

Body Dissatisfaction and Self-esteem : Perception vs Reality

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Background

Many studies have explored the relationship between self-esteem and body dissatisfaction. However, very few have used anthropometric data, such as data captured by 3D body scanners. This tool enables the extraction of precise tailoring measurements, which allow the comparison of participants with their actual 3D image. The purpose of this research is to evaluate the relationship between subjects 'perception of their real body and ideal body image and the level of selfesteem while taking into account anthropometric data.

Factors associated with a higher level of global self-esteem

Women Men **Dimension 1 : Sociodemographics Dimension 1 : Sociodemographics** Non-significant : Age, Being a couple, Living in precarious financial Being a couple 0,249**

Data collection

Steps	Tools	Measure (k)	Participants (n)
1	Online Questionnaire	139	422
2	Manual Measures	3	419
3	3D Scan	90	395
TOTAL		232	428

Collected Summer 2015 (July 30 to Sept. 3) 4 cities in the province of Quebec, Canada



conditions.

Dimension 2 : Anthropometrics data (3D scan)

Non-significant : Real size of silhouette, Body shape (A, V X, O, H)

Dimension 3 : Body distortion measures (perception vs reality)

Non-significant : Accurate perception of body shape, Perceive themselves thinner or bigger than reality (2-3 silhouette's gap)

Dimension 4 : Measures related to body image				
Higher body areas satisfaction	0,418 ***			
Not expecting a change in silhouette				
before buying new clothes	0,173**			
Lower internalization of media's publicized				
ideals as personal standards of				
attractiveness	-0,142**			
Attempt to control weight				
in the last year	0,101*			
Non-significant : Body dissatisfaction, Number of people who make negative comments about weight				

$$R^2$$
 adjusted = 0,456*** (n = 235)

Non-significant : Age, Living in precarious financial conditions.

Dimension 2 : Anthropometrics data (3D scan)

Non-significant : Real size of silhouette, Body shape (A, V X, O, H)

Dimension 3 : Body distortion measures (perception vs reality)

Perceive themselves thinner than reality
(2-3 silhouette's gap) 0,270***
Not having an accurate perception of
body shape -0,238**
Non-significant : Perceive themselves bigger than reality (2-3 silhouette's gap)
Dimension 1. Measures related to body image

Dimension 4 : Measures related to body image 0,341*** Higher body areas satisfaction

Non-significant : Body dissatisfaction, Never buying a smaller size because they think they will lose weight, Number of people who make negative comments about weight, Attempt to control (lose or gain) weight in the last year, Perception of pressure presented by the media to emulate the look promoted by models and actors

 R^2 adjusted = 0,526*** (n = 97)

As in women and men, the multidimensional media influence scale is not a significant moderating factor.

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Eligibility criteria Adults 18-35 years old, Québec residents For women : No pregnancy and breastfeeding

Statistical analysis

Multiple linear regression analysis

Two distinct models for women and men were computed. The coefficient presented is the semipartial correlation and is used to establish the relative contribution of each variable on the level of global self-esteem. The R² adjusted shows the quality of the model fit. It provides the percentage of the variance on the level of self-esteem explained by the model.

The analysis of standardized residuals reveals no

A part of the new body shape perception scale



As in women and men, the most important factor in explaining higher level of self-esteem is higher satisfaction with aspects of one's body. Observed in adolescents, this relationship seems to be maintained into adulthood.

It is also interesting to observe that in men, a distorted body image, either by seeing themselves thinner than the reality, or by not having a good perception of their body shape (A, V, X, O, H) have improved self-esteem. However, this effect is not observed in women.

Women that have a higher level of internalization of media ideals as personal standards of attractiveness have a lower level of self-esteem; media pressure is not significant in men.

Women who claimed to never expect a change in their silhouette before buying new clothes, as well as those who attempted to control their weight in the last year, show better self-esteem. Finally, men in couples have a better overall self-esteem.

This unpublished data from a successful collaboration between a social science research center and a fashion research center in Quebec, help to highlight the relative importance of anthropometric data (real body data measurements), as well as distortion of body image on the level of self-esteem.

issue under assumptions of normality, linearity and homoscedasticity. Two cases with extreme values were removed from the analyzes for each model. The independent variables were selected to limit multicollinearity.

* p< 0,05; ** p< 0,01; *** p < 0,001



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