysis. The model's physic was coded as very thin (ectomorph), thin (mesomorph) and average-sized (endomorph). Part body images were indicated by degree of body shown, percentage face shown and body focus. Next, sexualized ads were categorized by: showing one female model, and showing a female model interacting with a male model. In addition the expression, body position, body pose, degree of clothing, degree of skin shown and the type of clothing worn by the model helped determine if the ad could be considered sexualized or not. The following list gives a clear overview of the content categories:

- Part body in ads: images showing part of the female body
- Average-body in ads: images displaying average-sized models
- Thin body in ads: images showing a female with a thin physique
- Sexualized female in ads: images showing a model with a sexualized pose and/or gaze
- Sexualized male and female in ads: sexualized images displaying interaction between a male and female model

Step 4: Coding units

The coding units helped classify the advertisements. See Appendix D for the full coding system list.

Step 5: Analyzing data

The data was analyzed in SPSS Statistics. See part IV: findings.

B. Quantitative Method: Online survey

The next step was to determine the influence of the independent variable (advertisement) on the dependent variable (internalization, body image, and body esteem). To measure the influence and relation of the variables, a quantitative data collection method through a survey was needed. The survey consisted of closed questions only, making the data easier to analyze. An online survey was chosen, because it is less time consuming, cheaper and faster. To measure the effect of the content categories five versions of the survey had to be made. All surveys contained the exact same questions, but showed two pictures of one of the categories:

- Survey 1: two advertisements showing one part of the female body
- Survey 2: two advertisements showing average-sized female models
- Survey 3: two advertisements showing thin female models
- Survey 4: two sexualized advertisements with a female model only
- Survey 5: two sexualized advertisements with both a male and female model

Procedure

The survey was available on surveymoz.com and was provided in English and Dutch in order to reach a broader audience. Participants were sought through networks of people, also known as “snowball sampling”. Over thirty participants were given a Web address for completing the approximately 7-minute survey. These participants were asked to send the Web link to women within their network. Participants of the online survey were randomly assigned to one of the five surveys. In the survey’s introduction participants were informed of the nature of this research. Furthermore they were guaranteed their participation was anonymous and assured of the confidential character of the survey.

Sampling

In order to determine the sample, the research population had to be decided upon. According to Esnaola, Rodríguez, & Goñi (2010) adolescents (12-18 years), young adults (19-30 years) and midlife adults (31-49 years) show more body dissatisfaction than older adults (over 55 years). Keeping the age of the magazines target groups in mind, the age group of the population consisted of women between 18 and 44 years old. In addition, the population represented women living in the Netherlands. Their social background, ethnicity, educational level and occupation differed.

Sample size

Naturally, it is impossible to interview all the people in the relevant population. For this reason the sample size had to be determined. In 2010, 3.223.000 women aged 15 to 44 lived in the Netherlands (Merens, van den Brakel, Hartgers, & Hermans, 2011). This is 19% of the total Dutch population (16.6 million). With a 95% confidence level the sample size should be 385; a 90% confidence level requires a sample size of 271 (Raosoft, 2004).

Limitations of the sample

With a sample size of 125 women it can be stated that the outcome of this research does not fully represent the population.

Operationalization & Instruments

Measuring Internalization

First, the degree of internalization of the thin ideal has to be measured. Internalization happens when individuals incorporate specific values and norms to the point that they become guiding principles. These norms about size and appearance modify one's behavior in attempt to achieve the standard (Cusumano & Thompson, 1997). The Sociocultural Attitudes Towards Appearance Questionnaire-3 is an updated version of the first two SATAQ scales by Heinberg, Thompson & Stormer (1995) and Cusumano & Thompson (1997). The SATAQ-3 assesses internalization, pressures and information (Thompson, van den Berg, Roehrig, Guarda, & Heinberg, 2004).

Measuring body image

The most widely used measurement of body image is the Multidimensional Body-Self Relations Questionnaire-Appearance scale (MBSRQ) by Brown, Cash, & Mikulka (1990) consists of 69 items that measure self-attitudinal aspects of the body-image construct. The survey consists of the following subscales: appearance evaluation, appearance orientation, fitness evaluation, fitness orientation, health evaluation, health orientation, illness orientation, body areas satisfaction, subjective weight and weight preoccupation (Fischer & Corcoran, 1994). The subscales: appearance evaluation, appearance orientation, body areas satisfaction and subjective weight were used for this research.

The Situational Inventory of Body-Image Dysphoria is a unique assessment of the frequency of negative body image emotions across specific situational contexts. It is a good tool to assess body image affect (Cash T. F., 1994). However, within this study it was not used because of its situational focus.

The Body Image - Acceptance and Action questionnaire by Sandoz, Wilson, Merwin, & Kellum, (2013) is a 29 item self-report scale. The questionnaire measures the extent to which an individual exhibits an accepting posture toward negative thoughts and feelings. According to their study body image flexibility is correlated to psychological flexibility, decreased body image dissatisfaction and less disordered eating. BI-AAQ can be considered a reliable and valid questionnaire. However, for this research it was not used, because it did not measure thoughts and feelings about one's body on that particular moment e.g. "I do things to control my weight so I can stop worrying about the way my body looks" and "I get on with my life even when I feel bad about my body".

Another scale that measures body image, but which focuses on body-esteem, is the Body-Esteem Scale derived from the Body Cathexis Scale. The scale consists of 35 items: 23 from the Body Cathexis Scale and 12 new items. Each item is rated by the 5-point Likert scale: 1=have strong negative feelings to 5=having strong positive feelings. According to the scale, sexual attractiveness, weight concern and physical condition are the three body-esteem factors of females. The items that are chosen in relation to sexual attractiveness are: nose, lips, ears, chin, breasts, appearance of eyes, cheeks/cheekbones, body hair and face. For weight concern: waist, thighs, body build, buttocks, hips, legs, figure or physique, appearance of stomach and weight (Franzoi & Shields, 1984).

Conclusion

The survey used for this research consisted of questions from the SATAQ-3, Body Esteem Scale and MBSRQ to measure internalization and body image. See Appendix C for the complete survey. The structure, formulation of questions and answers were the same for all the respondents - making the survey more credible and reliable. Questions were grouped together according to what they measure: internalization, body image or body esteem. Additionally they were sequenced properly making it more logic. In the end five surveys containing the same questions were put online. However, each survey contained two different advertisements. These two advertisements represented one of the five categories (part body in ads, average-sized model in ads, thin model in ads, sexualized ads, and sexualized m/f ads) obtained through the content analysis. The goal was to see the differences in the levels of internalization, body image and body esteem after being exposed to one of these five categories.

Restrictions

A longer survey with more questions was needed to properly measure internalization and body image of the respondents. However, a longer online survey can risk degraded responses towards the end of the survey. Furthermore, they survey consisted of closed questions only, making the survey lower in validity than other question types. Last, respondents may not have fully paid attention to the advertisement in the survey.

PART IV

FINDINGS

4.1 Results

The following chapter explains important findings that emerged during the qualitative research (content analysis) and quantitative research (online survey).

Qualitative Research: Content Analysis

On an excel sheet 173 advertisements were analyzed by using the coding system (Appendix C). Next, the data from this sheet was analyzed in IBM SPSS Statistics.

Part Body In Ads

Part body ads are advertisements showing only a part of the female body e.g. face, upper body or lower body. Only 47 of the in total 173 advertisements showed the entire body of the model. Advertisements that showed less than half of the model's body amounted to 80 (See Appendix F.2). Of these ads two objectified the female body the most by focusing on one part of the model's body and not showing the model's face at all. These advertisements were chosen to depict the category 'Part Body Ads'.

The first image for this category shows the lower part of a female body. The model's navel is showing and she is wearing white underpants only. One leg is fully stretched and the other is bent. Again the lower parts of her arms are showing; one is touching her upper leg, and the other is holding the promoted product 'Vaseline Spray&Go' (Appendix B.1). The other image for this category is from Vichy CelluDestock. This ad is focused on the buttocks of the female model. Her back, buttocks and upper legs are showing. She is wearing a bra and underpants or bikini. Again one leg is straight and the other is bent (as if she is walking). See Appendix B.2 for image.

Average-Sized Models In Ads

The next category was almost non-existent in the content analysis. A paltry sum of seven ads showed women with an average body size. These average-sized models were fully dressed, whilst the models that were naked or scantily dressed were always thin (Appendix F.12). For the category two advertisements by Dove were selected (Appendix B.3 and B.4). The first ad shows a smiling average-sized young Caucasian woman. She is slightly bent fore over, with her legs crossed and one hand on her hip. The model is wearing a pink dress showing her bare arms and legs. The second ad by Dove shows a Caucasian woman smiling directly at the camera. She is standing with her legs crossed and her hands folded. She is wearing a soft yellow pumps and a fitting dress while her legs, cleavage, and arms are bare.

Thin Body In Ads

Magazines are full of images containing thin female figures. To determine the effect of these images on women, advertisements were chosen that focus primarily on a female's physique. As a result advertisements were chosen that focused on sports. Two ads by Anita Active and Nike provided strong images of toned female bodies. Anita Active shows four different poses of the same model. The first three poses are smaller and depict her running. The fourth image is the largest one in the ad and has her standing with her arms crossed. The model is wearing white sports lingerie -

showing off her arms, stomach and legs (Appendix B.5). Next, the ad by Nike shows a woman running, however her legs are cropped. She has a serious face and is wearing bright-colored sportswear revealing her bare arms and stomach (Appendix B.6).

Sexualized Female In Ads

The most sexualized images were chosen for the following category. Seductive expressions vary greatly, yet there are some constant features: eyes are fixed with a look of intensity and occasionally narrowed slightly. Lips are slightly apart or pursed together. The head is often tilted to one side, exposing the neck. Although most ads display fully dressed models in respectable body poses, little more than one third of all ads showed models with seductive expressions (Appendix F.4). Two images were chosen that showed seductive, sexualized and scantily dressed models. The first ad, by Prima Donna, shows a slender model getting out of a swimming pool. Her body is showing from her belly button up. She is wearing a multi-colored bikini with deep cleavage. She is looking directly at the camera with her head slightly tilted back and her lips are parted (Appendix B.7). The next image is by Jimmy Choo. This ad shows a slender woman lying on the ground with both legs bent to one side. One hand is on her hip and the other is holding the product near her breasts. Her face is tilted to one side and she is looking directly at the camera with parted lips. The model is wearing an open gown, revealing her stomach, legs, arms, cleavage and a small part of her stomach (Appendix B.8).

Sexualized Male And Female In Ads

For the final category sexualized images with interaction between male and female models were sought. These ads showed seductive, scantily dressed models bearing their cleavage, shoulders, arms and/or stomach. The ad for Silvan Heach contains a fully dressed male model standing behind a female model. He is holding her arms to the side of her body. Both models are faced towards, and looking directly at the camera. The male model has a neutral expression, while the female model's head is tilted and shows a little smile. Although the male is fully dressed, the female model's stomach and cleavage is exposed (Appendix B.9). The next ad by Dolce & Gabbana shows a male and a female touching each other and almost kissing. The male model's naked back and right side of his face is facing the camera, while the female's front side of her body and left side of her face is facing the camera. Their faces are touching with the exception of their lips. The female is wearing a black top or shirt showing her shoulder, arms and cleavage. The male model is only wearing pants. Both models have their eyes closed (Appendix B.10).

General Findings

Cosmetic advertisements consist of advertisements promoting skin, hair, nail and oral hygiene products such as creams/lotions, perfumes, deodorant, hair products, make-up, toothpaste etc. Cosmetic advertisements are the most common types of advertisements in glossy magazines. These advertisements mainly use part body images to sell their products.

Magazine	Clothing	Cosmetic	Other
Beau Monde	25%	68%	7%
Cosmopolitan	19%	68%	13%
Grazia	51%	34%	15%

Table 5: Product Type in Magazine

Next, clothing advertisements consist of the promotion of clothing, lingerie, swimwear and shoes. Clothing advertisements are the most visible in glossy magazine Grazia. The majority of these advertisements use thin models with a sexualized body pose or sexualized facial expression. Advertisements that were put in the category ‘other’ consisted of jewelry, technology, charity and mobile providers’ advertisements. These advertisements were not very apparent in glossy magazines.

Product Type	Part body in ads	Average-sized model in ads	Thin model in ads	Sexualized model in ads	Sexualized Male/Female in ads
Clothing	10%	4%	96%	60%	1%
Cosmetic	73%	5%	34%	38%	3%
Other	63%	13%	25%	21%	0%

Table 6: Relation Product Type and Advertisement Category

In general, advertisements displaying a part of the female body are apparent in all three glossy magazines. Glossy magazine Cosmopolitan has more than 60% of its advertisements focusing on only one part of the female body. Sexualized advertisements are visible in all three glossy magazines, however the content of advertisements in the Grazia is slightly more sexualized compared to Beau Monde and Cosmopolitan. All glossy magazines scored very low to zero on sexualized advertisements displaying interaction between a male and a female, as well as low scores on displaying average-sized models in advertisements.

Glossy Magazine	Part body in ads	Average-sized model in ads	Thin model in ads	Sexualized model in ads	Sexualized Male/Female in ads
Beau Monde	54%	4%	44%	33%	0%
Cosmopolitan	63%	0%	47%	37%	5%
Grazia	38%	6%	65%	50%	4%

Table 4: Appearance Advertisement Type In Glossy Magazine

Diversity

There was a finding within the content analysis that is not relevant for this particular research, but might be interesting to consider for future research. The diversity in magazine advertisements is kept to a minimum. Only one in every 22 ads show light skinned or black models. Even more shocking, one in every 87 ads shows an Asian model.

Restrictions

Within this research the reliability of the content analysis can be questioned. Only one coder conducted the content analysis, which can result in coder bias. A second coder would have created a higher reliability by allowing an evaluation of both scores. This measurement of inter-rater reliability assesses the degree to which different observers interpret information the same way.



Figure 2: Appearance Black, Caucasian, and Asian models in glossy magazines Beau Monde, Cosmopolitan and Grazia

Quantitative Research: Online Survey

The following pages give an overview of important results of the online survey. The results of the sample were analyzed through computer software IBM SPSS Statistics. The data from the Likert scale was reduced to the nominal level by combining the categories definitely disagree, mostly disagree, mostly agree, and definitely agree in to two categories of “disagree” and “agree”. Two categories “negative feelings” and “positive feelings” were established from: strong negative feelings, moderate negative feelings, moderate positive feelings, and strong positive feelings. The mean (μ) has been used to determine the mathematical average. Furthermore, the standard (σ) deviation gives the amount of variation or dispersion from this average.

Demographics Of The Sample And Category Groups

In total 125 women of higher educational levels ($\mu=4.02$, $\sigma=1.8$) participated in this research. Furthermore 80% of the sample is aged 18 to 27, and only 7% is older than 38 years (Appendix E.1). When the advertisements’ categories are analyzed separately respondents who saw the sexualized ads have a higher educational level ($\mu=4.94$), adversely respondents who saw normal body ads have a lower educational level ($\mu=3.44$). The majority of older respondents (38 years and older) of this study saw the advertisements displaying a thin model. Considering that each category does not fully represent the population, inferences made about the population cannot be accepted as a hundred percent reliable. See Appendices M1 through M5 for the means and standard deviations of each sample group.

	Respondents Part Body in Ads	Respondents Average-sized Model in Ads	Respondents Thin Model in Ads	Respondents Sexualized Female in Ads	Respondents Sexualized Male + Female in Ads	Total Respondents
Age						
18-22 years	68%	44%	8%	28%	40%	37%
23-27 years	28%	40%	40%	64%	40%	42%
28-32 years	-	4%	24%	8%	8%	9%
33-37 years	-	4%	12%	-	8%	5%
38-42 years	-	-	8%	-	-	1%
Older than 42	4%	8%	8%	-	4%	6%
Educational Level						
VMBO	20%	24%	8%	4%	16%	14%
HAVO/VWO	32%	-	8%	8%	8%	11%
MBO	-	12%	4%	-	-	3%
HBO	4%	44%	40%	20%	36%	29%
WO	24%	12%	12%	40%	24%	23%
Other	12%	8%	28%	28%	16%	20%

Table 5: Respondent's Age And Educational Level

Internalization (APPENDICES G.10 through G.10)

As stated before, the SATAQ-3 survey assesses internalization, pressure and information. Of all respondents almost half believe magazines are an important source of information. A little over half of this group compares their appearance to the people who are in magazines. In addition, 55% agreed to the statement that they would like their body to look like the models in who appear in magazines.

Statement	Part body in ads	Average-sized model in ads	Thin model in ads	Sexualized model in ads	Sexualized Male/Female in ads	Total Sample
Feels pressured by magazines to look pretty	40%	32%	64%	40%	24%	40%
Would like their body to look like the models in magazines	64%	40%	80%	60%	32%	55%
Feel pressured by magazines to have a perfect body	40%	24%	56%	52%	4%	25%
Compare their appearance to the appearance of people in magazines	60%	36%	72%	52%	24%	49%
Believe magazines are an important source of information about fashion and 'being attractive'	56%	60%	56%	16%	52%	48%

Table 6: Internalization of Advertisement Categories and Total Sample

Table 3 gives an overview of the means and standard deviations of each statement. On average, women who were exposed to advertisements containing average-sized models or a sexualized image of male and female interaction did not agree to the statement that magazines pressured them to have the perfect body, or pressured them to look pretty. In addition these two categories stated that they did not compare their appearance to the appearance of people in magazines.

The respondents who saw the part body ads and sexualized ads felt neutral when it came to being pressured to look pretty, moreover there were no significant differences between people who agree or disagreed to the statement that they felt pressured to have the perfect body. However, these ads did score the highest on the statements 'I would like my body to look like the models who appear in magazines' and 'I compare my appearance to the appearance of people in magazines' (Table 2).

Ultimately thin body ads are the most influential ads on feeling pressured in having the perfect body and pressured to be pretty. 80% of the women who saw thin models in advertisements would have liked their body to look like the bodies of the models in magazines. In general this group scored the highest on agreement to each statement, thus ultimately scored the highest on internalization. Part body ads and sexualized ads come in second and third when it comes to their influence on internalization.

	Part body in ads		Average-sized model in ads		Thin model in ads		Sexualized model in ads		Sexualized Male/Female in ads		Total All Ads	
	μ	σ	μ	σ	μ	σ	μ	σ	μ	σ	μ	σ
Feels pressured by magazines to look pretty	3.32	.748	2.68	1.030	3.52	1.122	2.80	1.225	2.76	1.012	3.00	1.092
Would like their body to look like the models in magazines	3.76	1.052	3.00	1.000	4.16	1.143	3.68	1.376	2.60	1.258	3.44	1.285

Feel pressured by magazines to have a perfect body	3.04	1.241	2.44	1.003	3.44	1.121	3.04	1.369	2.00	.764	2.79	1.213
Compare their appearance to the appearance of people in magazines	3.40	.913	2.76	1.393	3.76	.970	3.00	1.384	2.48	1.122	3.08	1.242
Believe magazines are an important source of information about fashion and 'being attractive'	3.48	.872	3.48	1.159	3.48	1.122	2.72	.980	3.24	1.128	3.28	1.082

Table 7: Descriptive Analysis of Internalization (From 1 strongly disagree to 5 strongly agree)

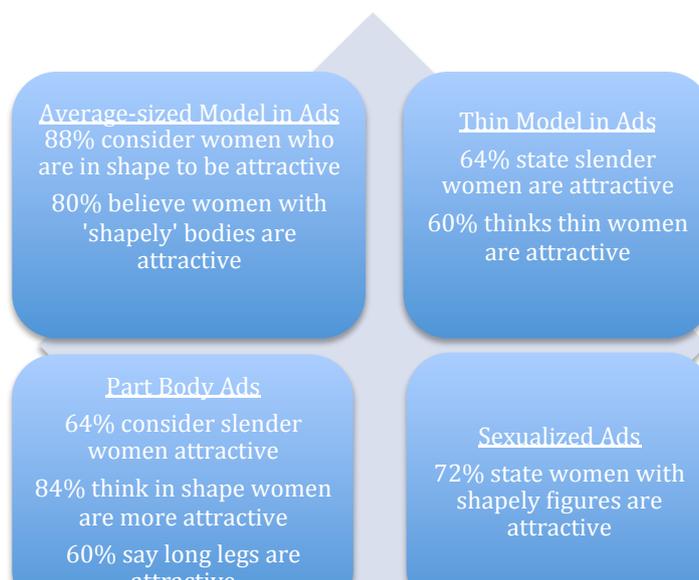
Ideal Image (Appendices I.1 through I.5)

Overall all respondents believe that slender and in shape women are more attractive. At the same time a little over half of the respondents also believe that 'shapely' women are attractive. Being tall and having long legs are not important factors of being attractive.

Women who saw sexualized or average sized models in advertisements believe the ideal female image consists of women with 'shapely' (proportioned larger breasts, hips and buttocks) figures. The majority of women who saw a part body ad or a thin model in the ad state that the ideal female body is in shape, thin, and slender. Surprisingly 76% of the women who saw an average-sized model also believed women who are in shape to be more attractive. In general, thin body ads and part body ads made women believe that tall women and women with long legs were more attractive.

Surprisingly, no aberrant findings were discovered for women who've been exposed to sexualized advertisements of a male and female model interacting. In general these women believed 'shapely' women are attractive, and disagreed to the statements that attractive women are slender and thin.

Figure 3: Ideal Body Image



Body Image

In general women believe it is important to always look good and are concerned about the opinions of others when it comes to their own appearance. A little over half of all the women questioned think they have normal weight. Still 39% believe they are “somewhat” to “very” overweight. Of all the respondents almost half did not feel sexually appealing, nor did they like the way they looked without clothes on. No significant differences were found in the other statements (Appendix J). However, when each group of ads is analyzed separately, significant differences are revealed.

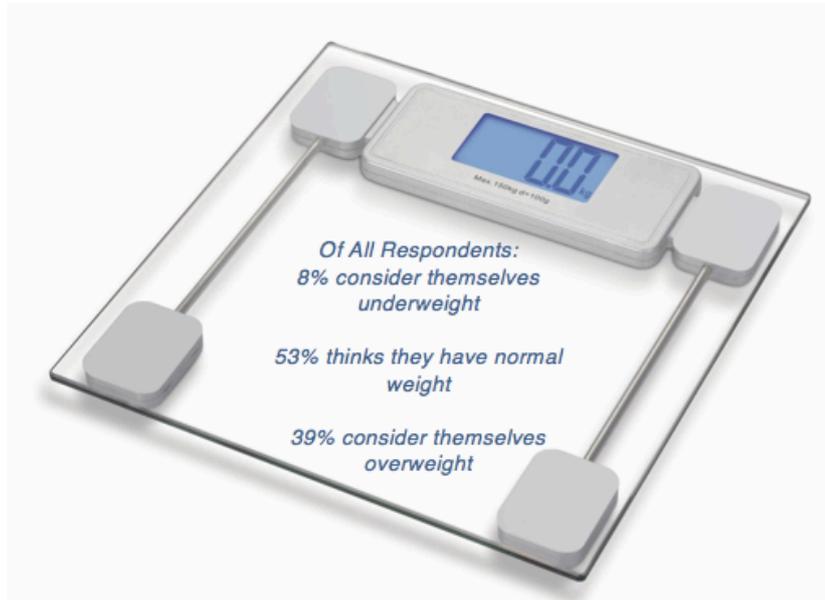
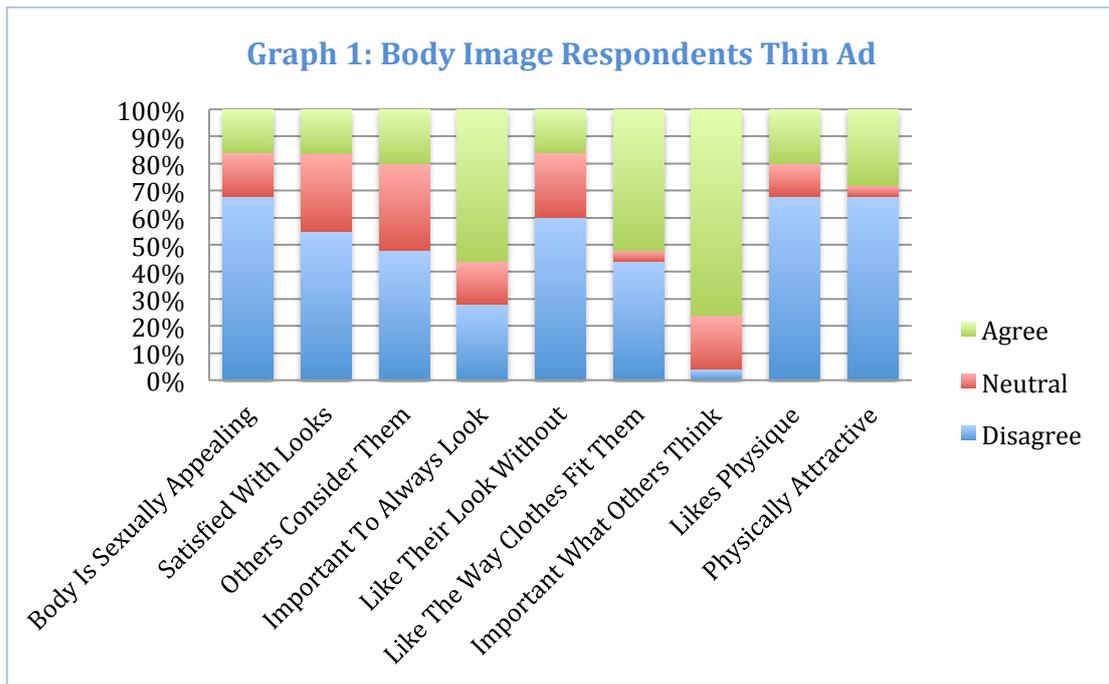
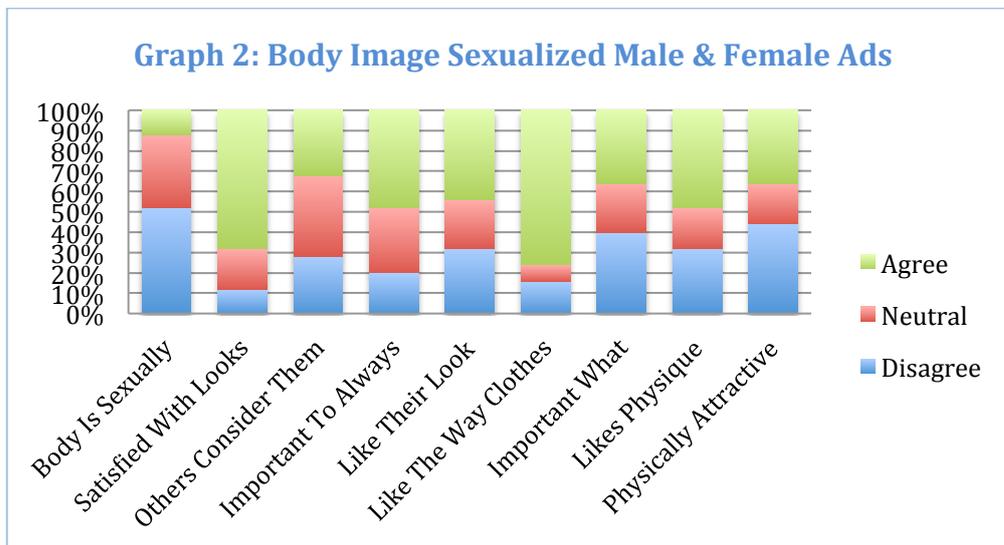


Figure 4: Weight Concern of All Respondents

For example, thin body ads have an explicit negative influence on the respondent's body image. The majority of the respondents who are exposed to these ads do not feel sexually appealing or physically attractive. Although looking good is important for the respondents, a little over 50% does not like their looks the way they are and 48% believe others will not consider them good-looking. In addition, a little over half think they are overweight (Appendix K.5). Furthermore, this group does not like the way they look without clothes, but are pleased with the way clothes fits them. What others think about their appearance is important for 76% of these respondents.

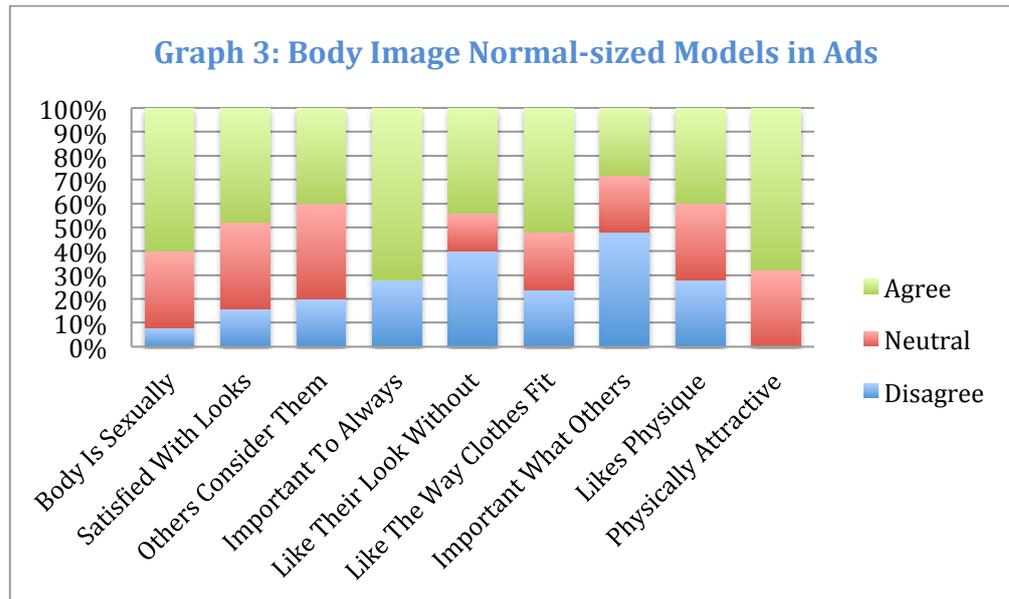


Conflicting findings about body image are found in the group of women who saw sexualized ads containing a male and female model. Of this group 52% do not consider themselves sexually appealing. Moreover, 44% think they were physically unattractive. On the contrary, this group is the most satisfied of all the groups when it comes to “liking their looks just the way they are” (68%) and “being pleased with how clothes fit their bodies” (76%). In addition, a little over half thinks they have normal weight (Appendix K.4).

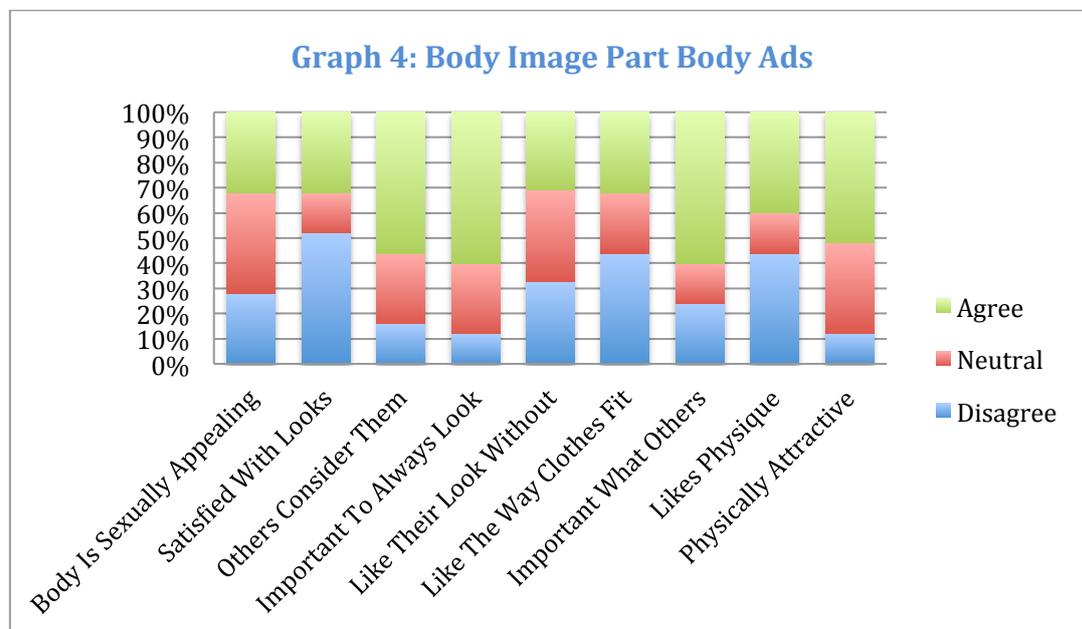


Overall, normal body ads have the most positive influence on the respondent’s body-esteem. None of the respondents of this group believe they were physically unattractive. In addition, only two out of 25 respondents do not believe they are sexually appealing. Approximately half of the women who see the normal body ad think others will consider them good-looking. In addition roughly 50% like the way they look like without clothes and like their looks just the way they are. Of these

respondents 40% think they are overweight, 44% believe they have normal weight and only 16% considers themselves underweight (Appendix K.1).

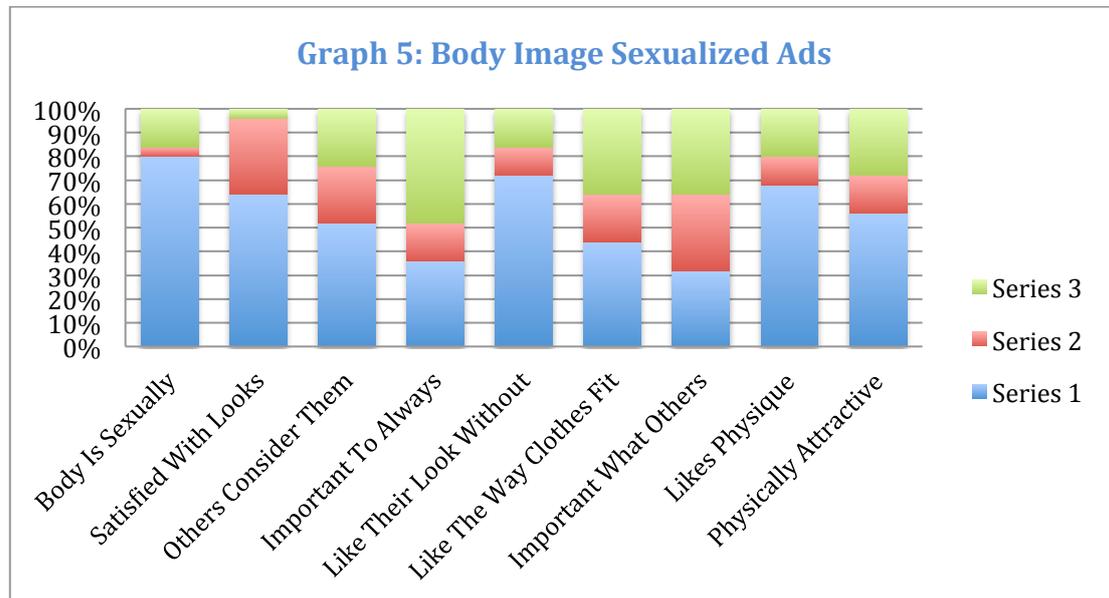


Part body ads' respondents score the highest in believing they have normal weight (Appendix K.3). Contrarily, opinions about the different variables for body image vary. This group appreciates the opinions of others and believes these people consider them attractive. Opinions about being sexually appealing are divided within the group, however a little over half of the respondents disagree with the statement 'I am physically unattractive'.



Respondents who saw sexualized ads are the least satisfied with their body. More than three quarters of this group does not accept themselves as sexually attractive. Although the majority believes they have normal body weight, they are the least satisfied with their physique, their looks in general and the way they look without

clothes on (Appendix K.4). Almost 50% of the respondents think they are physically unattractive and a little over half does not believe others would consider them attractive.



Body Esteem (Appendices L.1 through L.6)

Body esteem was measured by using the Body-Esteem Scale. Sexual attractiveness is related to: nose, lips, ears, chin, breasts, appearance of eyes, cheeks/cheekbones, body hair and face. Respondents of normal body ads are more satisfied than dissatisfied with all these body parts. These ads cause moderate to strong positive feelings towards the body parts: nose (52%), lips (80%), breasts (40%) and face (72%). Likewise sexualized ads displaying interaction between a male and female provide overall satisfaction of these body parts. Ads that result into the most negative feelings towards these body parts are sexualized ads and thin body ads. The most protruding result is that 72% of the women who saw the sexualized ads have moderate to strong negative feelings towards their breasts. The other ads score an average of 47% when it comes to having negative feelings towards breasts.

Feelings towards the body parts: waist, thighs, body build, buttocks, hips, legs, figure or physique and appearance of stomach/weight, indicate an individual's weight concerns. Again ads with an average-sized model resulted into more positive feelings towards these body parts. The majority of the respondents who saw these ads experienced moderate to strong positive feelings. This group is the most satisfied with their body build, buttocks and figure/physique. Similarly sexualized ads displaying interaction between a male and female experienced overall positive feelings.

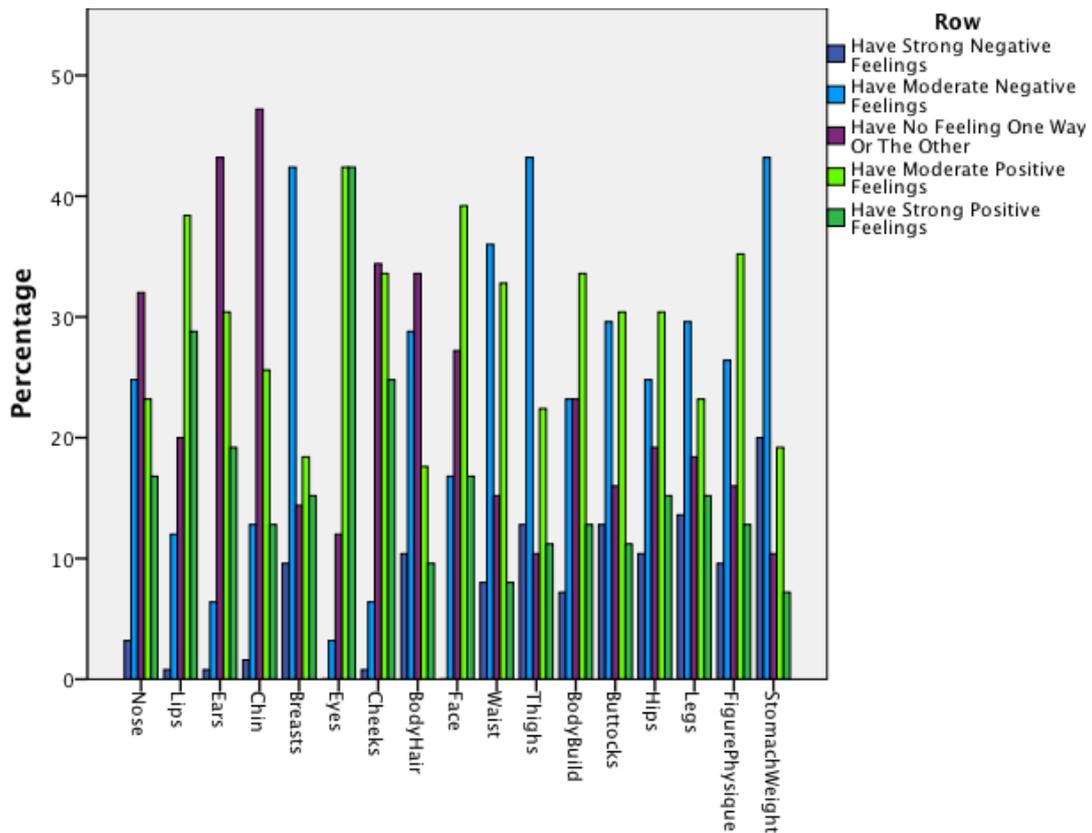
On the other hand part body ads and thin body ads cause more negative feelings towards these body parts. Of the part body ads respondents 84% feel moderate to strong negative feelings towards their thighs. In addition, a large percentage of these respondents have negative feelings towards their thighs (84%), buttocks (76%), stomach (76%) and figure/physique (60%). Moderate to strong negative feelings towards: thighs (80%), stomach (76%), waist (68%), buttocks (64%) and legs (64%), were experienced when exposed to thin body images.

	Part-body Ads		Average-Sized Ads		Thin Model Ads		Sexualized Ads		Sexualized Male/Female Ads		Total All Ads	
	μ	σ	μ	σ	μ	σ	μ	σ	μ	σ	μ	σ
Nose	<u>2.8</u>	1.269	3.64	1.075	3.1	1.054	3.0	.9978	3.56	1.003	3.2	1.106
Lips	3.9	.8896	(4.20)	.764	3.4	.9638	3.3	1.1560	4.12	1.013	3.8	1.009
Ears	3.4	1.048	3.64	.9076	3.6	.8160	3.6	.8104	3.68	.945	3.6	.8971
Chin	3.0	.7904	3.52	.823	3.3	.7576	3.2	1.0542	3.60	1.080	3.3	.9185
Breasts	3.0	1.274	3.08	1.352	3.0	1.2047	<u>2.2</u>	1.1387	2.92	1.256	2.8	1.2673
Eyes	4.4	.7684	4.32	.900	4.0	.9130	4.1	.5262	4.32	.748	4.2	.7874
Cheeks/Cheekbones	3.8	.9434	3.72	.936	3.6	.9570	3.6	.8028	3.92	1.038	3.7	.9305
Body hair	2.7	1.242	3.20	1.190	<u>2.5</u>	.9176	2.6	.9130	3.28	1.173	2.8	1.1271
Face	3.7	.8432	4.08	.812	<u>2.9</u>	.9356	3.2	.8438	3.76	1.012	3.5	.9626
Waist	3.0	1.038	3.48	1.122	<u>2.2</u>	.9808	2.7	1.0961	3.24	1.234	2.9	1.1577
Thighs	2.1	.9436	3.16	1.313	<u>2.0</u>	1.0240	3.1	1.1626	3.32	1.249	2.7	1.2563
Body build	2.9	1.246	4.12	.881	<u>2.4</u>	.9570	3.2	.9264	3.36	1.075	3.2	1.1524
Buttocks	2.3	1.102	3.80	.9578	<u>2.1</u>	1.028	3.1	1.0123	3.48	1.327	2.9	1.2584
Hips	3.0	1.290	3.68	1.145	<u>2.3</u>	1.069	3.1	1.0123	3.64	1.287	3.1	1.2551
Legs	2.4	1.084	3.44	1.387	<u>2.3</u>	1.1560	3.0	1.1900	3.60	1.258	2.9	1.3071
Figure/Physique	<u>2.5</u>	1.229	3.88	.927	<u>2.5</u>	1.046	3.2	1.0941	3.60	1.225	3.1	1.2255
Stomach/Weight	<u>2.0</u>	.8160	3.36	1.497	2.1	1.902	2.1	.8986	2.88	1.130	2.5	1.216

Table 8: Descriptive Analysis of Body Esteem (From 1 strong negative feelings to 5 strong positive feelings)

Of all the respondents combined the majority has moderate to strong positive feelings towards: lips, eyes and cheeks. Women are least satisfied with their breasts, waist, legs and stomach/weight.

Graph 6: Body Esteem of All Respondents



Limitations

Participants suspecting the true purpose of his research can make identification of the adverse effects of the advertisements. Second, the two advertisements containing normal-sized models have used less attractive models. This makes it unclear whether the results reflect the impact of the model’s attractiveness, body size, or both.

Although women who saw normal body sized ads showed less negative body image, it does not mean they have a positive body image. Characteristics of positive body image are complex and not necessarily opposite of those associated with negative body image. Further research has to be done to discover what types of ads cause a positive body image.

Conclusions

The sample of this research consists of 125 women of primarily HBO level and 18 to 27 years of age. For these women magazines are an important source of information about fashion and “being attractive”. As a result they compare their appearance to the one’s of the models in magazines. Generally these models fit their ideal body image of a slender body type with proportioned larger breasts, hips, and/or buttocks. These images affect their body esteem and body dissatisfaction. Although they consider themselves normal weight, they do not think they are sexually appealing. They wish their body looked like the bodies of the models. As a result they are the least satisfied with their breasts, waist, legs,

stomach, and weight. Consequently making them dislike the way they look without clothes on.

The women who were exposed to advertisements containing average-sized models experienced the most positive body-esteem and body image. Almost none of these women believe they are physically unattractive or sexually unappealing. Roughly half of these women are satisfied with their looks, and like the way they look naked. This can be the result of low internalization of this group.

Women who have seen advertisements containing thin body ads or sexualized images of women experience the highest degree of internalization. Thin body advertisements make women believe the ideal female body image is in shape, thin, and slender. As a consequence these groups have the most negative body image and body-esteem. Furthermore, larger breasts, hips, and buttocks are considered attractive when being exposed to sexualized ads. Again, because of this ideal and a high degree of internalization, women who saw these ads experienced negative feelings about these body parts.

Although women who saw part body ads do not consider magazines an important source of information about the ideal image, they do compare themselves to the models in these magazines. For these women seeing an image focused on the lower body of a female made them believe the ideal body image consists of tall, slender and in shape women. As a result these women experienced negative feelings towards their stomach, thighs, buttocks and legs.

Sexualized ads displaying interaction between a male and female did not result in a lot of substantiating findings. This group scored low on internalization. Opinions were divided when it came to the ideal female body, body esteem and body image.

4.2 Conclusions

From the results the conclusion can be made. This overall conclusion gives answers to the research question and sub-questions.

- *How are women portrayed (body type, expression and pose) in advertisements?*

The majority of these advertisements primarily display thin models with a sexualized body pose or sexualized facial expression. In general, advertisements in glossy magazines use thin Caucasian models to sell their product. Unfortunately, women of different ethnicities and average-sized bodies are barely represented. In addition, the majority of the advertisements are sexualized in one way or another. Although not all models are scantily dressed or have a sexualized body pose, a large portion has a seductive facial expression.

- *Which advertisements cause more internalization of the ideal female body?*

As stated in the sociocultural model, the media influences society. Attitudes and ideals are internalized by society through the media. The majority of the women who participated in this research supported this model by stating that they believe magazines are an important source of information about fashion and 'being attractive'. This is an important finding since body dissatisfaction is connected to media consumption and the media is identified as important sources women turn to for information about their physical appearance. As a result women compare themselves to the people who are displayed in the magazines. According to the dependency theory women come dependent on magazines for orientation on what is considered attractive and the norm. This is a problem when the information that is given by these magazines is not realistic and attainable. This study found that thin body ads, part body ads and sexualized ads cause the highest degree of internalization. For this reason these advertisements can be seen as dangerous factors of internalizing the ideal female body.

- *How do women feel about their body after they are exposed to ads in glossy magazines?*

After being exposed to advertisements, women state they are the least satisfied with their breasts, waist, legs and stomach/weight. In addition they did not feel sexually appealing, nor did they like the way they looked without clothes on. Despite this, more than half of the women consider themselves to have normal weight.

- *Which advertisements cause a negative body image and negative body esteem among women?*

The present research also describes the effects of different female images on women's body image and body esteem. The first finding is that viewing sexualized ads and part body ads do lead to increased negative body image and body esteem. By viewing thin body ads women tend to believe they are overweight, not sexually appealing nor

physically attractive. A negative body image and low body-esteem results in body dissatisfaction. Sexualized ads caused the least body satisfaction. Again these women do not believe they are sexually appealing. They are the least satisfied with their physique, even though the majority states that they have a normal body. They find themselves physically unattractive and do not believe others would consider them attractive. The results support what previous studies have discovered before.

- *Why do women internalize the thin ideal after exposure to advertisements in glossy magazines?*

As mentioned in the cultivation theory media effects build over time through frequent, repetitive viewing. Also, people often construct their judgements on probability of occurrence on the basis of attributes of the information they retrieve from memory. This might explain why being exposed to thin female bodies make women believe that they should be just as slender and thin to be considered attractive.

- *Why do women experience negative feelings about their body after being exposed to advertisements in glossy magazines?*

The social comparison theory suggests that people are constantly evaluating themselves, by comparing themselves to others. This research shows that more than half of the women who see part-body ads, thin body ads and sexualized ads compare their appearance to the appearance of people in magazines. Also these advertisements make women wish they looked just like the models in the magazines. While women compare themselves to sexualized and thin body images in advertisements while evaluating their own attractiveness, they discover that their body does not match what is portrayed, and negative a body esteem occurs. This type of comparison is called upward comparison; when people compare themselves with those who they believe are better than them in some way. In addition, as explained in the self-discrepancy theory discrepancies between the actual/own self and the ideal/ought self cause emotional vulnerabilities and discomfort.

- *Which advertisements in glossy magazines have a positive effect on women's body image?*

The present findings confirm earlier suggestion by Halliwell & Dittmar (2004) that average-sized models result in more body-esteem and body satisfaction. When women are exposed to normal-sized models, they tend to believe that shapely women are more attractive. On the contrary sexualized and thin body ads make women believe that slender and thin women are more attractive. In general average-sized models in advertisements have an overall more positive effect on women's body image.

Constraints and Limitations

Overall, the results of this study on the influences of certain ads on average women's body image and body esteem support previous research in this area. Although the results of this research add to the ever-growing body of evidence for negative effects of exposure to thin ideals, the size of the sample gives an obvious limitation to this conclusion. Furthermore, the effects of advertisements in other media need to be measured. Longitudinal and larger studies would be useful to determine in a greater extent body dissatisfaction and internalization, and give a proper representation of the population.

PART V

ADVICE

5.1 Professional Advice

In today's current heavy degree of media exposure it is necessary to assess the impact specific images have on women's thoughts and feelings. With an increasing prevalence of eating disorders it is important that a media watchdog such as Nederlandse Reclame Code, knows which advertisements need to be prohibited in protecting women's wellbeing. New guidelines and rules about advertising might be the key in decreasing women's body dissatisfaction and ultimately decreasing the rates of eating disorders.

For Nederlandse Reclame Code it is important to know that sexualized ads, part body ads and thin body ads cause body dissatisfaction. Now more than one third of all ads show a model with a seductive expression. This percentage should be decreased. They need to be kept to a minimum, since they cause body dissatisfaction and objectify women. In addition, part body ads make women more aware of their own body. This negative body image can lead to health risks such as eating disorders or depression. At the same time part body ads less equally effective than full body images when it comes to product-recall.

Furthermore, average-sized models in advertisements cause the least internalization of the ideal female figure. As a result women experience more positive attitude towards their body. Their body image and body esteem is significantly higher when internalization is low.

Therefore in order to prevent increasing body dissatisfaction among Dutch women, Nederlandse Reclame Code should monitor and oblige advertisements in glossy magazines (and other women's magazines as well) to:

- Not objectify women, by focusing on one part of the female body; focusing on one part of the female body makes women conscious about these parts of their body. They internalize the ideal image of these body parts. As a result more negative feelings are felt towards these parts.
- Not further slim down the model's body through digital manipulation; thin models in advertisements cause high levels of internalization of the thin ideal. As a result women experience a negative body image and body esteem.
- Keep sexualized advertisements to a minimum; sexualized images cause high levels of internalization. Women believe they are not sexually appealing. Furthermore, negative feelings are experienced towards the body parts that indicate sexual attractiveness.

And to increase body esteem NRC should:

- Determine a minimal number of average-size models in advertisements; viewing advertisements with average-sized models cause the least internalization of the ideal female image. Also fewer women feel physically unattractive or sexually unappealing after seeing these advertisements. All in all, these types of advertisements have a positive influence on women's body image and body esteem. In addition, the media is a powerful force in shaping societal standards. By displaying more 'normal' body figures in the media a more realistic ideal image can be created in the future.

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Appendix

APPENDIX A: SHAMELESS CAMPAIGN SUIT SUPPLY. (GQ Magazine UK, 2010)



APPENDIX B: IMAGES OF ADVERTISEMENTS

B.1 Part Body Ad: Vaseline Spray & Go (Beau Monde 13, 2013)



B.2 Part Body Ad: Vichy CelluDestock (Beau Monde 13, 2013)



B.3 Normal Body Ad: Dove Invisible Dry (Grazia 16, 2014)



AB.4 Normal Body Ad: Dove Invisible Dry (Grazia 16, 2014)



Unilever

De eerste deodorant die bewezen onzichtbaar is op 100 kleuren.
Dus ook op Maria's favoriet: vanillegeel.

Nieuwe Dove Invisible Dry
De eerste deodorant die onzichtbaar is op 100 verschillende kleuren. Laat je zien in jouw favoriete kleur (of in één van de 99 andere).

B.5 Thin Body Ad: Anita Active (Beau Monde In Shape, 2014)



Anita
SINCE 1888

ACTIVE
www.anitaactive.com

**It's more than sports,
it's passion!**

Niet alleen professionals, maar zeker ook alle andere sportliefhebbers wensen sportlingerie die iedere beweging meermaakt, steun geeft zonder te knellen, ademend is, transpiratievocht van het lichaam wegvoert en niet insnijdt of drukt. Precies deze eigenschappen bieden Anita active sportbeha's.

Verkrijgbaar in verschillende supportniveaus en van cup A t/m H.

B.6 Thin Body Ad: Nike

(Cosmopolitan August, 2013)



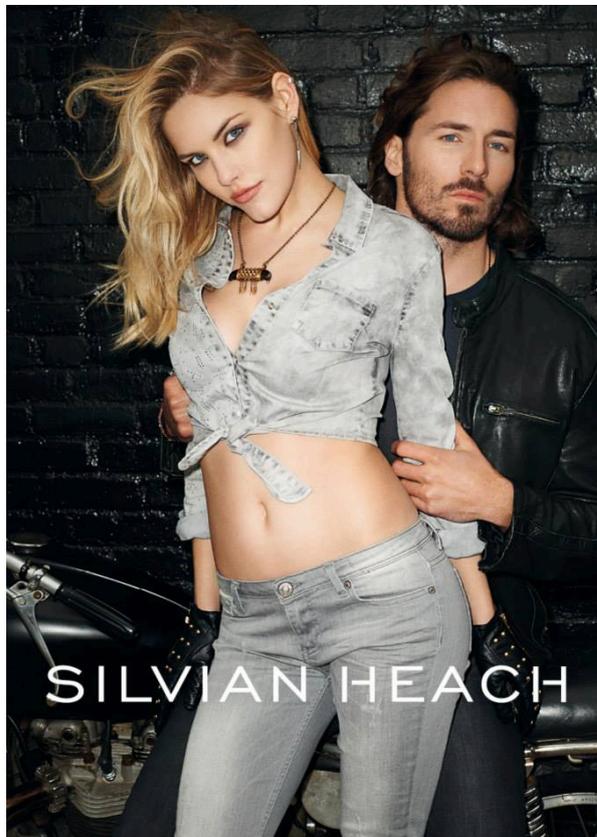
B.7: Sexualized Ad: Prima Donna Swim (Beau Monde April, 2014)



B.8: Sexualized Ad: Jimmy Choo Flash (Grazia 15, 2014)



B.9: Sexualized Ad Male/Female: Silvan Heach (Grazia 35/36, 2013)



B.10: Sexualized Ad: Dolce & Gabbana Woman and Dolce & Gabbana Man
(Cosmopolitan August, 2013)



APPENDIX C: SURVEY FEMALE BODY IMAGES IN GLOSSY MAGAZINE ADVERTISEMENTS AND BODY IMAGE

Dear participant,

The purpose of this questionnaire is to gather information about how advertisements influence the way women think, feel and behave in relation to their body. With your help, researchers may come to understand which advertisements in women's magazines influence body satisfaction among women.

Your participation is solicited, although strictly voluntary. Your name will not be associated in any way with the research findings, nor will someone see your response.

If you would like additional information concerning this study before or after it is completed, please feel free to contact me by mail. Completion of the survey indicates your willingness to participate in this project.

Sincerely,

Sacha Floranus

Email: sacha.floranus@student.hu.nl

-
1. What is your age?
 - a) 18-22 years
 - b) 23-27 years
 - c) 28-32 years
 - d) 33-37 years
 - e) 38-42 years
 - f) Older than 42 years
 2. What is your highest level of education?
 - a) VMBO
 - b) HAVO/VWO
 - c) MBO
 - d) HBO
 - e) WO
 - f) Other

The following pages contain a series of statements about how people might think, feel, or behave. After looking at the ad shown below, you are asked to indicate the extent to which each statement pertains to you personally. There are no right or wrong answers. Just give the answer that is most accurate for you. Remember, your responses are confidential, so please be completely honest and answer all items.

[IMAGE OF FIRST AD]

3. After looking at the ad, read each statement and indicate to which extent you agree or disagree

	Definitely Disagree	Mostly Agree	Neither Agree or Disagree	Mostly Agree	Definitely Agree
I feel pressure from magazines to look pretty.					
I would like my body to look like the models who appear in magazines.					
I've felt pressure from magazines to have a perfect body.					
I compare my appearance to the appearance of people in magazines.					
Magazine advertisements are an important source of information about fashion and "being attractive."					

[IMAGE OF FIRST AD]

4. Please read each statement and indicate to which extent you agree or disagree

	Definitely Disagree	Mostly Agree	Neither Agree or Disagree	Mostly Agree	Definitely Agree
Slender women are more attractive					
Women who are in shape are more attractive					
Tall women are more attractive					
Women with thin (lean bodies are more attractive)					
Shapely women are more attractive					
Women with long legs are more attractive					

[IMAGE OF SECOND AD]

5. Please read each statement and indicate to which extent you agree or disagree

	Definitely Disagree	Mostly Agree	Neither Agree or Disagree	Mostly Agree	Definitely Agree
My body is sexually appealing.					
I like my looks just the way they are.					

Most people would consider me good-looking.					
It is important that I always look good.					
I like the way I look without my clothes on.					
I like the way my clothes fit me.					
I don't care what people think about my appearance.					
I dislike my physique.					
I am physically unattractive.					

[IMAGE OF SECOND AD]

6. I think I am:
- a) Very Underweight
 - b) Somewhat Underweight
 - c) Normal Weight
 - d) Somewhat Overweight
 - e) Very Overweight

7. Listed are a number of body parts. Please read each item and indicate how you feel about this part of your own body

	Have Strong Negative Feelings	Have Moderate Negative Feelings	Have no feeling one way or the other	Have Moderate Positive Feelings	Have Strong Positive Feelings
Nose					
Lips					
Ears					
Chin					
Breasts					
Appearance of eyes					
Cheeks/cheekbones					
Body hair					
Face					
Waist					
Thighs					
Body Build					
Buttocks					
Hips					
Legs					
Figure or Physique					
Appearance of stomach and weight					

Thank you for taking time out to participate in my survey. I truly value the information you have provided.

APPENDIX D: CODING SYSTEM CONTENT ANALYSIS

- Race of model
 - Caucasian
 - Black
 - Asian
- Age group of model
 - 16-20
 - 20-30 years
 - 30-40 years
 - 40+ years
- Type of Model
 - Actress
 - Music artist
 - Famous Model
 - Reality star
 - Unknown
 - Other
- Degree of body shown in ad
 - Whole body
 - Most of body = 50% of body
 - Less than half = less than 50% of body
 - N/A
- Percentage face shown
 - Whole page = face taking up whole ad
 - Most of page = face taking up at least 50% of ad
 - Less than half = face taking less than 50% of ad
 - N/A
- Expression
 - Neutral/serious = model has no expression
 - Smiling = model has open mouthed smile with teeth, or closed mouth smile
 - Seductive = model eyes partly closed, mouth slightly parted, or placing finger/object near mouth
 - Angry/frowning = model is frowning or seems angry with squinting eyes
 - Other = expression that does not fit the above categories
 - N/A = expression not available
- Body position
 - Sitting
 - Running
 - Standing / Walking
 - Laying down
 - N/A
- Body pose
 - Respectful = normal body position, not flaunting in sexual way
 - Dominant = model seems to have power or authority due to the way she is standing or they way her body is positioned near an object
 - Submissive = Model head is down, shoulders rounded and she doesn't seem confident
 - Sexualized = majority of skin is showing or the body language is implying sex. E.g. placement of hands and pose of body
 - Other
 - N/A = position not visible
- Weight
 - Very thin = many bones visible, skeletal looking
 - Thin = less than average body weight, a few bones visible
 - Average = not overly plump, curvy, overweight
 - Curvy = larger hips, butt and breasts
 - N/A

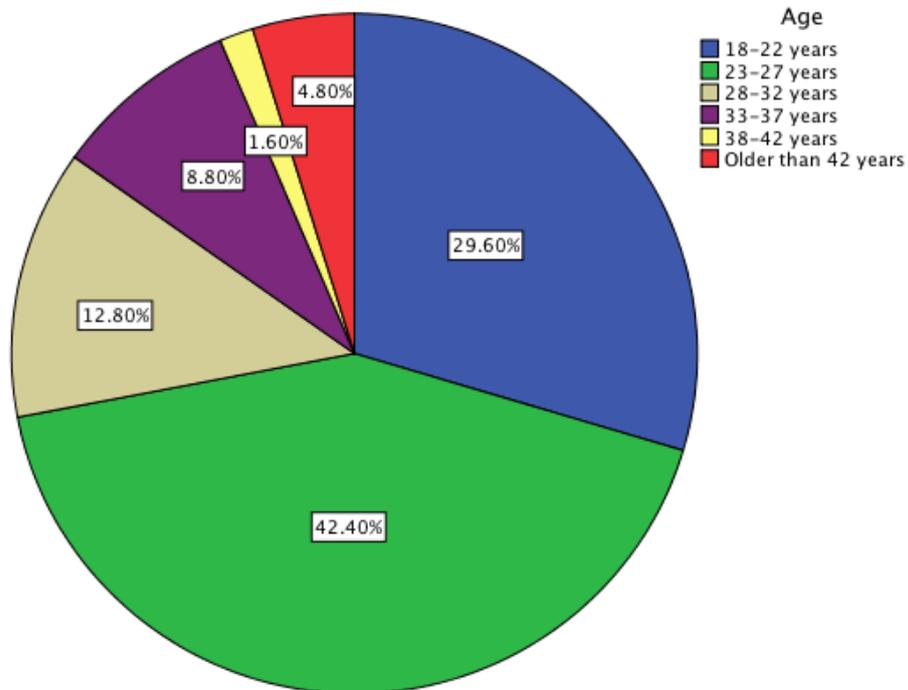
- Gaze
 - Directly at camera = model looking directly at camera
 - Away from camera = model gaze was away from camera
 - Gaze not visible
- Degree of clothing
 - Nude/Scantily dressed
 - Fully dressed
 - N/A
- Skin shown
 - Shoulders
 - Arms
 - Legs
 - Stomach
 - Cleavage
 - Back
 - None
- Type of clothing
 - Casual = worn on any day. Not dressy
 - Formal = worn to a party or business meeting
 - Lingerie = underwear or sort of sleep clothing e.g. nightgown
 - Beach = swimsuit or bikini
 - N/A = clothing not visible
- Body focus part
 - Breast/torso
 - Buttocks
 - Crotch
 - Legs
 - Face
 - Whole body
 - Other
- Product type
 - Body products (deodorant, shampoo etc.)
 - Clothing
 - Food
 - Other
- Product type
 - Body product
 - Clothing
 - Other
 -

APPENDIX D: MEAN AND STANDARD DEVIATION SAMPLE

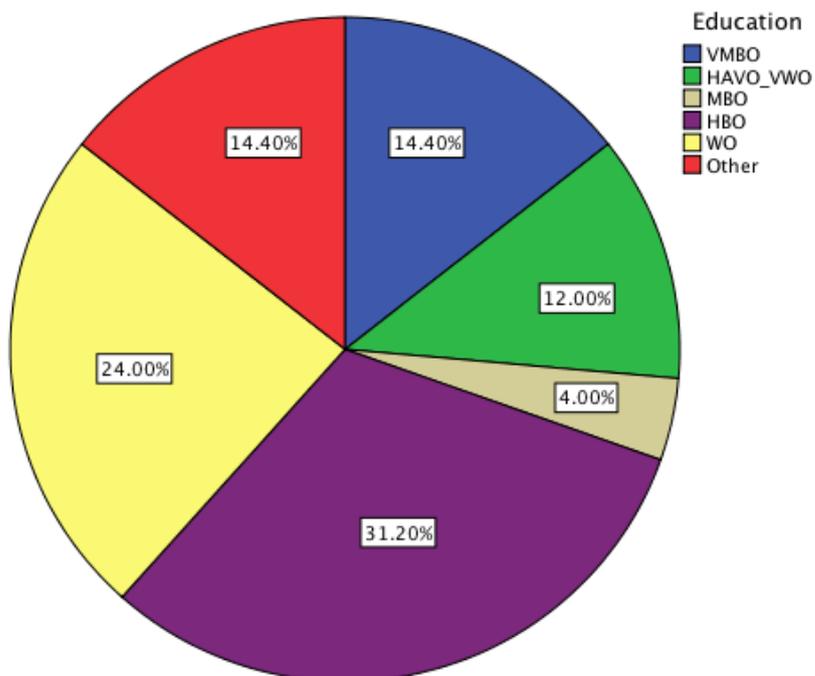
	N	Mean	Std. Deviation
Age	125	2.05	1.256
Education	125	4.02	1.796

APPENDIX E: AGE AND EDUCATIONAL DISTRIBUTION SAMPLE SIZE

E.2: Age Distribution



E.2: Educational Distribution



APPENDIX F: OUTPUT CONTENT ANALYSIS

F.1 Race of Models in Ads			
		Frequency	%
Valid	Latino	1	.6
	Asian	2	1.2
	Black	8	4.6
	Caucasian	162	93.6
	Total	173	100.0

F. 2 Degree of Body Shown in Ads			
		Frequency	%
Valid	Most of Body	46	26.6
	Whole body	47	27.2
	Less than half of body	80	46.2
	Total	173	100.0

F.3 Body Pose of Model in Ads			
		Frequency	%
Valid	Dominant	2	1.2
	Excited	2	1.2
	Sexualized	13	7.5
	N/A	52	30.1
	Respectful	104	60.1
	Total	173	100.0

F.4 Expression of Model in Ads			
		Frequency	%
Valid	N/A	2	1.2
	Serious	8	4.6
	Other	9	5.2
	Neutral	43	24.9
	Smiling	48	27.7
	Seductive	63	36.4
	Total	173	100.0

F.5 Body Type of Model in Ads			
		Frequency	%
Valid	Normal	7	4.0
	N/A	67	38.7
	Thin	99	57.2

	Total	173	100.0
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F.6 Gaze of Model in Ads			
		Frequency	%
Valid	No Gaze	4	2.3
	Away from camera	53	30.6
	Directly at camera	116	67.1
	Total	173	100.0

F. 7 Degree of Clothing of Model in Ads			
		Frequency	%
Valid	Naked	5	2.9
	Scantily dressed	13	7.5
	N/A	33	19.1
	Fully dressed	122	70.5
	Total	173	100.0

F. 8 Skin Shown of Model in Ads			
		Frequency	%
Valid	Arms, cleavage, stomach, legs	1	.6
	Arms, stomach, legs	1	.6
	Back	1	.6
	Cleavage, legs	1	.6
	Cleavage, stomach	1	.6
	Shoulders, Arms, Stomach	1	.6
	Stomach, arms, legs	1	.6
	Arms, cleavage, stomach	2	1.2
	Shoulders, arms, legs	2	1.2
	Shoulders, legs	2	1.2
	Stomach	2	1.2
	Cleavage	3	1.7
	Arms, stomach	4	2.3
	Arms, cleavage	7	4.0
	Legs	12	6.9
	Shoulders	13	7.5
	Arms, legs	18	10.4
	Shoulders, Arms	18	10.4
	Arms	20	11.6
	N/A	20	11.6
None	43	24.9	

	Total	173	100.0
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F. 9 Clothing of Model in Ads			
		Frequency	%
Valid	Beach	1	.6
	Sportswear	2	1.2
	Causal	4	2.3
	Lingerie	9	5.2
	N/A	41	23.7
	Formal	52	30.1
	Casual	64	37.0
	Total	173	100.0

F. 10 Body Focus in Ads			
		Frequency	%
Valid	Hands	1	.6
	Face	75	43.4
	Whole body	95	54.8
	Legs	1	.6
	Buttocks	1	.6
	Total	173	100.0

F. 11 Product type of Ads			
		Frequency	%
Valid	Other	24	13.9
	Clothing	69	39.9
	Body Product	80	46.2
	Total	173	100.0

F. 12 Relation Weight and Degree of Clothing						
Count						
		Degree of Clothing				Total
		Fully dressed	N/A	Naked	Scantily dressed	
Weight	N/A	32	33	2	0	67
	Normal	7	0	0	0	7
	Thin	83	0	3	13	99
Total		122	33	5	13	173

F. 13 Relation Magazine and Race					
Count					
		Race			Total
		Asian	Black	Caucasian	
Magazine	Beau Monde 13 2013	0	0	12	12
	Beau Monde 6 April 2014	0	0	1	1
	Beau Monde April 2014	0	1	10	11
	Beau Monde by Leco April 2014	0	0	1	1
	Beau Monde In Shape Summer 2014	0	0	3	3
	Cosmopolitan August 2013	0	0	7	7
	Cosmopolitan January 2013	0	0	13	13
	Cosmopolitan June 2014	0	0	8	8
	Cosmopolitan May 2014	0	0	10	10
	Grazia 1 January 2014	0	0	2	2
	Grazia 10 March 2013	0	0	10	10
	Grazia 10 March 2014	0	0	4	4
	Grazia 13 April 2013	0	0	7	7
	Grazia 13 April 2014	0	1	6	7
	Grazia 14 April 2014	0	2	3	5
	Grazia 15 April 2014	1	1	11	13
	Grazia 16 April 2014	1	1	10	12
	Grazia 19 May 2014	0	2	9	11
	Grazia 35/36 August 2013	0	0	20	20
	Grazia 8/9 February 2014	0	0	16	16
Total		2	8	163	173

APPENDIX G: INTERNALIZATION ALL RESPONDENTS

G.1 All Respondents: Feeling Pressured To Look Pretty			
		Frequency	%
Valid	1	7	5.6
	2	43	34.4
	3	29	23.2
	4	37	29.6
	5	9	7.2
	Total	125	100.0

G. 2 All Respondents: Would Like Their Body To Look Like The Models In Magazines			
		Frequency	%
Valid	1	11	8.8

	2	23	18.4
	3	22	17.6
	4	38	30.4
	5	31	24.8
	Total	125	100.0

G. 3 All Respondents: Feel Pressure From Magazines To Have Perfect Body			
		Frequency	%
Valid	1	17	13.6
	2	46	36.8
	3	18	14.4
	4	34	27.2
	5	10	8.0
	Total	125	100.0

G.4 All Respondents: Compare Appearance To People In Magazines			
		Frequency	%
Valid	1	16	12.8
	2	31	24.8
	3	17	13.6
	4	49	39.2
	5	12	9.6
	Total	125	100.0

G. 5 All Respondents: Consider Magazines As An Important Source			
		Frequency	%
Valid	1	7	5.6
	2	25	20.0
	3	33	26.4
	4	46	36.8
	5	14	11.2
	Total	125	100.0

G.6 All Respondents: Slender Women Are Attractive			
		Frequency	%
Valid	1	12	9.6
	2	23	18.4
	3	27	21.6
	4	50	40.0

	5	13	10.4
	Total	125	100.0

G.7 All Respondents: In Shape Women Are Attractive			
		Frequency	%
Valid	1	3	2.4
	2	12	9.6
	3	20	16.0
	4	66	52.8
	5	24	19.2
	Total	125	100.0

G.8 All Respondents: Tall Women Are Attractive			
		Frequency	%
Valid	1	10	8.0
	2	47	37.6
	3	45	36.0
	4	18	14.4
	5	5	4.0
	Total	125	100.0

G.9 All Respondents: Thin Women Are Attractive			
		Frequency	%
Valid	1	8	6.4
	2	32	25.6
	3	37	29.6
	4	36	28.8
	5	12	9.6
	Total	125	100.0

G.10 All Respondents: Shapely Women Are Attractive			
		Frequency	%
Valid	1	3	2.4
	2	11	8.8
	3	36	28.8
	4	60	48.0
	5	15	12.0
	Total	125	100.0

APPENDIX H: DESCRIPTIVE ANALYSIS INTERNALIZATION

H.1: Internalization: All ads			
	N	Mean	Std. Deviation
PressureToLookPretty	125	3.00	1.092
WouldLikeBodyToLookLikeModels	125	3.44	1.285
PressureToHavePerfectBody	125	2.79	1.213
Compare Appearance	125	3.08	1.242
Magazines Important Source	125	3.28	1.082

H.2: Internalization: Sexualized Ads			
	N	Mean	Std. Deviation
PressureToLookPretty	25	2.80	1.225
WouldLikeBodyToLookLikeModels	25	3.68	1.376
PressureToHavePerfectBody	25	3.04	1.369
Compare Appearance	25	3.00	1.384
Magazines Important Source	25	2.72	.980

H.3 Internalization: Average-sized Models in Ad			
	N	Mean	Std. Deviation
PressureToLookPretty	25	2.68	1.030
WouldLikeBodyToLookLikeModels	25	3.00	1.000
PressureToHavePerfectBody	25	2.44	1.003
Compare Appearance	25	2.76	1.393
Magazines Important Source	25	3.48	1.159

H.4 Internalization: Thin Models in Ad			
	N	Mean	Std. Deviation
PressureToLookPretty	25	3.52	1.122
WouldLikeBodyToLookLikeModels	25	4.16	1.143
PressureToHavePerfectBody	25	3.44	1.121
Compare Appearance	25	3.76	.970
Magazines Important Source	25	3.48	1.122

H.5 Internalization: Part Body in Ad			
	N	Mean	Std. Deviation
PressureToLookPretty	25	3.32	.748
WouldLikeBodyToLookLikeModels	25	3.76	1.052
PressureToHavePerfectBody	25	3.04	1.241
Compare Appearance	25	3.40	.913

Magazines Important Source	25	3.48	.872
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H.6 Internalization: Sexualized Ad with a Male and Female			
	N	Mean	Std. Deviation
PressureToLookPretty	25	2.76	1.012
WouldLikeBodyToLookLikeModels	25	2.60	1.258
PressureToHavePerfectBody	25	2.00	.764
Compare Appearance	25	2.48	1.122
Magazines Important Source	25	3.24	1.128

APPENDIX I: IDEAL IMAGE

I.1 Average Body Ads: Ideal Body Image		Count	Column N%
Slender Attractive	Definitely Disagree	3	12.0%
	Mostly Disagree	6	24.0%
	Neither Agree or Disagree	6	24.0%
	Mostly Agree	10	40.0%
	Definitely Agree	0	0.0%
In Shape Attractive	Definitely Disagree	0	0.0%
	Mostly Disagree	2	8.0%
	Neither Agree or Disagree	4	16.0%
	Mostly Agree	16	64.0%
	Definitely Agree	3	12.0%
Tall Attractive	Definitely Disagree	1	4.0%
	Mostly Disagree	13	52.0%
	Neither Agree or Disagree	10	40.0%
	Mostly Agree	1	4.0%
	Definitely Agree	0	0.0%
Thin Attractive	Definitely Disagree	2	8.0%
	Mostly Disagree	4	16.0%
	Neither Agree or Disagree	9	36.0%
	Mostly Agree	9	36.0%
	Definitely Agree	1	4.0%
Shapely Attractive	Definitely Disagree	0	0.0%
	Mostly Disagree	0	0.0%
	Neither Agree or Disagree	5	20.0%
	Mostly Agree	16	64.0%
	Definitely Agree	4	16.0%
Longlegs Attractive	Definitely Disagree	0	0.0%
	Mostly Disagree	6	24.0%

	Neither Agree or Disagree	11	44.0%
	Mostly Agree	6	24.0%
	Definitely Agree	2	8.0%

I.2 Thin Body Ads: Ideal Body Image		Count	Column N%
Slender Attractive	Definitely Disagree	2	8.0%
	Neither Agree or Disagree	7	28.0%
	Mostly Agree	9	36.0%
	Definitely Agree	7	28.0%
	Total	25	100.0%
In Shape Attractive	Definitely Disagree	2	8.0%
	Mostly Disagree	1	4.0%
	Neither Agree or Disagree	3	12.0%
	Mostly Agree	9	36.0%
	Definitely Agree	10	40.0%
	Total	25	100.0%
Tall Attractive	Definitely Disagree	2	8.0%
	Mostly Disagree	4	16.0%
	Neither Agree or Disagree	9	36.0%
	Mostly Agree	6	24.0%
	Definitely Agree	4	16.0%
Thin Attractive	Definitely Disagree	1	4.0%
	Mostly Disagree	5	20.0%
	Neither Agree or Disagree	4	16.0%
	Mostly Agree	6	24.0%
	Definitely Agree	9	36.0%
	Total	25	100.0%
Shapely Attractive	Definitely Disagree	2	8.0%
	Mostly Disagree	3	12.0%
	Neither Agree or Disagree	8	32.0%
	Mostly Agree	9	36.0%
	Definitely Agree	3	12.0%
	Total	25	100.0%
Longlegs Attractive	Definitely Disagree	1	4.0%
	Mostly Disagree	3	12.0%
	Neither Agree or Disagree	7	28.0%
	Mostly Agree	9	36.0%
	Definitely Agree	5	20.0%
	Total	25	100.0%

I.3 Part Body Ads: Ideal Image		Count	Column N%
Slender Attractive	Definitely Disagree	2	8.0%
	Mostly Disagree	3	12.0%
	Neither Agree or Disagree	4	16.0%
	Mostly Agree	10	40.0%
	Definitely Agree	6	24.0%
In Shape Attractive	Definitely Disagree	0	0.0%
	Mostly Disagree	1	4.0%
	Neither Agree or Disagree	3	12.0%
	Mostly Agree	14	56.0%
	Definitely Agree	7	28.0%
Tall Attractive	Definitely Disagree	1	4.0%
	Mostly Disagree	10	40.0%
	Neither Agree or Disagree	9	36.0%
	Mostly Agree	4	16.0%
	Definitely Agree	1	4.0%
Thin Attractive	Definitely Disagree	1	4.0%
	Mostly Disagree	8	32.0%
	Neither Agree or Disagree	12	48.0%
	Mostly Agree	2	8.0%
	Definitely Agree	2	8.0%
Shapely Attractive	Definitely Disagree	0	0.0%
	Mostly Disagree	3	12.0%
	Neither Agree or Disagree	7	28.0%
	Mostly Agree	13	52.0%
	Definitely Agree	2	8.0%
Long Legs Attractive	Definitely Disagree	1	4.0%
	Mostly Disagree	2	8.0%
	Neither Agree or Disagree	7	28.0%
	Mostly Agree	13	52.0%
	Definitely Agree	2	8.0%

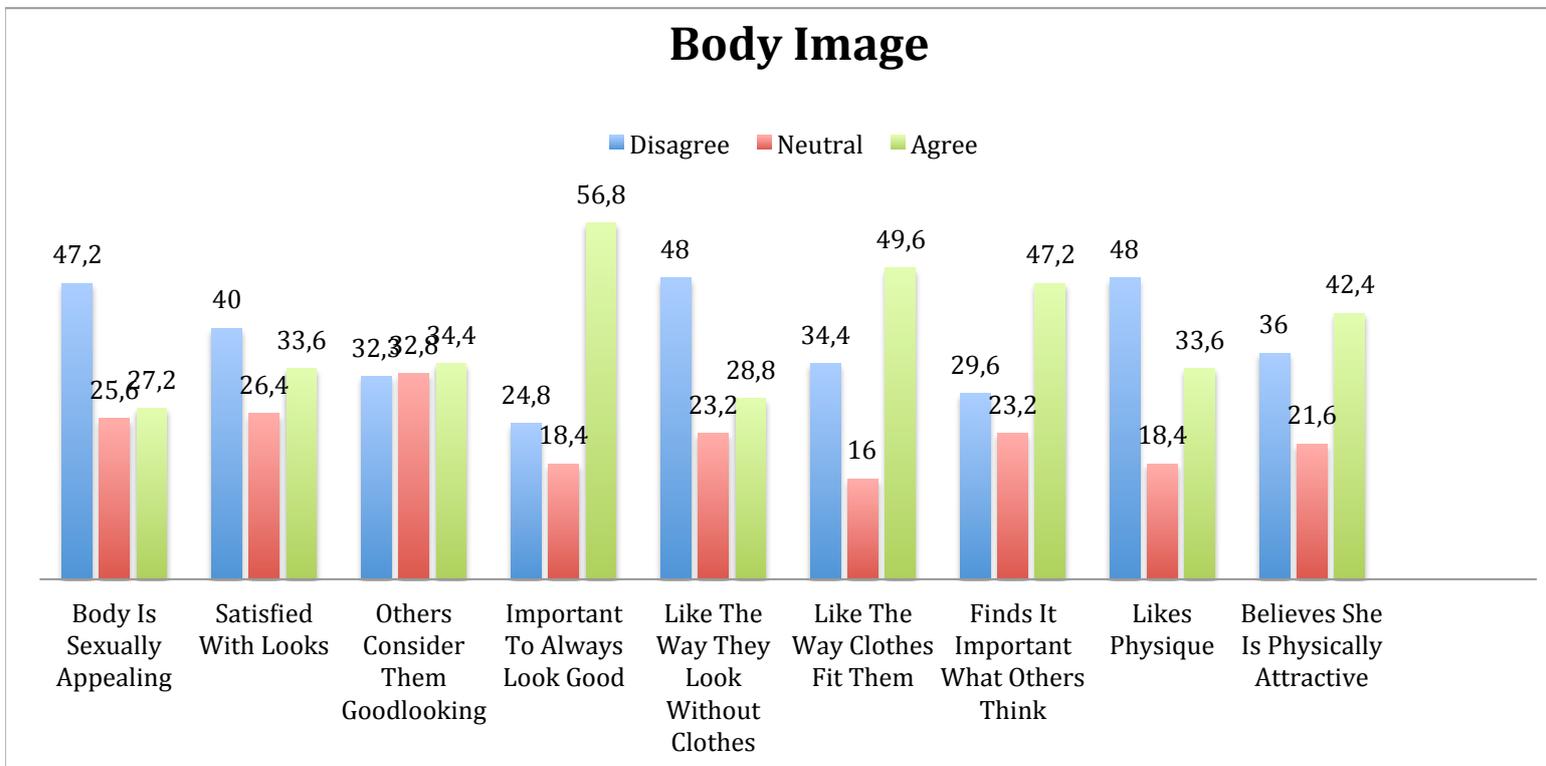
I.4 Sexualized Ads: Ideal Body Image		Count	Column N%
Slender Attractive	Definitely Disagree	2	8.0%
	Mostly Disagree	6	24.0%
	Neither Agree or Disagree	2	8.0%
	Mostly Agree	15	60.0%

	Definitely Agree	0	0.0%
In Shape Attractive	Definitely Disagree	0	0.0%
	Mostly Disagree	2	8.0%
	Neither Agree or Disagree	3	12.0%
	Mostly Agree	16	64.0%
	Definitely Agree	4	16.0%
Tall Attractive	Definitely Disagree	1	4.0%
	Mostly Disagree	10	40.0%
	Neither Agree or Disagree	8	32.0%
	Mostly Agree	6	24.0%
	Definitely Agree	0	0.0%
Thin Attractive	Definitely Disagree	2	8.0%
	Mostly Disagree	7	28.0%
	Neither Agree or Disagree	6	24.0%
	Mostly Agree	10	40.0%
	Definitely Agree	0	0.0%
Shapely Attractive	Definitely Disagree	1	4.0%
	Mostly Disagree	1	4.0%
	Neither Agree or Disagree	5	20.0%
	Mostly Agree	13	52.0%
	Definitely Agree	5	20.0%
Long Legs Attractive	Definitely Disagree	0	0.0%
	Mostly Disagree	7	28.0%
	Neither Agree or Disagree	6	24.0%
	Mostly Agree	11	44.0%
	Definitely Agree	1	4.0%

I.5 Sexualized Ads Male/Female: Ideal Body Image		Count	Column N%
Slender Attractive	Definitely Disagree	3	12.0%
	Mostly Disagree	8	32.0%
	Neither Agree or Disagree	8	32.0%
	Mostly Agree	6	24.0%
	Definitely Agree	0	0.0%
In Shape Attractive	Definitely Disagree	1	4.0%
	Mostly Disagree	6	24.0%
	Neither Agree or Disagree	7	28.0%
	Mostly Agree	11	44.0%
	Definitely Agree	0	0.0%
Tall Attractive	Definitely Disagree	5	20.0%
	Mostly Disagree	10	40.0%

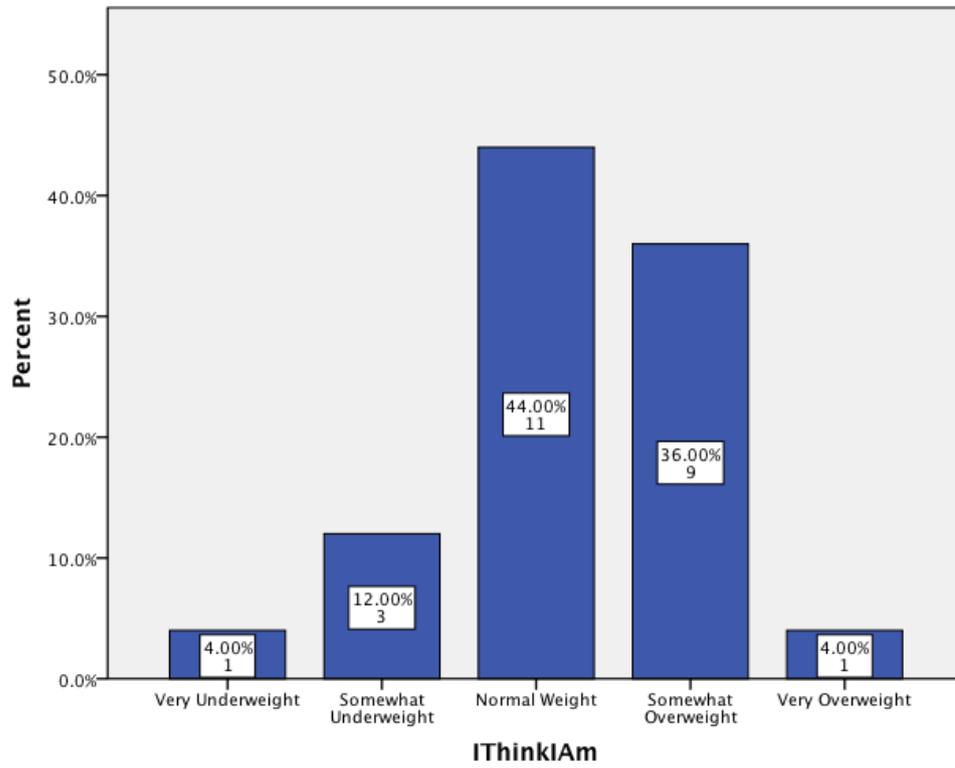
	Neither Agree or Disagree	9	36.0%
	Mostly Agree	1	4.0%
	Definitely Agree	0	0.0%
Thin Attractive	Definitely Disagree	2	8.0%
	Mostly Disagree	8	32.0%
	Neither Agree or Disagree	6	24.0%
	Mostly Agree	9	36.0%
	Definitely Agree	0	0.0%
Shapely Attractive	Definitely Disagree	0	0.0%
	Mostly Disagree	4	16.0%
	Neither Agree or Disagree	11	44.0%
	Mostly Agree	9	36.0%
	Definitely Agree	1	4.0%
Long Legs Attractive	Definitely Disagree	3	12.0%
	Mostly Disagree	8	32.0%
	Neither Agree or Disagree	10	40.0%
	Mostly Agree	3	12.0%
	Definitely Agree	1	4.0%

APPENDIX J: Q5 BODY IMAGE: ALL RESPONDENTS

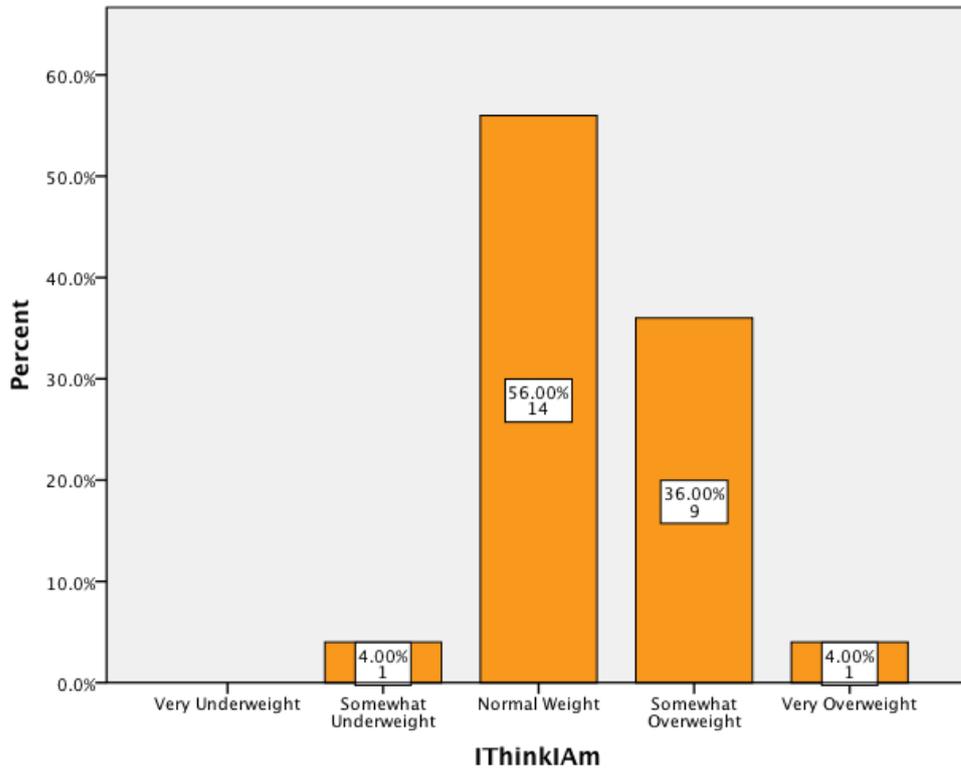


APPENDIX K: INDICATION WEIGHT

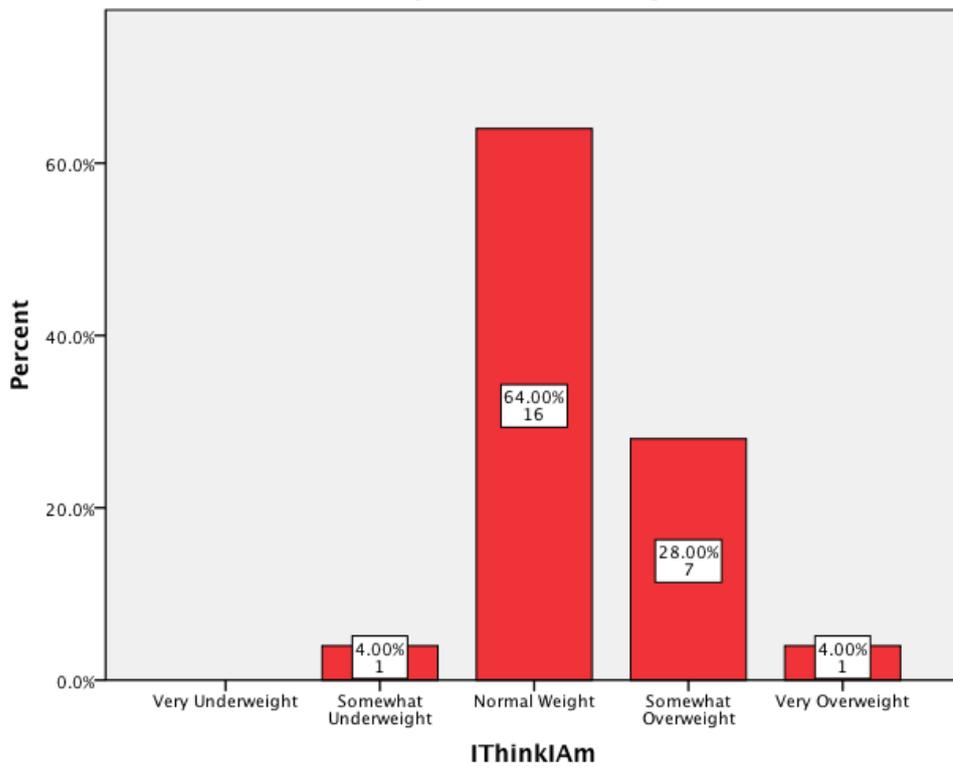
K.1 Normal Body Ads: Indication Weight



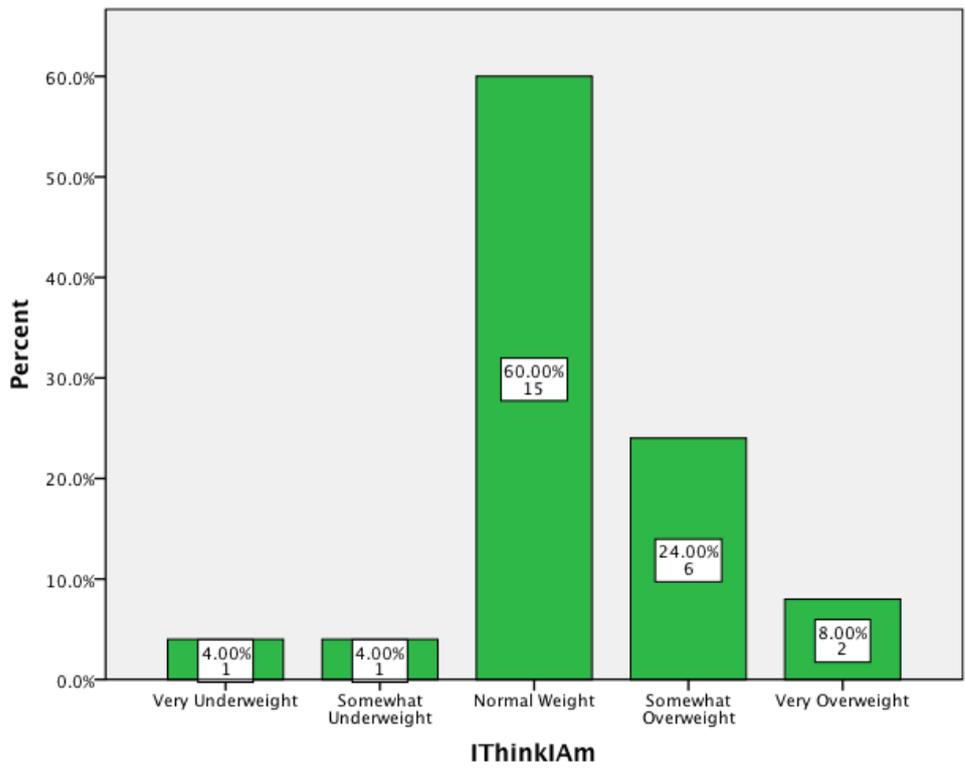
K.2 Sexualized Ads Male/Female: Indication Weight



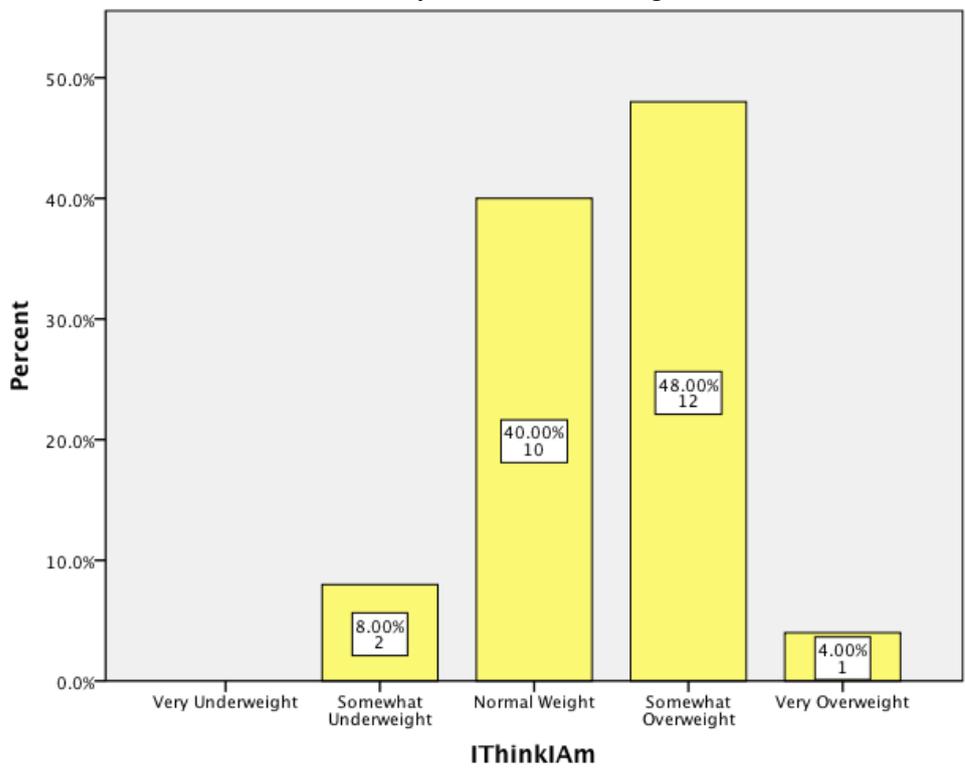
K.3 Part Body Ads: Indication Weight



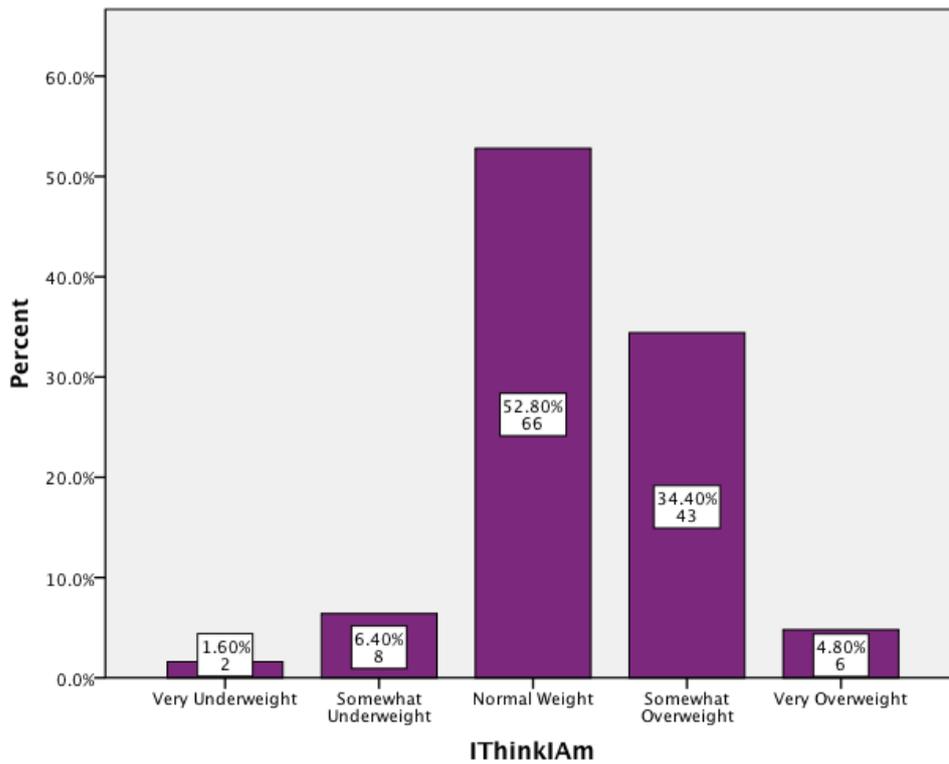
K.4 Sexualized Ads: Indication Weight



K.5 Thin Body Ads: Indication Weight



K.6 All Respondents: Indication Weight



APPENDIX L: BODY ESTEEM

L.1 Normal Body Ads: Body Esteem

		Count	Column N%
Nose	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	4	16.0%
	Have No Feeling One Way Or The Other	8	32.0%
	Have Moderate Positive Feelings	6	24.0%
	Have Strong Positive Feelings	7	28.0%
Lips	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	0	0.0%
	Have No Feeling One Way Or The Other	5	20.0%
	Have Moderate Positive Feelings	10	40.0%
	Have Strong Positive Feelings	10	40.0%
Ears	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	2	8.0%
	Have No Feeling One Way Or The Other	10	40.0%
	Have Moderate Positive Feelings	8	32.0%
	Have Strong Positive Feelings	5	20.0%
Chin	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	1	4.0%

	Have No Feeling One Way Or The Other	14	56.0%
	Have Moderate Positive Feelings	6	24.0%
	Have Strong Positive Feelings	4	16.0%
Breasts	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	12	48.0%
	Have No Feeling One Way Or The Other	2	8.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	6	24.0%
Eyes	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	1	4.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	6	24.0%
	Have Strong Positive Feelings	14	56.0%
Cheeks	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	1	4.0%
	Have No Feeling One Way Or The Other	12	48.0%
	Have Moderate Positive Feelings	5	20.0%
	Have Strong Positive Feelings	7	28.0%
Body Hair	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	7	28.0%
	Have No Feeling One Way Or The Other	8	32.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	5	20.0%
Face	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	0	0.0%
	Have No Feeling One Way Or The Other	7	28.0%
	Have Moderate Positive Feelings	9	36.0%
	Have Strong Positive Feelings	9	36.0%
Waist	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	11	44.0%
	Have Strong Positive Feelings	4	16.0%
Thighs	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	10	40.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	6	24.0%
Body Build	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	2	8.0%

	Have No Feeling One Way Or The Other	2	8.0%
	Have Moderate Positive Feelings	12	48.0%
	Have Strong Positive Feelings	9	36.0%
Buttocks	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	4	16.0%
	Have No Feeling One Way Or The Other	2	8.0%
	Have Moderate Positive Feelings	14	56.0%
	Have Strong Positive Feelings	5	20.0%
Hips	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	6	24.0%
	Have No Feeling One Way Or The Other	3	12.0%
	Have Moderate Positive Feelings	9	36.0%
	Have Strong Positive Feelings	7	28.0%
Legs	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	6	24.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	5	20.0%
	Have Strong Positive Feelings	8	32.0%
Figure Physique	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	3	12.0%
	Have No Feeling One Way Or The Other	3	12.0%
	Have Moderate Positive Feelings	13	52.0%
	Have Strong Positive Feelings	6	24.0%
Stomach Weight	Have Strong Negative Feelings	4	16.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	1	4.0%
	Have Moderate Positive Feelings	8	32.0%
	Have Strong Positive Feelings	7	28.0%

L.2 Sexualized Male/Female Ads: Body Esteem

		Count	Column N%
Nose	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	3	12.0%
	Have No Feeling One Way Or The Other	11	44.0%
	Have Moderate Positive Feelings	5	20.0%
	Have Strong Positive Feelings	6	24.0%
Lips	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	2	8.0%
	Have No Feeling One Way Or The Other	5	20.0%
	Have Moderate Positive Feelings	6	24.0%

	Have Strong Positive Feelings	12	48.0%
Ears	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	1	4.0%
	Have No Feeling One Way Or The Other	13	52.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	7	28.0%
Chin	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	1	4.0%
	Have No Feeling One Way Or The Other	12	48.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	7	28.0%
Breasts	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	10	40.0%
	Have No Feeling One Way Or The Other	5	20.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	4	16.0%
Eyes	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	0	0.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	9	36.0%
	Have Strong Positive Feelings	12	48.0%
Cheeks	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	0	0.0%
	Have No Feeling One Way Or The Other	8	32.0%
	Have Moderate Positive Feelings	7	28.0%
	Have Strong Positive Feelings	9	36.0%
Body Hair	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	6	24.0%
	Have No Feeling One Way Or The Other	8	32.0%
	Have Moderate Positive Feelings	5	20.0%
	Have Strong Positive Feelings	5	20.0%
Face	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	3	12.0%
	Have No Feeling One Way Or The Other	7	28.0%
	Have Moderate Positive Feelings	8	32.0%
	Have Strong Positive Feelings	7	28.0%
Waist	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	9	36.0%
	Have No Feeling One Way Or The Other	2	8.0%
	Have Moderate Positive Feelings	9	36.0%

	Have Strong Positive Feelings	4	16.0%
Thighs	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	6	24.0%
	Have Moderate Positive Feelings	7	28.0%
	Have Strong Positive Feelings	5	20.0%
Body Build	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	6	24.0%
	Have Moderate Positive Feelings	10	40.0%
	Have Strong Positive Feelings	3	12.0%
Buttocks	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	7	28.0%
	Have Strong Positive Feelings	7	28.0%
Hips	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	3	12.0%
	Have No Feeling One Way Or The Other	5	20.0%
	Have Moderate Positive Feelings	7	28.0%
	Have Strong Positive Feelings	8	32.0%
Legs	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	3	12.0%
	Have No Feeling One Way Or The Other	5	20.0%
	Have Moderate Positive Feelings	8	32.0%
	Have Strong Positive Feelings	7	28.0%
Figure Physique	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	3	12.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	10	40.0%
	Have Strong Positive Feelings	6	24.0%
Stomach Weight	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	12	48.0%
	Have No Feeling One Way Or The Other	3	12.0%
	Have Moderate Positive Feelings	7	28.0%
	Have Strong Positive Feelings	2	8.0%

L.3 Part Body Ads: Body Esteem

		Count	Column N%
Nose	Have Strong Negative Feelings	2	8.0%

	Have Moderate Negative Feelings	11	44.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	4	16.0%
Lips	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	2	8.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	12	48.0%
	Have Strong Positive Feelings	7	28.0%
Ears	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	2	8.0%
	Have No Feeling One Way Or The Other	11	44.0%
	Have Moderate Positive Feelings	6	24.0%
	Have Strong Positive Feelings	5	20.0%
Chin	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	6	24.0%
	Have No Feeling One Way Or The Other	13	52.0%
	Have Moderate Positive Feelings	5	20.0%
	Have Strong Positive Feelings	1	4.0%
Breasts	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	11	44.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	5	20.0%
Eyes	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	1	4.0%
	Have No Feeling One Way Or The Other	1	4.0%
	Have Moderate Positive Feelings	9	36.0%
	Have Strong Positive Feelings	14	56.0%
Cheeks	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	2	8.0%
	Have No Feeling One Way Or The Other	7	28.0%
	Have Moderate Positive Feelings	9	36.0%
	Have Strong Positive Feelings	7	28.0%
Body Hair	Have Strong Negative Feelings	5	20.0%
	Have Moderate Negative Feelings	6	24.0%
	Have No Feeling One Way Or The Other	7	28.0%
	Have Moderate Positive Feelings	5	20.0%
	Have Strong Positive Feelings	2	8.0%
Face	Have Strong Negative Feelings	0	0.0%

	Have Moderate Negative Feelings	2	8.0%
	Have No Feeling One Way Or The Other	7	28.0%
	Have Moderate Positive Feelings	12	48.0%
	Have Strong Positive Feelings	4	16.0%
Waist	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	8	32.0%
	Have No Feeling One Way Or The Other	5	20.0%
	Have Moderate Positive Feelings	10	40.0%
	Have Strong Positive Feelings	1	4.0%
Thighs	Have Strong Negative Feelings	4	16.0%
	Have Moderate Negative Feelings	17	68.0%
	Have No Feeling One Way Or The Other	1	4.0%
	Have Moderate Positive Feelings	2	8.0%
	Have Strong Positive Feelings	1	4.0%
Body Build	Have Strong Negative Feelings	3	12.0%
	Have Moderate Negative Feelings	7	28.0%
	Have No Feeling One Way Or The Other	6	24.0%
	Have Moderate Positive Feelings	6	24.0%
	Have Strong Positive Feelings	3	12.0%
Buttocks	Have Strong Negative Feelings	4	16.0%
	Have Moderate Negative Feelings	15	60.0%
	Have No Feeling One Way Or The Other	2	8.0%
	Have Moderate Positive Feelings	2	8.0%
	Have Strong Positive Feelings	2	8.0%
Hips	Have Strong Negative Feelings	3	12.0%
	Have Moderate Negative Feelings	8	32.0%
	Have No Feeling One Way Or The Other	3	12.0%
	Have Moderate Positive Feelings	8	32.0%
	Have Strong Positive Feelings	3	12.0%
Legs	Have Strong Negative Feelings	5	20.0%
	Have Moderate Negative Feelings	9	36.0%
	Have No Feeling One Way Or The Other	7	28.0%
	Have Moderate Positive Feelings	3	12.0%
	Have Strong Positive Feelings	1	4.0%
Figure Physique	Have Strong Negative Feelings	5	20.0%
	Have Moderate Negative Feelings	10	40.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	2	8.0%
Stomach Weight	Have Strong Negative Feelings	7	28.0%

	Have Moderate Negative Feelings	12	48.0%
	Have No Feeling One Way Or The Other	5	20.0%
	Have Moderate Positive Feelings	1	4.0%
	Have Strong Positive Feelings	0	0.0%

L.4 Sexualized Ads: Body Esteem

		Count	Column N%
Nose	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	13	52.0%
	Have Moderate Positive Feelings	3	12.0%
	Have Strong Positive Feelings	3	12.0%
Lips	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	6	24.0%
	Have No Feeling One Way Or The Other	5	20.0%
	Have Moderate Positive Feelings	9	36.0%
	Have Strong Positive Feelings	4	16.0%
Ears	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	1	4.0%
	Have No Feeling One Way Or The Other	11	44.0%
	Have Moderate Positive Feelings	9	36.0%
	Have Strong Positive Feelings	4	16.0%
Chin	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	9	36.0%
	Have Moderate Positive Feelings	7	28.0%
	Have Strong Positive Feelings	3	12.0%
Breasts	Have Strong Negative Feelings	6	24.0%
	Have Moderate Negative Feelings	12	48.0%
	Have No Feeling One Way Or The Other	2	8.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	1	4.0%
Eyes	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	0	0.0%
	Have No Feeling One Way Or The Other	2	8.0%
	Have Moderate Positive Feelings	18	72.0%
	Have Strong Positive Feelings	5	20.0%
Cheeks	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	1	4.0%
	Have No Feeling One Way Or The Other	10	40.0%

	Have Moderate Positive Feelings	10	40.0%
	Have Strong Positive Feelings	4	16.0%
Body Hair	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	11	44.0%
	Have No Feeling One Way Or The Other	7	28.0%
	Have Moderate Positive Feelings	5	20.0%
	Have Strong Positive Feelings	0	0.0%
Face	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	9	36.0%
	Have Moderate Positive Feelings	10	40.0%
	Have Strong Positive Feelings	1	4.0%
Waist	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	11	44.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	7	28.0%
	Have Strong Positive Feelings	1	4.0%
Thighs	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	10	40.0%
	Have No Feeling One Way Or The Other	1	4.0%
	Have Moderate Positive Feelings	11	44.0%
	Have Strong Positive Feelings	2	8.0%
Body Build	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	4	16.0%
	Have No Feeling One Way Or The Other	9	36.0%
	Have Moderate Positive Feelings	10	40.0%
	Have Strong Positive Feelings	1	4.0%
Buttocks	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	6	24.0%
	Have Moderate Positive Feelings	12	48.0%
	Have Strong Positive Feelings	0	0.0%
Hips	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	6	24.0%
	Have Moderate Positive Feelings	12	48.0%
	Have Strong Positive Feelings	0	0.0%
Legs	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	9	36.0%
	Have No Feeling One Way Or The Other	3	12.0%

Figure Physique	Have Moderate Positive Feelings	9	36.0%
	Have Strong Positive Feelings	2	8.0%
	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	7	28.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	11	44.0%
Stomach Weight	Have Strong Positive Feelings	2	8.0%
	Have Strong Negative Feelings	5	20.0%
	Have Moderate Negative Feelings	14	56.0%
	Have No Feeling One Way Or The Other	3	12.0%
	Have Moderate Positive Feelings	3	12.0%
	Have Strong Positive Feelings	0	0.0%

L.5 Thin Body Ad: Body Esteem

		Count	Column N%
Nose	Have Strong Negative Feelings	1	4.0%
	Have Moderate Negative Feelings	8	32.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	11	44.0%
	Have Strong Positive Feelings	1	4.0%
Lips	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	5	20.0%
	Have No Feeling One Way Or The Other	6	24.0%
	Have Moderate Positive Feelings	11	44.0%
	Have Strong Positive Feelings	3	12.0%
Ears	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	2	8.0%
	Have No Feeling One Way Or The Other	9	36.0%
	Have Moderate Positive Feelings	11	44.0%
	Have Strong Positive Feelings	3	12.0%
Chin	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	3	12.0%
	Have No Feeling One Way Or The Other	11	44.0%
	Have Moderate Positive Feelings	10	40.0%
	Have Strong Positive Feelings	1	4.0%
Breasts	Have Strong Negative Feelings	2	8.0%
	Have Moderate Negative Feelings	8	32.0%
	Have No Feeling One Way Or The Other	5	20.0%
	Have Moderate Positive Feelings	7	28.0%
	Have Strong Positive Feelings	3	12.0%
Eyes	Have Strong Negative Feelings	0	0.0%

	Have Moderate Negative Feelings	2	8.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	11	44.0%
	Have Strong Positive Feelings	8	32.0%
Cheeks	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	4	16.0%
	Have No Feeling One Way Or The Other	6	24.0%
	Have Moderate Positive Feelings	11	44.0%
	Have Strong Positive Feelings	4	16.0%
Body Hair	Have Strong Negative Feelings	4	16.0%
	Have Moderate Negative Feelings	6	24.0%
	Have No Feeling One Way Or The Other	12	48.0%
	Have Moderate Positive Feelings	3	12.0%
	Have Strong Positive Feelings	0	0.0%
Face	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	11	44.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	10	40.0%
	Have Strong Positive Feelings	0	0.0%
Waist	Have Strong Negative Feelings	5	20.0%
	Have Moderate Negative Feelings	12	48.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	0	0.0%
Thighs	Have Strong Negative Feelings	8	32.0%
	Have Moderate Negative Feelings	12	48.0%
	Have No Feeling One Way Or The Other	1	4.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	0	0.0%
Body Build	Have Strong Negative Feelings	4	16.0%
	Have Moderate Negative Feelings	11	44.0%
	Have No Feeling One Way Or The Other	6	24.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	0	0.0%
Buttocks	Have Strong Negative Feelings	8	32.0%
	Have Moderate Negative Feelings	8	32.0%
	Have No Feeling One Way Or The Other	6	24.0%
	Have Moderate Positive Feelings	3	12.0%
	Have Strong Positive Feelings	0	0.0%
Hips	Have Strong Negative Feelings	6	24.0%

	Have Moderate Negative Feelings	9	36.0%
	Have No Feeling One Way Or The Other	7	28.0%
	Have Moderate Positive Feelings	2	8.0%
	Have Strong Positive Feelings	1	4.0%
Legs	Have Strong Negative Feelings	6	24.0%
	Have Moderate Negative Feelings	10	40.0%
	Have No Feeling One Way Or The Other	4	16.0%
	Have Moderate Positive Feelings	4	16.0%
	Have Strong Positive Feelings	1	4.0%
Figure Physique	Have Strong Negative Feelings	4	16.0%
	Have Moderate Negative Feelings	10	40.0%
	Have No Feeling One Way Or The Other	5	20.0%
	Have Moderate Positive Feelings	6	24.0%
	Have Strong Positive Feelings	0	0.0%
Stomach Weight	Have Strong Negative Feelings	8	32.0%
	Have Moderate Negative Feelings	11	44.0%
	Have No Feeling One Way Or The Other	1	4.0%
	Have Moderate Positive Feelings	5	20.0%
	Have Strong Positive Feelings	0	0.0%

L.6 All Respondents: Body Esteem

		Count	Column N%
Nose	Have Strong Negative Feelings	4	3.2%
	Have Moderate Negative Feelings	31	24.8%
	Have No Feeling One Way Or The Other	40	32.0%
	Have Moderate Positive Feelings	29	23.2%
	Have Strong Positive Feelings	21	16.8%
Lips	Have Strong Negative Feelings	1	0.8%
	Have Moderate Negative Feelings	15	12.0%
	Have No Feeling One Way Or The Other	25	20.0%
	Have Moderate Positive Feelings	48	38.4%
	Have Strong Positive Feelings	36	28.8%
Ears	Have Strong Negative Feelings	1	0.8%
	Have Moderate Negative Feelings	8	6.4%
	Have No Feeling One Way Or The Other	54	43.2%
	Have Moderate Positive Feelings	38	30.4%
	Have Strong Positive Feelings	24	19.2%
Chin	Have Strong Negative Feelings	2	1.6%
	Have Moderate Negative Feelings	16	12.8%
	Have No Feeling One Way Or The Other	59	47.2%
	Have Moderate Positive Feelings	32	25.6%

	Have Strong Positive Feelings	16	12.8%
Breasts	Have Strong Negative Feelings	12	9.6%
	Have Moderate Negative Feelings	53	42.4%
	Have No Feeling One Way Or The Other	18	14.4%
	Have Moderate Positive Feelings	23	18.4%
	Have Strong Positive Feelings	19	15.2%
Eyes	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	4	3.2%
	Have No Feeling One Way Or The Other	15	12.0%
	Have Moderate Positive Feelings	53	42.4%
	Have Strong Positive Feelings	53	42.4%
Cheeks	Have Strong Negative Feelings	1	0.8%
	Have Moderate Negative Feelings	8	6.4%
	Have No Feeling One Way Or The Other	43	34.4%
	Have Moderate Positive Feelings	42	33.6%
	Have Strong Positive Feelings	31	24.8%
Body Hair	Have Strong Negative Feelings	13	10.4%
	Have Moderate Negative Feelings	36	28.8%
	Have No Feeling One Way Or The Other	42	33.6%
	Have Moderate Positive Feelings	22	17.6%
	Have Strong Positive Feelings	12	9.6%
Face	Have Strong Negative Feelings	0	0.0%
	Have Moderate Negative Feelings	21	16.8%
	Have No Feeling One Way Or The Other	34	27.2%
	Have Moderate Positive Feelings	49	39.2%
	Have Strong Positive Feelings	21	16.8%
Waist	Have Strong Negative Feelings	10	8.0%
	Have Moderate Negative Feelings	45	36.0%
	Have No Feeling One Way Or The Other	19	15.2%
	Have Moderate Positive Feelings	41	32.8%
	Have Strong Positive Feelings	10	8.0%
Thighs	Have Strong Negative Feelings	16	12.8%
	Have Moderate Negative Feelings	54	43.2%
	Have No Feeling One Way Or The Other	13	10.4%
	Have Moderate Positive Feelings	28	22.4%
	Have Strong Positive Feelings	14	11.2%
Body Build	Have Strong Negative Feelings	9	7.2%
	Have Moderate Negative Feelings	29	23.2%
	Have No Feeling One Way Or The Other	29	23.2%
	Have Moderate Positive Feelings	42	33.6%

	Have Strong Positive Feelings	16	12.8%
Buttocks	Have Strong Negative Feelings	16	12.8%
	Have Moderate Negative Feelings	37	29.6%
	Have No Feeling One Way Or The Other	20	16.0%
	Have Moderate Positive Feelings	38	30.4%
	Have Strong Positive Feelings	14	11.2%
	Hips	Have Strong Negative Feelings	13
Have Moderate Negative Feelings		31	24.8%
Have No Feeling One Way Or The Other		24	19.2%
Have Moderate Positive Feelings		38	30.4%
Have Strong Positive Feelings		19	15.2%
Legs	Have Strong Negative Feelings	17	13.6%
	Have Moderate Negative Feelings	37	29.6%
	Have No Feeling One Way Or The Other	23	18.4%
	Have Moderate Positive Feelings	29	23.2%
	Have Strong Positive Feelings	19	15.2%
Figure Physique	Have Strong Negative Feelings	12	9.6%
	Have Moderate Negative Feelings	33	26.4%
	Have No Feeling One Way Or The Other	20	16.0%
	Have Moderate Positive Feelings	44	35.2%
	Have Strong Positive Feelings	16	12.8%
Stomach Weight	Have Strong Negative Feelings	25	20.0%
	Have Moderate Negative Feelings	54	43.2%
	Have No Feeling One Way Or The Other	13	10.4%
	Have Moderate Positive Feelings	24	19.2%
	Have Strong Positive Feelings	9	7.2%

APPENDIX M: DESCRIPTIVE ANALYSIS AGE AND EDUCATION

M.1 Normal Body Ads		
	Mean	Std. Deviation
Age	2.00	1.414
Education	3.44	1.583

M.2 Part Body Ads		
	Mean	Std. Deviation
Age	1.48	1.046
Education	3.52	2.163

M.3 Sexualized Ads		
	Mean	Std. Deviation
Age	1.80	.577
Education	4.92	1.631

M.4 Thin Body Ads		
	Mean	Std. Deviation
Age	2.96	1.399
Education	4.24	1.535

M.5 Sexualized Male/Female Ads		
	Mean	Std. Deviation
Age	2.00	1.225
Education	3.96	1.719

APPENDIX N: LIST OF SOURCES PRELIMINARY RESEARCH

Books

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Vonderen, K. W., & Kinnally, W. (2012). Media Effects on Body Image: Examining Media Exposure in the Broader Context of Internal and Other Social Factors. *American Communication Journal*, 14 (2).

Websites

Chen, Y.-F. (2007). *The Mobile Phone and Socialization: The Consequences of Mobile Phone Use in Transitions from Family to School Life of U.S. College Students*. Retrieved April 19, 2014, from books.google.nl: http://books.google.nl/books?id=fXjnlvz-sC&dq=dependency+theory+media&source=gbs_navlinks_s

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