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## Impact of media spokeswomen on teen girls' body image

Senem Bahar Cevik

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IMPACT OF MEDIA SPOKESWOMEN ON  
TEEN GIRLS' BODY IMAGE

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A Project  
Presented to the  
Faculty of  
California State University,  
San Bernardino

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In Partial Fulfillment  
of the Requirements for the Degree  
Master of Business Administration

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by  
Senem Bahar Cevik

June 2005

IMPACT OF MEDIA SPOKESWOMEN ON  
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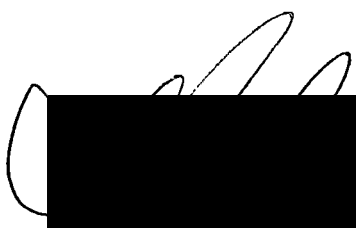

A Project  
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by  
Senem Bahar Cevik

June 2005

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## ABSTRACT

The media is a highly influential element in teens' lifestyle, behavior, self-esteem and decisions. The portrayal of beauty and perfection of teen idols is putting pressure on teenagers to become the ideal image. As a result many teens are suffering from eating disorders and lack of self-esteem.

Hence, the purpose of this study was to examine the impact of media spokeswomen on teenage girls' perceived body image. Data were collected via self-administered questionnaires. A random sample of 100 girls was surveyed.

The findings suggested that most teen girls have a celebrity actor idol. The findings also suggested that a large number of respondents were self conscious regarding their body shape and weight.

This study confirms that media spokeswomen play an essential role in teens' perceived body image and that marketers should be more cautious in the images presented to young girls.

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Athletes .....	30
Models .....	30
Peers .....	31
Section Three .....	31
Choice of Female Idol and Age .....	33
Choice of Female Idol and General Influence .....	34
Age and Dieting Trends .....	34
General Influence and Money Spent On Spokeswomen .....	35
Unfavorable Body Shape and Comparison of Own Body Image .....	35
Spokeswomen Influence on Body Image .....	36
Dieting and Media Spokeswoman Influence ....	36
CHAPTER FIVE: DISCUSSION, IMPLICATIONS, AND FUTURE RESEARCH	
Discussion .....	37
Implications .....	43
Future Research .....	47
APPENDIX A: QUESTIONNAIRE .....	49
APPENDIX B: FREQUENCIES, CROSSTABS, AND CORRELATIONS .....	52
REFERENCES .....	64

## LIST OF TABLES

Table 1. Body Proportions .....	32
Table 2. Dieting Trends .....	32
Table 3. Female Idol Influence on Physical Appearance .....	33
Table 4. Dieting Trends Based on Age .....	34

## LIST OF FIGURES

Figure 1. Choice of Famous Female/Female Idol .....	27
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## CHAPTER ONE

### INTRODUCTION

Adolescence is a period where girls are increasingly confronted with expectations to conform to female gender role prescriptions (Johnson, 1999). As well, the adolescence period is a time when teenagers further develop mentally and physically as well.

Body image can be described as an individual's physical appearance and the difference between actual and desired body image. The National Eating Disorders Association [NEDA] (2002, ¶. 6) describes body image as "how you see yourself when you look in the mirror or picture yourself in your mind." According to Basow and Rubin (1999), the ideal female image in America is thin and attractive, yet with a full body shape.

Moreover, according to Dion, Berscheid, and Walster (1972), what is beautiful is considered good. In most Western societies, slenderness is associated with happiness, success and social acceptability (Grogan, 1999). While teen girls feel the pressure to be accepted in the society as well as by their peers, physical appearance plays an important role in being accepted in a group.

Females are exposed to supermodel like images every day via TV and magazines, that affects their body image perceptions, purchasing behavior, and self-confidence. At such a vulnerable age, teen girls are most heavily influenced by these images than any other age group (Andersen & DiDomenico, 1992). These are the images portrayed by the media through celebrities, peer actors, models and sports figures. To them, these are ideal images that should be achieved even though they are impossible to reach (Wiseman, Gray, Mosimann, & Ahrens, 1992). Furthermore, the pressure to conform has driven a growing number of teens to pursue permanent make-up, extensive dieting and cosmetic surgery (Martin & Kennedy, 1993). According to Kreipe and Mou (2000) 5 percent of young girls suffer from eating disorders.

Researcher Peter Zollo suggests that since the 1980's teens have become heavy media users since the introduction of teen targeted programs. Teen targeted programs have helped nationalize the teen experience, connecting teens through common images and expressions (Zollo, 1999). Subsequently, these images put heavy pressures on teen girls; as one teen confessed, "...just living in this society, is an everyday struggle not to become anorexic" (Kirberger, 2003, p. 84).

According to Lachance, Beadoin, and Robitaille (2003) television, as a medium, is largely expressive in nature, affecting attitudes such as desire for products and brands. Olds (1999) found that 69 percent of girls said that magazine models influenced their idea of the perfect body shape.

Further, according to ABC's "Connect With Kids" program, which aired an episode called "Mirror Mirror," the media coverage of young celebrities having plastic surgery influenced cosmetic surgery among young people. The same program also stated that surprisingly so, teens were getting plastic surgery as high school graduation gifts (Connect With Kids, October, 2004).

According to the American Society of Plastic Surgeons the total number of cosmetic procedures performed to people 18 years or younger was 74,233 in 2003. Some of the most common procedures were liposuction, nose reshaping, thigh lift and breast augmentation. Naomi Wolf (1999) argues that the cosmetic surgery industry is one of today's most powerful industries with revenues exceeding \$300 million.

Moreover, according to the US Market for teen and tween grooming products (MarketLooks-Packaged Facts, 2003), there has been a growth in cosmetic products

targeted to teens such as MAC and Hard Candy. Etcoff (1999) argues that in the United States more money is spent on beauty products than on education or social services. In fact, 1,484 tubes of lipstick and 2,055 jars of skin care products are sold every minute in the US (Etcoff, 1999). According to the Market Share Reporter (Lazich ed., 2002) makeup sales for department stores alone approximated \$2.1 million, a 32% market share.

Further, the influence of reference groups cannot be ignored when mentioning body image and related consumption behavior. A reference group is "...a group of people that significantly influences an individual's behavior" (Bearden & Etzel, 1982, p. 184). Teens are heavily influenced by others in their peer group regarding clothing, hairstyle, mannerisms, purchasing decisions and most importantly, body image perceptions (Bachmann, John, & Rao, 1993).

Given this, the purpose of this study was to determine the influence of media spokeswomen on teen girls' self-image. Specifically, this study sought to:

1. Determine who among selected media spokeswomen types influenced teen girls,

2. Determine how media spokeswomen influenced the way teen girls felt about their body image and their perceived ideal body image,
3. Determine the overall influence of media spokeswomen on teen girls,
4. Determine teens' perceived body image, and
5. Determine the relationship between perceived body image and the influence of media spokeswomen.

## CHAPTER TWO

### REVIEW OF LITERATURE

#### Mass Media

In all societies women are expected to take on certain roles and attributes (Butler & Paisley, 1980). Children learn their gender roles and develop their identity during the first years of childhood by observation and participation (Erikson, 1980). Brannon (1995) explains that media plays an important role in how women's roles are portrayed and shaped. According to the researcher (1995) children learn their gender roles by observing their family, peers, television and books. In Western societies "traditional" women's roles consist of looking beautiful, sensitivity and domesticity. This message is further enhanced through the media (Poniewozik, 2004).

Women, as seen through the eyes of media and cultural norms, are expected to take care of themselves and to be physically attractive (Wolf, 2002). These roles and cultural expectations are presented to women of all ages starting from childhood through adolescence and adulthood by media. Further, Schor (2004) suggests that teen media

is a mirror for unrealistic body images and gender stereotypes.

Lokken, Lokken, and Trautmann (2002) suggest that mass media presents images through spokespersons that mirror the roles and expectations set by the American culture. For women, these images portrayed by spokeswomen condone the cultural expectations on their gender and send the message of what is right or wrong. This can be considered media's effort to portray the best of the culture's norms. Psychologists have suggested that the media can affect men and women's body esteem by becoming a reference point against which unfavorable body shape comparisons are made (Grogan, 1999).

Television and other media represent one of the most important influences on adolescents' health and behavior in the 1990s and today (Strasburger & Donnerstein 1999). More specifically, teenagers in general, pay most attention to advertising that airs on cable TV (54%) and magazines [53%] (Zollo, 1999). Magazines and newspapers arrive regularly at millions of American homes and print media has been known to have long shelf life and high pass along readership (Butler & Paisley, 1980). Consequently, teen girls' magazines have shown a dramatic growth in the last several years not only in numbers of titles but also

in their circulation. In 2002, teen-targeted magazines Seventeen, YM and CosmoGirl! were among Audit Bureau of Circulations (ABC)'s top magazines, with an average circulation of 2,445,539; 2,231,752; and 1,062,271 respectively (Pattee, 2004). Further, more magazines have been developed that target teenage girls such as Teen People, Teen Vogue, Elle Girl and CosmoGirl (Granatstein, 2004).

In pursuit of the teen market, advertisers now employ a variety of executions in the media (Zollo, 1998). One of these is the spokesperson, which can be further categorized as celebrities and/or peer actors, models and sports figures.

#### Celebrities and Peer Actor Spokeswomen

Every adolescent has some type of adoration or envy for a celebrity or peer actor, who often serves as a role model (Yue & Cheung, 2000). The attraction to these individuals as role models or idols is a normal part of identity development in adolescence (McCutcheon, Ashe, Houran, & Maltby 2003). Celebrities and noted actors are now featured on magazine covers because they sell more magazines than models (Oldenburg, 2002), and as a coincidence these celebrities are all very attractive.



Paris Hilton, one of the most famous celebrities of the year, is the face for Guess Jeans, who started out as a model because of her family name and soon became a celebrity with a show of her own (Guess Press Release, 2004). Lindsay Lohan, the teen actress and celebrity is the new look for Dooney and Bourke (ABC News, 2004). Another teen sensation Britney Spears now has her own line of perfume just like Beyonce Knowles (Cuneo, 2004). The way these celebrities portray themselves influence teenagers because they serve as role models for behavior and self-image (Bennett, 2002). Twenty years ago teen girls followed Madonna's footsteps and now they are following Britney Spears' and others. According to Tiggemann and Slater (2003) ,"when young women compare themselves to an image presented in music videos or television, they almost invariably find themselves lacking and, consequently, are likely to experience negative mood dissatisfaction" (p. 50).

Celebrities and peer actors play an important role in teen girls' perceived body image and consumption. Teenage girls are witnessing the reality of the entertainment industry by the way they choose actors to follow (Wiseman, 2002). In many teen movies and television shows the main characters are attractive and popular that generate low

self-esteem among teen girl viewers (Wohlford, Lochman, & Barry, 2004). A new reality show on MTV, "I Want a Famous Face" demonstrates the envy that teens feel about actors and current standards of beauty (Turner, 2004).

Cable network channels that feature music programs such as MTV, target audiences between the ages of 12 and 34 (Englis, Solomon, & Ashmore, 1994). According to the New World Teen Study (1996) 85 percent of middle-class teens watch cable networks every day (Klein, 2000).

MTV's influence transcends music and pervades among the youth culture, from fashion and sports to celebrities and advertising (Zollo, 1998). According to Zollo (1998), teen girls favorite TV actresses are Neve Campbell, Jennifer Love Hewitt, Courtney Cox, Sarah Michelle Gellar and Katie Holmes. Today, some of these stars have been replaced by Mischa Barton, Olsen sisters, Sienna Miller Paris Hilton and Lindsay Lohan.

Another type of spokeswomen are peer actors who play roles in shows that young people identify with. Such shows include OC, Gilmore Girls, Smallville, One Tree Hill, Roswell and Dawson's Creek. The actors on these shows are not only celebrities but are also considered peer actors not only because they are close in age but also they represent the lives of typical young people. Each show

features an array of characters to allow for further character development and longitivity.

Dawson's Creek positioned the show among TV dramas around the J.Crew brand (Klein, 2000). In January 1998, not only did the characters all wear J.Crew clothes, but the actors chosen matched the types of models used in J.Crew catalog and advertising. Further, the brand name was incorporated in the script such as " He looks like he stepped out of a J.Crew catalog," moreover the cast was featured on the cover of January J.Crew catalog (Klein, 2000).

#### Model Spokeswomen

Grogan (1999) notes that clothing fashions were once represented by hand-drawn images until the 1920s, when they started to use photographs of models that are widely distributed in fashion magazines today. Grogan (1999) points out that these magazines presented a fantasy image of how women should look; however, now magazines feature models or celebrities. According to Thomas (2003) more celebrities are featured on magazine covers because they sell more magazines and readers are interested in their lives, yet magazines such as Vogue still use models. For example, "Accomplished actress Renee Zellweger was removed

from the cover of Vogue because she was considered 'too fat' after having gained some weight for a role" (Wolf, 2002, p. 7). According to Gillian (2000) designers and magazine editors prefer to use extremely thin models such as Kate Moss.

In a study of model influence on teen girls Olds (1999) found that 69 percent said that magazine models influenced their idea of the perfect body shape. In another study, Smolak (1996) found that most fashion models were thinner than 98% of American women. A former model, Graciela Rodriguez confesses "As a young teen, I shared the dream of many girls: I wanted to be a model and an actress and like most girls, I wanted to be popular more than anything and that meant I had to be attractive" (Edut, 1998, p. 189).

Other studies also demonstrate that girls do compare themselves with models in fashion magazines (Milkie, 1999). Grogan (1999) suggests that many women compare themselves to models or actresses and most have a body ideal that is thin as portrayed by model Claudia Schiffer. Morris, Cooper, and Cooper (1989) suggest that the body shape of fashion models has been getting thinner almost tubular, with bust and hip size decreasing while height and waist size increasing. Silverstein, Perdue, Peterson,

and Kelly (1986) found that today's women who are exposed to mass media are also exposed to a standard of bodily attractiveness that is slimmer and less curvaceous than those of the 1930s. Today's fashion models fit perfectly into perceptions of individuals' self-image so much, so that Grogan (1999) found that 10 percent of 16-19 year olds cited fashion models as their role models.

#### Sports Spokeswomen

Sports figures can also be considered as influential media spokeswomen not only because they represent healthy lives but also for their healthy body shape and looks (Teigen, Engdal, Bjorkheim, & Helland, 2000). Anna Kournikova, Serena-Venus Williams, Steffi Graf, Mia Hamm, and Maria Sharapova are just a few of the most famous sports spokeswomen. Unlike male sports stars; female athletes receive vast media coverage regarding their personal lives, fashion sense and most importantly, their body image. "The characterization of sport stars affords a central focus across both the sport and narrative; and sport stars images are communicated through a vast array of media venues" (Connell, 1992). Television, magazines and radio talk shows communicate the images represented by these sports spokeswomen to the society. Female sports

stars are often compared to the ideal female, and those that receive extensive coverage are perceived as goddesses (Lines, 2001).

Tennis star Anna Kournikova receives generous attention from the media because of her feminine looks and her celebrity image, that includes her high profile male relationships. Hargreaves (1994) indicates that sports women are likely to receive recognition when they are perceived as "sex goddesses," endorsing traditional values and feminine stereotypes.

Vande Berg (1998) explains that compared to celebrities and models, sports stars embody traditional values held about their sport that demonstrate contemporary values, beliefs, and social roles. Moreover, sport stars represent national honor and pride as illustrated in the US Women's soccer team. Mia Hamm, the captain of US Women's World Cup soccer team received vast media coverage due to her success and the national honor created by her team's success in the Olympics. After 1999, Mia Hamm and her teammates endorsed products and appeared on a variety of television programs. Hence, successful sports spokeswomen not only enhance interest in the sport but also associated behavior in young girls (Kane & Larkin, 1997).

Most literature indicates that the majority of female sports stars tend to be beautiful, attractive and successful even though media coverage concentrates on their physical attractiveness rather than their profession (Harrison & Frederickson, 2003). For that reason, images represented by the sports spokeswomen in mass media indicate that even though a woman might be interested in sports she must keep her sex appeal (Lines, 2001). This message to teenage girls may affect their self-trust and body image in a negative or positive manner (Martin & Kennedy, 1993).

#### Peer Influence

Almost all teenage girls receive the same type of information given by the media and spokeswomen. Subsequently, they communicate with one another and hold themselves accountable for the ideal images they are exposed to (Pattee, 2004). Not only do they want to be accepted in society but teen girls also want to be accepted within the desired peer group. According to Erikson (1980) adolescents are desperately seeking a satisfactory sense of belonging.

At this point, peers come into the picture as influential factors in body image cognitions and purchase

decisions (Bahcman, John, & Rao, 1993). Ward (1974) identified three main sources of influence in adolescents' consumer socialization that include peers, parents and mass media. Heinberg and Thompson (1992) found that teen girls were most influenced by their peers because the adolescence period was a time when girls compared themselves to one another.

#### Consequences of Spokeswomen

From television to magazines, teen girls receive specific information that shapes their ideas about their own body image. Many teen girls are dissatisfied with their current body image due to their exposure to perceived "perfect" images presented through the media. The information received from mass media suggests that the ideal image of a teen girl in general is thin and attractive (Sommers-Flanagan, Sommers-Flanagan, & Davis, 1993). As a matter of fact, thinness is considered attractive (Etcoff, 1999).

Current societal standards for female beauty inordinately emphasize the desirability of thinness at such a level that it is impossible for most to achieve (Tiggemann & Slater, 2003). According to Lokken, Lokken, and Trautmann (2002) "preference for specific media types



such as fashion and beauty magazines is associated with recognition and acceptance of societally accepted standards of appearance" (p. 1). Currie (1999) suggests, "while girls recognize that magazine standards of feminine beauty are unrealistic, experience tells them that the cultural mandates to be beautiful conveyed by these texts are real" (p. 245). One of the major consequences of the media spokeswomen influence is plastic surgery among teens. Plastic surgery is now one of the largest and fastest growing medical fields in the United States, with a clientele increasing in size and diversity but, decreasing in age (Haiken, 1997). Cosmetic surgery is now one of the most popular options for improving physical appearance, body image and self-image. Today, not only do adults have cosmetic surgery but, more alarming, teenagers. According to the 2003 Cosmetic Surgery Age Distribution by American Society Of Plastic Surgeons, the number of patients under 18 increased to 74,233.

Recently the mass media has been portraying thinner and sexier models. For example, models in Vogue magazine are now thinner than those in previous years (Grogan, 1999). In addition to models, celebrities, sports figures and actors who pose for the cover of magazines and appear on various television programs, tend to strive for thinner

and curvier bodies, that translate to a flawless body (Ginsberg, 2004). To achieve their goals, extreme versions of dieting and plastic surgery have occurred. According to Naomi Wolf the cosmetic surgery industry is a powerful industry of \$300 billion and growing.

Etcoff (1999) notes that beauty is an advantage for men in everyday life as well as for women, although the magnitude is greater for women. As discussed previously, what is beautiful is considered good and therefore women try to reach the expected beauty image.

According to Andersen and DiDomenico (1992) many teenagers are dissatisfied and unhappy with their body image. Adolescence is when individuals find out how potential mates respond to them. For that reason, adolescents are extremely hypercritical and attentive to their image (Etcoff, 1999). When they are faced with images of media spokeswomen, inevitably teenage girls compare themselves to those images presented to them carelessly. Women criticized themselves about minor beauty flaws, and yet still compare their looks with those of other women (Etcoff, 1999). This torture becomes more ineffective and stressful for teenage girls since their personality and body image are still developing. Therefore, the role of media spokeswomen has been critical

in influencing cosmetic surgery rates among teen girls as well as their overall perceived body image (Quart, 2003).

To correspond to the growth of the industry, the amount of coverage in magazines related to cosmetic surgery has increased. Teen girl magazines such as Seventeen, Teen and Mademoiselle had 22 articles between 1980-1995. Not surprising, 42 articles appeared in Vogue during the same 15-year time frame (Sullivan, 2001).

Another consequence is widespread eating disorders among teen girls. Grogan (1999) argues that even though the new cultural trend is to attain the perfect body through exercise rather than diet, the cultural preoccupation with weight and body shape is still very strong. Despite new trends, the number of teenagers starving themselves is increasing dramatically. According to Guillen and Barr (1994) magazines targeting teens tend to present traditional images of attractiveness such as thinness and include articles in each issue regarding weight loss.

In addition to magazines, television contributes to the attractively thin images presented to girls. The combined images of media spokeswomen put pressure on teen girls to conform to the ideal image expected by the Western culture. One way to reach this ideal image is

through starvation, which results in eating disorders such as anorexia nervosa and bulimia, diseases very common among young girls. According to Etcoff (1999) the average American keeps getting heavier despite \$40 billion dollars of expenditures a year for weight loss centers, health clubs, diet meals, low-calorie sodas, appetite suppressants, exercise equipment, and exercise videos. Nemeroff, Stein, Diehl, and Smilack (1994) found that it is possible that the expectation that women's bodies should be very thin may lead to the onset of eating disorders in other women.

According to the Body Image Survey (2000) 75 percent of normal weight women think they are overweight and 90 percent of women overestimate their body sizes (Mediascope Issue Briefs, 2000). Today, images represented by media spokeswomen stand as the primary reason for increased eating disorders. According to the National Eating Disorders Association (2004) there are 10 million women, mostly teens and young adults, suffering from anorexia and bulimia. A very widespread criticism regarding fashion models suggests that "...they have created an epidemic of eating disorders among teens" (Etcoff, 1999, p. 201).

## CHAPTER THREE

### METHODOLOGY

#### Sample and Population

The population in this study was girls between the ages of 13 and 19 enrolled in middle and high schools. The sample consisted of 100 girls randomly selected from California, Arizona and Louisiana.

Individuals were contacted via telephone or e-mail and asked if they were willing to participate in a study regarding media spokeswomen and their impact on teen girls' body image. After approval and parental consent, the self-administered questionnaires were distributed via the Internet. The participants were also asked if they were willing to ask their friends and family members that fit the sample requirements to participate.

#### Instrument

The current study investigated the impact of media spokeswomen on teen girls' body image. For the purposes of the study, media spokeswomen consisted of celebrities/peer actors, models, athletes and peers. Further, body image was described as the physical appearance of an individual.

A self-administered questionnaire was conducted to ensure the most accurate results regarding the relationship between media spokeswomen and teen girls' body image. The self-administered questionnaire was composed of four sections that handled separate but related topics. Section One examined the types of media spokeswomen that most influence teen girls, Section Two examined teen girls' body image and the overall influence of media spokeswomen. Section Three examined how teen girls perceived their body image and Section Four sought selected demographics from respondents.

#### Section One

As mentioned above, Section One examined the types of media spokeswomen that most influenced respondents. Questions presented in this section were taken from Boon and Lomore's (2001) instrument regarding admirer-celebrity relationships (Appendix A). Respondents were asked the following: "Have you had or continue to have any attraction or admiration towards a famous female or female idol?". Respondents were also asked to determine what categories their famous female or female idol fell in: peer, celebrity/actor, athlete and model. Those who responded in the affirmative were asked to continue with Section Two.

## Section Two

Section Two examined the impact of media spokeswomen on teenage girls' body image as well as their overall influence of these media spokeswomen. The first seven questions in Section Two were taken and modified from Boon and Lomore's (2001) instrument on admirer-celebrity relationships among young adults (Appendix A). Questions 1 to 3 were "yes" or "no" questions regarding the influence of media spokeswomen on teen girls physical appearance, personality and lifestyle. To illustrate, respondents were asked: "Did your famous female or female idol's lifestyle ever inspire you to pursue a particular, hobby, career or other activity?" and "Have you ever tried to change aspects of your physical appearance to look more like your famous female or female idol?". Questions from 4 to 7 were measured using a modified Likert scale from very little (1) to very much (5). Respondents were asked: "How much money have you spent on products endorsed by your famous female or female idol?". Given the scale, the higher the score, the greater the degree of a media spokeswomen influence on teen girls.

Finally, questions from 8 to 19 were taken and modified from McCutcheon and Maltby's (2002) instrument regarding attitudes toward celebrities (Appendix A). The

statements were measured on a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Participants were asked to answer questions related to their previous choice of famous female or female idol. For example, participants with a celebrity spokesperson answered questions such as: "I enjoy watching, reading or listening to my favorite celebrity because it means a good time." Higher scores indicated higher levels of influence of the chosen media spokeswoman.

### Section Three

Section Three measured satisfaction with the respondents' perceived body image. The five questions in this section were taken from Cooper, Taylor, Cooper and Fairburn's (1987) instrument on body shape and body image (Appendix A). Some of the statements included: "Have you felt ashamed of your body?" and "Has seeing your reflection (e.g.: mirror or shop window) made you feel bad about your shape?". Statements were measured using a modified Likert scale ranging from never (1) to always (6) and assessed dissatisfaction with perceived body image as well as low levels of self-esteem regarding physical appearance.



#### Section Four

Section Four sought selected demographic characteristics such as age, which were taken from the literature reviewed. Age was divided into three separate categories that included 13-14, 15-17 and 18-19.

## CHAPTER FOUR

### RESULTS

Frequencies, crosstabs and Pearson's correlation analyses were conducted to answer the research questions stated previously (Appendix B).

#### Demographics

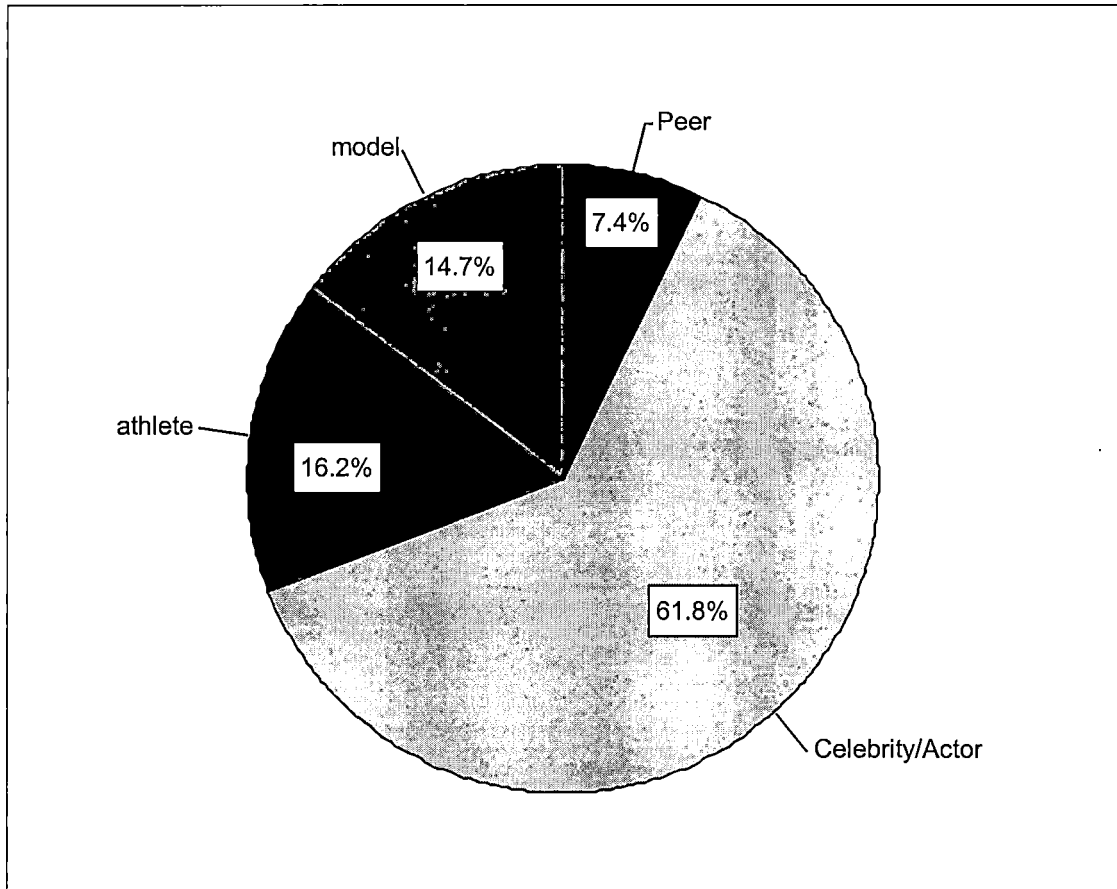
The sample totaled 100 females between the ages of 13-19. Eleven percent of the sample were between 13-14 and 40 percent were between 15-17. Respondents between 18-19 comprised 49 percent of the sample.

#### Section One

Regarding admiration for a famous female or a female idol, 68 percent of respondents had an affirmative answer; however the remaining 32 percent did not have any famous female or female idol. These were excluded from further study resulting in a final sample size of 68.

Regarding the choice of famous female or female idol from the given alternatives, the majority (61.8%) of respondents chose celebrity/peer actor. Athletes and model alternatives were also among the most selected by 16.2 and 14.7 percent, respectively. Only 7.4 percent of the

respondents chose a peer as their famous female or female idol.



N = 68

Figure 1. Choice of Famous Female/Female Idol

## Section Two

As discussed previously, Section Two had several "yes" or "no" questions as well as questions measured on a 5 -point Likert scale ranging from strongly disagree (1) to strongly agree (5). Further, several of the questions

were measured on a modified Likert scale from very little (1) to very much (5).

Regarding the change of physical appearance to be more like the famous female or female idol, most respondents (60.3%) noted that they have tried to alter their physical appearance to look more like their famous female or female idol. Less than half (39.7%) of the respondents answered in the negative.

When asked if they have ever tried to change aspects of their personality to be more like their famous female or female idol, the majority of respondents (76.5%) noted that they have not. Only 23.5 percent answered in the affirmative.

Regarding the influence of a famous female or female idol on their lifestyle or hobbies, 58.8 percent of respondents were inspired to pursue a certain hobby or activity, whereas 41.8 percent were not. Regarding the influence of a famous female or a female idol on how good they felt about themselves, the majority of respondents (41.2%) noted an average influence.

Regarding the amount of money spent on products endorsed by a famous female or female idol, respondents showed a slight difference between very little (32.4%) and average (30.9%).

When asked about the general influence of a famous female or female idol on respondents' behavior, most (36.8%) noted that the influence was average, whereas another 26.5 percent noted a lot of influence. Regarding the rate of attraction or admiration to their famous female or female idol, the majority of respondents (45.6%) felt an average admiration while 22.1 percent of respondents reported stronger attraction.

#### Celebrity/Peer Actors

When asked if respondents liked to discuss what their favorite celebrities had done with friends, 40.5 percent noted they agreed, however, 23.8 percent reported that they disagree. Regarding if they enjoy watching, reading or listening to their favorite celebrity, the responses were divided almost equally among neither disagree nor agree (28.6%), agree (33.3%) and strongly agree (28.6%) respectively. However, the cumulative percentages of agree and strongly agree responses totaled 61.9 percent indicating positive attitudes towards celebrity news. Regarding if they liked watching and hearing about their favorite celebrity in a large group, the majority (38.1%) of respondents agreed, while 33.3 percent neither disagreed nor agreed.

### Athletes

When asked if they liked to discuss what their favorite athletes had done with a friend, only 9.1 percent strongly agreed, while 36.4 percent disagreed and 27.3 percent neither disagreed nor agreed. Regarding if they enjoyed watching, reading or listening to their favorite athletes, the majority (54.5%) of respondents noted that they agreed.

When asked if they liked watching and hearing about their favorite athletes in a large group, most respondents (36.4%) noted that they agreed, while 27.3 percent of the respondents disagreed with this statement.

### Models

Regarding if they liked to discuss what their favorite model had done with a friend, only 10 percent "strongly agreed," however responses for "disagree," "neither disagree nor agree" and "agree" were equally divided among respondents (30%) respectively.

Regarding if they liked watching, reading or listening about their favorite model, the majority of respondents (40%) agreed. Moreover, when asked if they liked watching and hearing about their favorite model in a large group, the majority of respondents (30%) neither disagreed nor agreed.

## Peers

Regarding if they liked to discuss what the most popular girl in school had done, 40 percent strongly disagreed. Regarding if they enjoyed watching, reading or listening to the most popular girl in school, 40 percent strongly disagreed. Another 40 percent neither disagreed nor agreed. When asked if they liked watching and hearing about the most popular girl in school in a large group of people, 40 percent of respondents disagreed.

## Section Three

All respondents participating in the self-administered questionnaire were required to answer Section 3. Results in this section are based on the answers of all 100 respondents.

Regarding body proportions, majority of respondents (25%) reported that they sometimes thought that their thighs, hips or bottom were too large for the rest of their body (Table 1). Moreover, regarding whether or not respondents made unfavorable comparisons of their own body with others, the majority (56%) of respondents answered "rarely" or "sometimes."

Table 1. Body Proportions

Have you thought that your thighs, hips or bottom are too large for the rest of you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	22	22.0	22.0	22.0
	rarely	21	21.0	21.0	43.0
	sometimes	25	25.0	25.0	68.0
	often	16	16.0	16.0	84.0
	very often	6	6.0	6.0	90.0
	always	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

N=100

Regarding feeling ashamed of their own body, a remarkable 40 percent noted that they never felt ashamed of their own body, yet when asked if being worried about their shape made them diet, 24 percent of the respondents noted that they sometimes dieted, whereas, 12 percent were on diets all the time (Table 2).

Table 2. Dieting Trends

Has worry about your shape made you diet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	20	20.0	20.0	20.0
	rarely	18	18.0	18.0	38.0
	sometimes	24	24.0	24.0	62.0
	often	19	19.0	19.0	81.0
	very often	7	7.0	7.0	88.0
	always	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

N=100



Regarding feeling bad about their shape when seeing their reflection in the mirror, 24 percent said they never felt bad, while 18 percent of respondents noted "rarely" and 24 percent noted "sometimes" respectively.

#### Choice of Female Idol and Age

Crosstab analysis sought to uncover the relationship between age and choice of female idol. The analyses indicated that celebrities/peer actors were the most selected choice for all age categories (Table 3).

Table 3. Female Idol Influence on Physical Appearance

Choice of Famous Female or Female Idol \* Have you ever tried to change the aspects of your physical appearance in order to be more like your famous female or female idol? Crosstabulation

Have you ever tried to change the aspects of your physical appearance in order to be more like your famous female or female idol?			yes	no	Total
Choice of	Peer	Count	4	1	5
Famous		% of Total	5.9%	1.5%	7.4%
Female or	Celebrity/Actor	Count	24	18	42
Female		% of Total	35.3%	26.5%	61.8%
Idol	athlete	Count	7	4	11
		% of Total	10.3%	5.9%	16.2%
	model	Count	6	4	10
		% of Total	8.8%	5.9%	14.7%
Total		Count	41	27	68
		% of Total	60.3%	39.7%	100.0%

N=68

Crosstab analysis was conducted to determine which choice of female idol most influenced teen girls to change their physical appearance. Results indicated that 4 out of 5 respondents who had a peer as their idol tried to change their physical appearance. Additionally, more than 50 percent of respondents selecting other categories tried to change their physical appearance as well.

#### Choice of Female Idol and General Influence

Crosstab analysis was sought to determine the general influence of a female idol regarding respondents' choices. Results suggested that celebrity/peer actors tended to have more influence over teen girls compared to other female idol choices by 42 percent.

#### Age and Dieting Trends

Table 4. Dieting Trends Based on Age

Please Identify Age \* Has worry about your shape made you diet?  
Crosstabulation % of Total

		Has worry about your shape made you diet?						
		never	rarely	sometimes	often	very often	always	Total
Please Identify Age	13-14	4.0%	3.0%	2.0%			2.0%	11.0%
	15-17	8.0%	3.0%	7.0%	12.0%	6.0%	4.0%	40.0%
	18-19	8.0%	12.0%	15.0%	7.0%	1.0%	6.0%	49.0%
Total		20.0%	18.0%	24.0%	19.0%	7.0%	12.0%	100.0%

N=100

Crosstab analysis was also conducted to determine the relationship between age and tendency to diet. The results

indicated that respondents in the higher age groups tended to diet more often than younger respondents (Table 4). To illustrate, 7 percent of respondents in the 15-17 age category noted that they sometimes dieted while 15 percent of respondents in the 18-19-age category dieted sometimes.

#### General Influence and Money Spent On Spokeswomen

Pearson's correlation analysis was conducted to determine the relationship between the general influence of media spokeswomen and the money spent on products endorsed by these women. According to the analysis, the Pearson correlation was  $r = .347$  and was significant at  $p < .01$ . Therefore, the higher the level of influence the more likely they are to buy. The analysis suggested that higher the influence, the more money they spent.

#### Unfavorable Body Shape and Comparison of Own Body Image

Pearson's correlation analysis was also conducted to determine the relationship between comparing one's body shape to other women and perceived body image. According to the analysis, there was a positive significant relationship between the two variables ( $r = 0.694$ ,  $p < .01$ ). The analysis suggested that the rate of dissatisfaction with one's body shape increased when comparing one's body shape with others.

### Spokeswomen Influence on Body Image

Pearson's correlation analysis was conducted between these two variables and a positive correlation was found ( $r = 0.15$ ,  $p < .158$ ). Results indicated that spokeswomen influence in general, positively affected perceptions and dissatisfaction regarding one's self body image. In other words, when spokeswoman influence increased the dissatisfaction regarding self body image increased.

### Dieting and Media Spokeswoman Influence

Finally, Pearson's correlation analysis sought to determine the relationship between the influence of media spokeswomen on dieting trends. Pearson correlation analysis revealed a positive significant relationship ( $r = .35$ ,  $p < .01$ ). The analysis suggested that the higher the influence, higher the rate of dieting.

## CHAPTER FIVE

### DISCUSSION, IMPLICATIONS, AND FUTURE RESEARCH

#### Discussion

The purpose of this study was to determine the influence of media spokeswomen on teen girls' body image. Specifically, this study attempted to determine the most influential media spokeswomen among the given choices, the general influence of media spokeswomen on teen girls and teen girls' perceived body image. Also, teen girls' body image regarding media spokeswomen influence was explored.

In the last several years, teens have become great decision makers and influencers on their families. Teens are helping their families determine what brand of car and food to purchase. According to Kelly and Kulman of the U.S. News & World Report (2004) kids influenced \$670 billion worth of parental purchases this year. Furthermore, they are estimated to spend \$35 billion in stores built just for them. Despite the increasing spending rates, the teen market is still not fully captured by marketers. This is due to the changing nature of teen trends.

The findings suggested that the most popular choice of female idol was a celebrity/peer actor. According to

Caughey (1984), celebrity idols serve as idealized self-images for their admirers because they possess qualities or traits admirers would like to develop in themselves. Media spokeswomen, especially celebrities are on magazine covers, television shows, radio programs and movies. In short, they are everywhere around people on a regular basis.

In March Teen Vogue alone, there were five brands endorsed by a celebrity or athlete spokeswoman in addition to those ads featuring a model. These ads included: Serena Williams for Nike, Paris Hilton for Guess by Marciano, Nicole Richie for Bongo, Mischa Barton for Keds, and Tiffany Villarreal for LOT29. Not surprisingly, all these ads depict feminine beauty and sexual attractiveness. To illustrate, the Keds tagline states "Cool isn't a one way street. Keds: Be Cool" in addition to a small imprint stating "...see what else Mischa thinks is cool". Apparently, this brand is trying to associate the brand with the celebrity image and the role played by this actress on the teen show the O.C.

In other magazines as well, there were a variety of celebrities endorsing products such as Christina Aguilera for Sketchers and Beyonce Knowles for Tommy Hilfiger True Star perfumes. Moreover, almost every page of magazines

devoted to teen girls are covered with celebrity pictures. Even athletes have a place in teen fashion magazines. For example, in March 2005 Teen Vogue one page was devoted to Maria Sharapova referred to as "leggy beauty" and Williams sisters regarding their bold fashion choices (p. 136).

As discussed previously, the occupational success of these stars were not mentioned but an emphasis was placed on their physical appearance and fashion choices. Another magazine InStyle, aimed towards women above 20 years of age, featured several of the ads that appeared in Teen Vogue. However, March 2005 InStyle also included ads such as Madonna for Versace, Heidi Klum for Liz Claiborne, Uma Thurman for Louis Vuitton, Jessica Simpson for Dessert Treats, and Sarah Jessica Parker for Gap. This indicates that celebrities not only play an important role for teens and adolescents but, they are also role models for women of all ages.

The results of this study confirm the Teen People 25 Hottest Under 25 list. According to this list, the top three females were Mary-Kate & Ashley Olsen twins, Hilary Duff, and Kirsten Dunst respectively. The list also included the O.C clique, Britney Spears, Beyonce Knowles and Lindsay Lohan ([www.teenpeople.com](http://www.teenpeople.com)).

Surprisingly while most respondents have tried to change their physical appearance to look more like their famous female, they have not put a similar effort in changing their personality. This may indicate the vast importance of physical appearance in group acceptance. Further, these media spokeswomen portray the traditional Western ideal of feminine beauty and according to Stice and Bearman (2001) appearance is an evaluative category for teenagers and women in Western culture. Furthermore, the sociocultural pressures to be thin take a variety of forms such as glorification of fashion models and direct or indirect messages that one should lose weight (Stice, Maxfield, & Wells, 2002).

The results for the famous female/female idol selections indicated that majority of respondents enjoyed spending time reading, talking or watching their female idol alone or in a group of people. There are a variety of TV programs and magazines devoted solely to actors, musicians and famous people who are now categorized as celebrities. Even for the recent Academy Awards, magazines had additional pages for celebrity style and TV programs had vast amount of coverage related to this event. When teen girls come across such images, they are somewhat



influenced by the physical looks or lifestyle of their idols. This influence becomes the trigger for teen trends.

Researchers have found that popular teens are the ultimate trendsetters. According to Schor (2004) rappers, artists, actors and athletes receive free brand name apparel or accessories, which they end up wearing. The popular girls, called the Alpha girls, then copy those images represented by media spokeswomen and become a major influence on their peers. According to Wiseman (2002), most teen girls envy these alpha girls; thus, end up copying their styles and attitudes - a direct influence by media images. The results clearly indicate that teen girls are somewhat influenced by their famous female/female idols.

Even though not a lot of respondents chose peers as their female idol; peer influence in clothing, lifestyle and physical appearance choices cannot be ignored. Teen Vogue magazine frequently places an advertisement to become a Teen Vogue "It Girl" where selected individuals get special treatment such as samples, trend reports and invitations to special events. It would not be wrong to estimate that the individuals chosen from this solicitation are trendsetters in their own group. Lately, the new marketing trend has been hiring teen girls as

consultants to endorse a product or brand to their friends (Quart, 2003). The success of this technique proven by Delia's, a mail order brand aimed at teen girls, demonstrates the power of peer influence. U.S News and World Report calls this "viral marketing" where the cool kids are the persuaders to launch trends so "wannabes" will naturally follow (Kelly & Kulman, 2004). As a matter of fact, a teen girl participating in this study explained that Delia's clothes were fashionable among teens and the company catalogue was frequently distributed among friends. This proves the continuous information exchange and interaction among teen girls.

Findings showed that, respondents in general seemed somewhat satisfied with their body image while remaining conscious about dieting and their body shape. Schor (2004) notes that even though the girl power trend has been increasing, girls are still portrayed in traditional ideals of glamour and femininity. According to Quart (2003), teen girls who have eating disorders are inspired by tiny celebrities and models such as Calista Flockhart, Kate Moss and Gisele Bundchen. Today, magazines aimed at teen girls and women have at least one article regarding weight loss, beauty makeover or getting in shape. Due to the increased criticisms, many television documentaries

and magazines are also aimed at decreasing the rate of eating disorders among teens by raising consciousness. On the contrary, the same networks and print media still promote the thin ideal.

Additionally, results indicated that a number of respondents in the 18-19 segment either did not have a famous female/female idol or were hesitant to give such information. When speaking about media spokeswomen influence, social comparison on a physical basis should also be mentioned because results indicate that teen girls compare themselves to the images represented in the media. According to Leon Festinger (1954), social comparison is the process that occurs as a way to increase the stability of one's self-evaluation. Solomon (2002) suggests that people generally choose a peer or a person of equivalent standing when comparing themselves to others. Additionally, according to Brannon (1996) body image and weight concerns especially affect women and adolescent girls. For that reason teen girls compare their body image with those of their peers and media spokeswomen.

#### Implications

There are several implications from this study. Findings suggested that teen girls are influenced by media

spokeswomen. For that reason, the images represented by these spokeswomen may affect the physical appearance of teen girls. Findings also suggested that a celebrity/peer actor spokeswoman was the most selected option. This indicates that the actions, physical appearance and lifestyle of celebrities have an essential impact on teen girls and their perceived body image. Marketers, are using similar information to launch certain trends by the help of spokeswomen and trendsetter teens. Hence, a spokeswoman should be chosen cautiously to characterize a positive role model.

One of the major implications of this study is the need to recognize that not every teen girl has the ideal body shape depicted by media. Psychologists have been targeting the media for portraying stereotypical images of women. Even a popular self-development book "Men Are From Mars, Women Are From Venus" is based on the strategy that women are more love, communication and relationship oriented. Brannon (1996) indicates that what constitutes an attractive female body emphasizes thinness. The author also indicates that, women and adolescent girls develop images of their own bodies and the ideal body. When they compare the two images, they feel discontent. For that reason, teen girls are very conscious of they weight and

physical appearance. As a result of this consciousness and feeling discontent, eating disorders have become mainstream.

More importantly, obesity has become an epidemic throughout the world and especially the U.S. The American Obesity Association (AOA) describes obesity as ". . . a complex, multi-factorial chronic disease involving environmental (social and cultural), genetic, physiologic, metabolic, behavioral and psychological components" (para. 1).

The AOA indicates that the number of obese adults in the U.S. has reached 60 million in addition to 127 million overweight adults. Additionally, 30.4 percent of adolescents are overweight and 15.5 percent are obese. American eating habits and lifestyle are generally blamed for the obesity epidemic. However, not a lot is done to change the lifestyle other than dieting. More emphasis is placed on dieting and related products to look physically more attractive. For that reason, the obesity epidemic has also helped the sales of dieting industry. Marketers should recognize the need to place more emphasis on obesity related health issues and encourage people to make healthier lifestyle choices.

The dieting industry has shown a great increase as a response from consumer demands. Adolescent girls are trying different diet types and exercise methods to achieve their ideal body image. According to the National Eating Disorder Association (NEDA), the dieting industry alone is a \$40 billion industry. In addition, celebrities such as Kirstie Allie, Monica Lewinsky, Anna Nicole Smith, Joy Behar and Sarah, the Duchess of York have been endorsers of dieting products. Media openly discusses the benefits of dieting and attractiveness of thin bodies. For that reason, dieting industry has become a part of the new marketing trend, where certain body shapes are praised and diet methods are endorsed to achieve those specific body shapes. One major problem with dieting and exercise endorsements is their reliability. Many endorsements of exercise equipment and dieting methods fail to tell the truth and imply that using their product solely will lead to weight loss. Marketers need to acknowledge the fact that most of these endorsements are manipulative. Thus, they should try to provide more accurate information.

Most importantly, marketers, magazine editors and producers need to portray more realistic images of young women. Almost all females in everyday media are a portrayal of perfect beauty, which puts a great extent of

pressure on teen girls. One fact ignored by marketers and media executives is that many of these young celebrities have gone through cosmetic surgery to achieve their looks and that they have professional make-up artists.

Additionally, many of the picture images on magazines are contoured to diminish or minimize physical imperfections.

Therefore, marketers need to portray more realistic images so that teen girls will grow up with more self-confidence.

#### Future Research

This study had several limitations. First, the sample consisted of only 100 respondents. A larger sample should be employed so that data can verify the findings. Second, the generalizability of the findings can only be to the sample drawn. Only teen girls in California, Arizona and Louisiana were surveyed. Third, the project had certain time and financial constraints. The time frame to complete the project was six months. It took two months to find previous literature and an additional one month to develop the self-administered questionnaire, gather and analyze the data.

Future research should attempt to overcome the limitations addressed above. Also, the direct relationship

between eating disorders and media spokeswomen influence should be considered further in future research to uncover specific details. Such a detailed study, would pinpoint the direct effects of media spokeswomen on eating disorders.



APPENDIX A  
QUESTIONNAIRE

This research is prepared for the California State University, San Bernardino. This study is about teenage girls self image and body image related to media spokeswomen they come across everyday by TV, magazines or the Internet. Body image in this study refers to the physical appearance of people. The participants of this study will remain anonymous. No names are needed. Please circle the option that best matches with your response.

If for any reason you feel uncomfortable please feel free to withdraw from the study at any time.

### SECTION 1

Please pick only one choice.

- |  |     |    |
|--|-----|----|
| 1. At any point in your life, have you had or do you continue to have attraction to or an admiration for a famous female or female idol? | YES | NO |
|--|-----|----|

(IF YOU ANSWER NO PLEASE SKIP TO SECTION 3, OTHERWISE PLEASE CONTINUE)

2. Please pick one below for your famous female or female idol.

(Pick ONLY ONE)

1. Peer
2. Actor/celebrity
3. Athlete
4. Model

### SECTION 2

This section deals with spokeswomen and their influence on you.

Please pick only one answer. For questions 1 to 3 pick either YES or NO.

- |  |     |    |
|--|-----|----|
| 1. Have you ever tried to change the aspects of your physical appearance in order to look more like your famous female or female idol? | YES | NO |
| 2. Have you ever tried to change aspects of your personality in order to be more like your famous female or female idol?               | YES | NO |
| 3. Did your famous female or female idol's lifestyle ever inspire you to pursue a particular hobby, career or other activity?          | YES | NO |

**For questions 4 to 5 please use the below scale:**

**1- very little 2-Little 3-Average 4-Much 5-Very much**

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 4. How much influence do you believe your famous female or female idol has had on how good you feel about your body image? | 1 | 2 | 3 | 4 | 5 |
| 5. How much money have you spent on products endorsed by your famous female or female idol?                                | 1 | 2 | 3 | 4 | 5 |
| 6. How much influence do you believe your famous female or female idol has had on you?                                     | 1 | 2 | 3 | 4 | 5 |
| 7. How would you rate your attraction to this famous female or female idol?  | 1 | 2 | 3 | 4 | 5 |

**For questions 9 to 19 please use the below scale:**

**1-strongly disagree 2-disagree 3-Neither disagree nor agree 4-Agree 5-Strongly agree**

**If your idol is a CELEBRITY please answer questions 9-11**

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 8. My friends and I like to discuss what my favorite celebrity has done.                          | 1 | 2 | 3 | 4 | 5 |
| 9. I enjoy watching, reading, or listening to my favorite celebrity because it means a good time. | 1 | 2 | 3 | 4 | 5 |
| 10. I like watching and hearing about my favorite celebrity when I am in a large group of people. | 1 | 2 | 3 | 4 | 5 |

**If your idol is an ATHLETE please answer questions 11-13 and go to Section 3.**

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 11. My friends and I like to discuss what my favorite athlete has done.                          | 1 | 2 | 3 | 4 | 5 |
| 12. I enjoy watching, reading, or listening to my favorite athlete because it means a good time. | 1 | 2 | 3 | 4 | 5 |
| 13. I like watching and hearing about my favorite athlete when I am in a large group of people.  | 1 | 2 | 3 | 4 | 5 |

**If your idol is a MODEL please answer questions 14-16 and go to Section 3.**

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 14. My friends and I like to discuss what my favorite model has done.                          | 1 | 2 | 3 | 4 | 5 |
| 15. I enjoy watching, reading, or listening to my favorite model because it means a good time. | 1 | 2 | 3 | 4 | 5 |
| 16. I like watching and hearing about my favorite model when I am in a large group of people.  | 1 | 2 | 3 | 4 | 5 |

**If your idol is a PEER please answer questions 17-19 and go to section 3.**

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 17. My friends and I like to discuss what the most popular girl in school has done                          | 1 | 2 | 3 | 4 | 5 |
| 18. I enjoy watching, reading or listening to the most popular girl in school because it means a good time. | 1 | 2 | 3 | 4 | 5 |
| 19. I like watching and hearing about the most popular girl in school when I am in a large group of people  | 1 | 2 | 3 | 4 | 5 |

### SECTION 3

The next set of questions are about your body image and how satisfied you feel with your body.

**Please use the below scale to answer questions 1 to 5**

**1-Never 2-Rarely 3-Sometimes 4-Often 5-Very often 6-Always**

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1. Have you thought that your thighs, hips or bottom are too large for the rest of you?         | 1 | 2 | 3 | 4 | 5 | 6 |
| 2. Have you noticed the shape of other women and felt that your own shape compared unfavorably? | 1 | 2 | 3 | 4 | 5 | 6 |
| 3. Have you felt ashamed of your body?  | 1 | 2 | 3 | 4 | 5 | 6 |
| 4. Has worry about your shape made you diet?  |   |   |   |   |   |   |
| 5. Has seeing your reflection (e.g. mirror or shop window) made you feel bad about your shape?  |   |   |   |   |   |   |

### SECTION 4

Please pick one of the categories below that you belong to.

- |                        |         |         |         |
|------------------------|---------|---------|---------|
| 1. Please Identify Age | 1.13-14 | 2.15-17 | 3.18-19 |
|------------------------|---------|---------|---------|

APPENDIX B

FREQUENCIES, CROSSTABS, AND CORRELATIONS

## Frequencies

At any point in your life have you had or do you continue to have attraction to or an admiration for a famous female or female idol?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	68	68.0	68.0	68.0
	no	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

## Choice of Famous Female or Female Idol

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Peer	5	5.0	7.4	7.4
	Celebrity/Actor	42	42.0	61.8	69.1
	athlete	11	11.0	16.2	85.3
	model	10	10.0	14.7	100.0
	Total	68	68.0	100.0	
Missing	System	32	32.0		
Total		100	100.0		

Have you ever tried to change the aspects of your physical appearance in order to be more like your famous female or female idol?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	41	41.0	60.3	60.3
	no	27	27.0	39.7	100.0
	Total	68	68.0	100.0	
Missing	System	32	32.0		
Total		100	100.0		

Have you ever tried to change the aspects of your personality in order to be more like your famous female or female idol?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	16	16.0	23.5	23.5
	no	52	52.0	76.5	100.0
	Total	68	68.0	100.0	
Missing	System	32	32.0		
Total		100	100.0		

Did your famous female or female idol's lifestyle ever inspire you to pursue a particular hobby, career or other activity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	40	40.0	58.8	58.8
	no	28	28.0	41.2	100.0
	Total	68	68.0	100.0	
Missing	System	32	32.0		
Total		100	100.0		

How much influence do you believe your famous female or female idol has had on how good you feel about your body image?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	14	14.0	20.6	20.6
	little	11	11.0	16.2	36.8
	average	28	28.0	41.2	77.9
	much	12	12.0	17.6	95.6
	very much	3	3.0	4.4	100.0
	Total	68	68.0	100.0	
Missing	System	32	32.0		
Total		100	100.0		

How much money have you spent on products endorsed by your famous female or female idol?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	22	22.0	32.4	32.4
	little	14	14.0	20.6	52.9
	average	21	21.0	30.9	83.8
	much	9	9.0	13.2	97.1
	very much	2	2.0	2.9	100.0
	Total	68	68.0	100.0	
Missing	System	32	32.0		
Total		100	100.0		

How much influence do you believe your famous female or female idol has had on you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	5	5.0	7.4	7.4
	little	15	15.0	22.1	29.4
	average	25	25.0	36.8	66.2
	much	18	18.0	26.5	92.6
	very much	4	4.0	5.9	98.5
	6	1	1.0	1.5	100.0
	Total	68	68.0	100.0	
Missing	System	32	32.0		
Total		100	100.0		

How would you rate you level of attraction to this famous female or female idol?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	6	6.0	8.8	8.8
	little	7	7.0	10.3	19.1
	average	31	31.0	45.6	64.7
	much	15	15.0	22.1	86.8
	very much	9	9.0	13.2	100.0
	Total	68	68.0	100.0	
Missing	System	32	32.0		
Total		100	100.0		

My friends and I like to discuss what my favorite celebrity has done

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	6.0	14.3	14.3
	disagree	10	10.0	23.8	38.1
	neither disagree nor agree	5	5.0	11.9	50.0
	agree	17	17.0	40.5	90.5
	strongly agree	4	4.0	9.5	100.0
	Total	42	42.0	100.0	
Missing	System	58	58.0		
Total		100	100.0		

I enjoy watching, reading or listening to my favorite celebrity because it means a good time.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	4	4.0	9.5	9.5
	neither disagree	12	12.0	28.6	38.1
	not agree				
	agree	14	14.0	33.3	71.4
	strongly agree	12	12.0	28.6	100.0
	Total	42	42.0	100.0	
Missing	System	58	58.0		
Total		100	100.0		

I like watching and hearing about my favorite celebrity when I am in a large group of people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.0	2.4	2.4
	disagree	6	6.0	14.3	16.7
	neither disagree	14	14.0	33.3	50.0
	nor agree				
	agree	16	16.0	38.1	88.1
	strongly agree	5	5.0	11.9	100.0
	Total	42	42.0	100.0	
Missing	System	58	58.0		
Total		100	100.0		

My friends and I like to discuss what my favorite athlete has done

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	4	4.0	36.4	36.4
	neither disagree	3	3.0	27.3	63.6
	nor agree				
	agree	3	3.0	27.3	90.9
	strongly agree	1	1.0	9.1	100.0
	Total	11	11.0	100.0	
Missing	System	89	89.0		
Total		100	100.0		



I enjoy watching, reading or listening to my favorite athlete because it means a good time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	2.0	18.2	18.2
	neither disagree	1	1.0	9.1	27.3
	nor agree	6	6.0	54.5	81.8
	strongly agree	2	2.0	18.2	100.0
	Total	11	11.0	100.0	
Missing	System	89	89.0		
Total		100	100.0		

I like watching and hearing about my favorite athlete when I am in a large group of people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	3	3.0	27.3	27.3
	neither agree nor	2	2.0	18.2	45.5
	disagree	4	4.0	36.4	81.8
	strongly agree	2	2.0	18.2	100.0
	Total	11	11.0	100.0	
Missing	System	89	89.0		
Total		100	100.0		

My friends and I like to discuss what my favorite model has done

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	3	3.0	30.0	30.0
	neither disagree	3	3.0	30.0	60.0
	nor agree	3	3.0	30.0	90.0
	strongly agree	1	1.0	10.0	100.0
	Total	10	10.0	100.0	
Missing	System	90	90.0		
Total		100	100.0		

I enjoy watching, reading or listening to my favorite model because it means a good time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	2.0	20.0	20.0
	neither disagree	2	2.0	20.0	40.0
	nor agree	4	4.0	40.0	80.0
	strongly agree	2	2.0	20.0	100.0
	Total	10	10.0	100.0	
Missing	System	90	90.0		
Total		100	100.0		

I like watching and hearing about my favorite model when I am in a large group of people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.0	10.0	10.0
	disagree	2	2.0	20.0	30.0
	neither disagree nor agree	3	3.0	30.0	60.0
	agree	2	2.0	20.0	80.0
	strongly agree	2	2.0	20.0	100.0
	Total	10	10.0	100.0	
Missing	System	90	90.0		
Total		100	100.0		

My friends and I like to discuss what the most popular girl in school has done

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	2.0	40.0	40.0
	disagree	1	1.0	20.0	60.0
	neither disagree nor agree	1	1.0	20.0	80.0
	4	1	1.0	20.0	100.0
	Total	5	5.0	100.0	
Missing	System	95	95.0		
Total		100	100.0		

I enjoy watching, reading or listening to the most popular girl in school because it means a good time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	2.0	40.0	40.0
	neither disagree nor agree	2	2.0	40.0	80.0
	agree	1	1.0	20.0	100.0
	Total	5	5.0	100.0	
Missing	System	95	95.0		
Total		100	100.0		

I like watching and hearing about the most popular girl in school when I am in a large group of people

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.0	20.0	20.0
	disagree	2	2.0	40.0	60.0
	neither disagree nor agree	1	1.0	20.0	80.0
	agree	1	1.0	20.0	100.0
	Total	5	5.0	100.0	
Missing	System	95	95.0		
Total		100	100.0		

Have you thought that your thighs, hips or bottom are too large for the rest of you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	22	22.0	22.0	22.0
	rarely	21	21.0	21.0	43.0
	sometimes	25	25.0	25.0	68.0
	often	16	16.0	16.0	84.0
	very often	6	6.0	6.0	90.0
	always	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Have you noticed the shape of other women and felt that your own shape compared unfavorably?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	14	14.0	14.0	14.0
	rarely	28	28.0	28.0	42.0
	sometimes	28	28.0	28.0	70.0
	often	18	18.0	18.0	88.0
	very often	3	3.0	3.0	91.0
	always	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Have you felt ashamed of your body?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	40	40.0	40.0	40.0
	rarely	14	14.0	14.0	54.0
	sometimes	25	25.0	25.0	79.0
	often	6	6.0	6.0	85.0
	very often	10	10.0	10.0	95.0
	always	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Has worry about your shape made you diet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	20	20.0	20.0	20.0
	rarely	18	18.0	18.0	38.0
	sometimes	24	24.0	24.0	62.0
	often	19	19.0	19.0	81.0
	very often	7	7.0	7.0	88.0
	always	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Has seeing your reflection made you feel bad about your shape?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	24	24.0	24.0	24.0
	rarely	28	28.0	28.0	52.0
	sometimes	28	28.0	28.0	80.0
	often	3	3.0	3.0	83.0
	very often	7	7.0	7.0	90.0
	always	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Please Identify Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13-14	11	11.0	11.0	11.0
	15-17	40	40.0	40.0	51.0
	18-19	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

# Crosstabs

Choice of Famous Female or Female Idol \* Have you ever tried to change the aspects of your physical appearance in order to be more like your famous female or female idol?

Crosstabulation

Have you ever tried to change the aspects of your physical appearance in order to be more like your famous female or female idol?					Total
			yes	no	
Choice of Famous Female or Female Idol	Peer	Count	4	1	5
		% of Total	5.9%	1.5%	7.4%
	Celebrity/Actor	Count	24	18	42
		% of Total	35.3%	26.5%	61.8%
	athlete	Count	7	4	11
		% of Total	10.3%	5.9%	16.2%
	model	Count	6	4	10
		% of Total	8.8%	5.9%	14.7%
Total	Count	41	27	68	
	% of Total	60.3%	39.7%	100.0%	

Choice of Famous Female or Female Idol \* How much influence do you believe your famous female or female idol has had on you? Crosstabulation

How much influence do you believe your famous female or female idol has had on you?			Total				
			very little	little	average	much	very much
Choice of Famous Female or Female Idol	Peer	Count		1	2	2	5
		% of Total		1.5%	2.9%	2.9%	7.4%
	Celebrity/Actor	Count	5	10	16	8	42
		% of Total	7.4%	14.7%	23.5%	11.8%	61.8%
	athlete	Count		1	5	5	11
		% of Total		1.5%	7.4%	7.4%	16.2%
	model	Count		3	2	3	10
		% of Total		4.4%	2.9%	4.4%	14.7%
Total		Count	5	15	25	18	68
		% of Total	7.4%	22.1%	36.8%	26.5%	100.0%

Please Identify Age \* Has worry about your shape made you diet? Crosstabulation

% of Total

Has worry about your shape made you diet?								Total
		never	rarely	sometimes	often	very often	always	
Please Identify Age	13-14	4.0%	3.0%	2.0%			2.0%	11.0%
	15-17	8.0%	3.0%	7.0%	12.0%	6.0%	4.0%	40.0%
	18-19	8.0%	12.0%	15.0%	7.0%	1.0%	6.0%	49.0%
Total		20.0%	18.0%	24.0%	19.0%	7.0%	12.0%	100.0%

## Correlations

### Correlations

		How much influence do you believe your famous female or female idol has had on you?	How much money have you spent on products endorsed by your famous female or female idol?
How much influence do you believe your famous female or female idol has had on you?	Pearson Correlation Sig. (2-tailed) N	1.000 68	.347 .004 68
How much money have you spent on products endorsed by your famous female or female idol?	Pearson Correlation Sig. (2-tailed) N	.347 .004 68	1.000 68

\*\* Correlation is significant at the 0.01 level (2-tailed).

### Correlations

		Have you noticed the shape of other women and felt that your own shape compared unfavorably?	Have you thought that your thighs, hips or bottom are too large for the rest of you?
Have you noticed the shape of other women and felt that your own shape compared unfavorably?	Pearson Correlation Sig. (2-tailed) N	1.000 100	.694 .000 100
Have you thought that your thighs, hips or bottom are too large for the rest of you?	Pearson Correlation Sig. (2-tailed) N	.694 .000 100	1.000 100

\*\* Correlation is significant at the 0.01 level (2-tailed).

# Correlations

		Have you thought that your thighs, hips or bottom are too large for the rest of you?	How much influence do you believe your famous female or female idol has had on how good you feel about your body image?
Have you thought that your thighs, hips or bottom are too large for the rest of you?	Pearson Correlation	1.000	.158
	Sig. (2-tailed)	.	.199
	N	100	68
How much influence do you believe your famous female or female idol has had on how good you feel about your body image?	Pearson Correlation	.158	1.000
	Sig. (2-tailed)	.199	.
	N	68	68

# Correlations

		How much influence do you believe your famous female or female idol has had on how good you feel about your body image?	Has worry about your shape made you diet?
How much influence do you believe your famous female or female idol has had on how good you feel about your body image?	Pearson Correlation	1	.350
	Sig. (2-tailed)	.	.003
	N	68	68
Has worry about your shape made you diet?	Pearson Correlation	.350	1
	Sig. (2-tailed)	.003	.
	N	68	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

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