

YEDITEPE UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES

**THE IMPACT OF INSTAGRAM ON RISKS OF DEVELOPING
EATING DISORDERS: YOUNG FEMALE ADULTS AND
APPEARANCE-FOCUSED ACCOUNTS**

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DISORDERS: YOUNG FEMALE ADULTS AND APPEARANCE-FOCUSED
ACCOUNTS

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Supervisor

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DECLARATION OF ORIGINALITY

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ABSTRACT

THE IMPACT OF INSTAGRAM ON RISKS OF DEVELOPING EATING DISORDERS: YOUNG FEMALE ADULTS AND APPEARANCE-FOCUSED ACCOUNTS

The prevalence and extensive usage of Instagram as a social media platform have drawn my attention to the issue of appearance-oriented accounts on Instagram that endorse unrealistic standards of beauty. These accounts may contribute to the development of eating disorders, especially among young adult women. Various studies consistently indicate a connection between exposure to idealized depictions of female beauty in the media and negative effects on mood, self-esteem, body dissatisfaction, and a desire to be thin.

Recent research has specifically focused on appearance-oriented accounts on Instagram, which prominently display manipulated images of beauty showcasing unattainable body ideals and flawless appearances. Given that a significant portion of Instagram users are young adult women, who are particularly vulnerable to societal pressures, it is crucial to understand the association between appearance-oriented Instagram accounts and the risk of eating disorders. Eating disorders have severe psychological and physical consequences and disproportionately affect young adult women.

The research establishes a theoretical foundation by comprehensively reviewing literature on gender and power dynamics, female body image, ideals of female beauty, the connection between media and eating disorders in women, social media, and Instagram, with a specific focus on feminist perspectives and the impact of media on women's perceptions of their bodies.

The purpose of the study is to investigate the relationship between appearance-oriented Instagram accounts and the risk of eating disorders among young adult women. The experiment study examines the influence on body image, body satisfaction, self-esteem, mood, and drive for thinness and explores the relationship between appearance-oriented Instagram accounts and eating disorders. The main hypotheses of this study propose that

extensive exposure to appearance-oriented accounts on Instagram has a negative impact on mood, self-esteem, body image, and increases the likelihood of developing eating disorders.

Keywords: Appearance-focused accounts, Body dissatisfaction, Body image, Eating disorders, Instagram, Young female adults



ÖZET

INSTAGRAM'IN YEMEK BOZUKLUKLARININ GELİŞME RİSKLERİ ÜZERİNDEKİ ETKİSİ: GENÇ KADIN ADUTLAR VE GÖRÜNÜM ODAKLI HESAPLAR

Instagram'ın yaygınlığı ve yoğun kullanımı, Instagram'da gerçek dışı güzellik standartlarını teşvik eden görünüm odaklı hesaplar konusuna dikkatimi çekti. Bu hesaplar özellikle genç yetişkin kadınlar arasında yeme bozukluklarının gelişimine katkıda bulunabilir. Çeşitli çalışmalar, medyada idealize edilmiş kadın güzellik görüntülerine maruz kalmanın, ruh hali, özsaygı, vücut memnuniyetsizliği ve zayıf olma isteği üzerinde olumsuz etkileri olduğunu sürekli olarak göstermektedir.

Son araştırmalar özellikle Instagram'daki görünüm odaklı hesaplara odaklanmıştır. Bu hesaplar, ulaşılabilir beden ideallerini ve kusursuz görüntüleri sergileyen manipüle edilmiş güzellik görüntülerini ön plana çıkarır. Instagram kullanıcılarının önemli bir bölümünün genç yetişkin kadınlar olduğu göz önüne alındığında, görünüm odaklı Instagram hesapları ile yeme bozuklukları arasındaki ilişkiyi anlamak son derece önemlidir. Yeme bozuklukları ciddi psikolojik ve fiziksel sonuçlara sahiptir ve genç yetişkin kadınları orantısız şekilde etkilemektedir.

Bu araştırma, cinsiyet ve güç dinamikleri, kadın vücut imajı, kadın güzellik idealleri, medya ve kadınlarda yeme bozuklukları arasındaki bağlantı, sosyal medya ve Instagram gibi konuları kapsayan literatürü kapsamlı bir şekilde gözden geçirerek teorik bir temel oluşturur. Özellikle feminist perspektifler ve medyanın kadınların beden algıları üzerindeki etkisine odaklanmaktadır.

Bu çalışmanın amacı, görünüm odaklı Instagram hesapları ile genç yetişkin kadınlar arasındaki yeme bozuklukları riski arasındaki ilişkiyi incelemektir. Deneysel çalışma, beden imajı, beden memnuniyeti, özsaygı, ruh hali ve zayıflık isteği üzerindeki etkiyi araştırır ve görünüm odaklı Instagram hesapları ile yeme bozuklukları arasındaki ilişkiyi keşfeder. Bu çalışmanın temel hipotezleri, Instagram'daki görünüm odaklı hesaplara yoğun

bir maruziyetin, ruh hali, özsaygı, beden imajı üzerinde olumsuz etkisi olduğunu ve yeme bozukluklarının gelişme olasılığını artırdığını öne sürmektedir.

Anahtar Kelimeler: Instagram, genç kadın yetişkinler, görünüm odaklı hesaplar, beden imajı, beden memnuniyeti, vücut memnuniyetsizliği, özsaygı, ruh hali, zayıflık isteği, görünüm karşılaştırması, daha az yemek yeme isteği, yeme bozuklukları



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In loving memory of my grandmother, who lives in my heart forever.

To my family, my motivation and my purpose, and the reason why I continue to strive and give my all.

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TABLE OF CONTENTS

DECLARATION OF ORIGINALITY	ii
ABSTRACT.....	iii
ÖZET	v
ACKNOWLEDGEMENTS.....	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES	xi
1. INTRODUCTION	1
1.1. Instagram, Gender, and Social Identity.....	2
1.2. This Study	3
2. LITERATURE REVIEW	7
2.1. Gender and Power	7
2.1.1. Historical Context of Contemporary Gender Theory	12
2.1.2. Gender Theories.....	18
2.1.3. The Body and Social Practice	23
2.2. Body Image	28
2.2.1. What Is Body Image?	29
2.2.2. Culture & Thin Female Body Ideals.....	31
2.2.3. Biological and Cultural Frameworks of The Thin Ideal.....	33
2.2.4. The Diet Industry	36
2.2.5. Body Dissatisfaction in Women	37
2.2.6. Silhouette Studies	38
2.2.7. Questionnaire Studies	39
2.2.8. Different Body Satisfaction Questionnaires	40
2.2.9. Interview Studies	41

2.2.10.	Body Size Estimation Techniques	42
2.2.11.	Behavioral Indicators of Body Dissatisfaction	43
2.3.	Media and Female Body Image	47
2.3.1.	Mass Communication Models	48
2.3.2.	Psychological Theories of Media Effects	49
2.4.	Body Image in Relation to Age, Social Class, and Sexuality	53
2.4.1.	Body Image in Adolescent Girls.....	55
2.4.2.	Body Image in Adult Women.....	55
2.4.3.	Social Class and Body Image in Women.....	56
2.4.4.	Sexuality and Body Image in Women	57
2.5.	Risk Factors of Eating Disorders	62
2.6.	The Beauty Myth.....	69
2.6.1.	Culture, Media, and The Beauty Myth	77
2.6.2.	The Beauty Myth and Eating Disorders	80
2.7.	Social Media.....	85
2.7.1.	Relationship Between Social Media and Women's Body Dissatisfaction	88
2.7.2.	Instagram and women's body image	95
3.	METHODOLOGY	105
3.1.	Scope and Importance	105
3.2.	Hypotheses	106
3.3.	Research Questions	106
3.4.	Operational Definitions	107
3.5.	Sampling and Data Collection	108
3.6.	Limitations	112
3.7.	Questionnaires.....	112
4.	FINDINGS	118

4.1. Instagram Usage Patterns	118
4.2. Experiment Results	123
4.2.1. Mood	124
4.2.2. Self-Esteem	125
4.2.3. Physical Appearance Perfectionism.....	126
4.2.4. Body Attitudes	127
4.2.5. Body Image States	128
4.2.6. Eating Attitudes	129
4.2.7. Eating Disorders	132
4.2.8. Sociocultural Attitudes Toward Appearance	136
4.3. Pre-Conclusion.....	137
5. CONCLUSION	141
REFERENCES	145
APPENDIX.....	169

LIST OF TABLES

Table 1 Timeline of different cultural preferences/ideals of female body from 1800s to late 1990s	34
Table 2 Frequency of Internet use in both groups	119
Table 3 Frequency of Instagram use in both groups	119
Table 4 Frequency of posting personal appearance-focused photos on Instagram in both groups	120
Table 5 Frequency of posting photos focused on nature/artwork/photography on Instagram in both groups.....	120
Table 6 Frequency of posting personal appearance-focused Reels on Instagram in both groups	121
Table 7 Frequency of posting Reels focusing on nature/artwork/photography on Instagram in both groups.....	121
Table 8 Frequency of posting links to news/videos/ Web sites in both groups.....	122
Table 9 Frequency of viewing friends' photos of themselves when visiting Instagram in both groups.....	122
Table 10 Frequency of viewing friends' links to news/videos/Web sites when visiting Instagram in both groups.....	123
Table 11 Results of Brief Mood Introspection Scale	124
Table 12 Results of Self-Esteem Scale.....	126
Table 13 Results of Physical Appearance Perfectionism Scale	126
Table 14 Results of Body Attitudes Test.....	127
Table 15 Results of Body Image States Scale	128
Table 16 Results of Eating Attitudes Test.....	129
Table 17 Results of Disorder Inventory	132
Table 18 Results of SCOFF Questionnaire	135
Table 19 Results of Sociocultural Attitudes Toward Appearance Test.....	136

1. INTRODUCTION

Instagram is one of the most globally popular and widely used social media platforms in the world. According to Statista (2023), Instagram has 1.35 billion users in 2023, which, according to Data Reportal (2023), makes it the fourth most active social media platform in the world.

While Instagram offers a platform for self-expression and community-building, it has also brought to light a major issue: the concerning rise of appearance-focused accounts that set and promote unrealistic beauty standards and potentially contribute to the development of eating disorders, particularly among young adult women. The effects of media on body image have been widely studied by researchers, with studies consistently linking exposure to media portrayals of idealized female beauty and body shape with negative mood, lower self-esteem, increased body dissatisfaction, and increased drive for thinness.

These studies range from early studies on women's magazines in the 1980s, to the effect of TV ads in the early 2000s to more recent studies showing the exponential growth of these effects along with the rapid development of social media. Recent studies on Instagram focus on appearance-focused accounts, which form a major aspect of the platform's culture. These studies show that Instagram mainly consists of constant exposure to manipulated representations of beauty shared and promoted at a much faster and more intense manner than before, often showcasing unattainable body ideals, exaggerated physiques, and flawless appearances.

Understanding the association between appearance-focused Instagram accounts and the increased risk of eating disorders in young adult women is crucial for several reasons. To start with, recent Instagram statistics (DataReportal, 2023) show that 49.4% of Instagram users are female, and 32% of Instagram users are aged 18 to 24 (My study defines "young adult females as aged 18 to 25). This age range of young adulthood is critical as it is the time, we form our identities and are most sensitive to cultural and societal pressures. In turn, a major audience group of Instagram, which is one of the highest appearance-focused social media platforms, is mostly young adult women who are susceptible to negative influence on body image and self-perception. Furthermore, eating

disorders affect up to 15% of women at some point in their lives (Huryk, et al. 2021). Eating disorders also pose a significant public health concern, with severe psychological, physical, and social consequences. Young adult women are disproportionately affected by these disorders, and studies have indicated that exposure to media that idealizes thinness and emphasizes appearance can contribute to the development and perpetuation of disordered eating patterns.

1.1. Instagram, Gender, and Social Identity

In the digital age, social media platforms like Instagram have revolutionized the way we construct and present our identities. There is a dynamic interplay between Instagram and its profound impact on shaping one's social identity in the context of gender. With millions of users worldwide, Instagram has become a dominant platform for self-expression and connection. However, this virtual realm isn't without consequences, particularly in its role in reinforcing or challenging traditional gender norms.

Instagram serves as a canvas for individuals to curate and display their lives (Smith, L. R., & Sanderson, J. (2015), pp.342-358). This extends to how people present their gender identities. Through carefully crafted posts, stories, and captions, users can amplify or deconstruct conventional gender norms (Baker, S. A., & Walsh, M. J. (2018), pp.4553-4570). Some individuals may use the platform to perpetuate stereotypes by conforming to societal expectations, while others leverage it to challenge these norms by showcasing diverse expressions of gender identity (Gainor, K. (2017)).

One of the critical concerns regarding Instagram's impact on social identity is its potential to reinforce harmful gender stereotypes (Döring, N., Reif, A., & Poeschl, S. (2016), pp.955-962). The platform often magnifies idealized images of femininity and masculinity, leading to unrealistic standards that can negatively affect self-esteem and self-worth (Caldeira, S. P., De Ridder, S., & Van Bauwel, S. (2018), pp.23-42). Filters, photo-editing tools, and curated feeds can contribute to a distorted perception of one's own body and gender expression (Butkowski, C. P., Dixon, T. L., Weeks, K. R., & Smith, M. A. (2020), pp. 817-837).

On the flip side, Instagram provides a powerful tool for marginalized gender identities to gain visibility and reclaim narratives (Caldeira, S. P., De Ridder, S., & Van Bauwel, S. (2018), pp. 23-42). Non-binary, transgender, and genderqueer individuals can use the platform to share their experiences, connect with supportive communities, and challenge the binary understanding of gender (Riquelme, H. E., Rios, R., & Al-Thufery, N. (2018), pp. 1113-1134). The hashtag system and geotagging enable users to find like-minded individuals worldwide, fostering a sense of belonging and empowerment (Kim, T., & Phua, J. (2020), pp. 95-110). In other words, Instagram has become a stage for performative activism and allyship, particularly in relation to gender issues. While this can be a positive force for raising awareness, it can also be criticized for its superficial nature. Advocates may share posts or stories supporting gender equality without necessarily engaging in meaningful offline action, leading to questions about the authenticity of their commitment (Caldeira, S. P., De Ridder, S., & Van Bauwel, S. (2018), pp. 23-42).

As literature will show consistently throughout this study, the constant exposure to curated versions of others' lives on Instagram can contribute to feelings of inadequacy, body dissatisfaction, and anxiety. It is safe to say that this effect can be compounded when it comes to gender identity, as the pressure to conform to certain standards of beauty and gender expression can be overwhelming. The dichotomy between the idealized online self and the complex reality offline can take a toll on mental health, in the form of eating disorders in women for instance, as will be explored in my study on Instagram.

In conclusion, Instagram's relationship with one's social identity as it pertains to gender is multi-faceted. The platform holds the power to perpetuate stereotypes, amplify voices, and facilitate meaningful connections. While it can empower individuals to challenge norms and embrace diverse gender expressions, it also poses risks to mental well-being. Ultimately, navigating Instagram's impact on social identity requires a critical understanding of its potential influence and a conscious effort to strike a balance between self-expression, authenticity, and well-being.

1.2. This Study

This thesis aims to study the relationship between Instagram's appearance-focused accounts and the risk of eating disorders among young adult women. Through a

comprehensive review of the existing literature, an analysis of user behaviors, and an experimental study, I will explore the ways in which appearance-focused Instagram accounts influence body image, body dissatisfaction, drive for thinness, self-esteem, appearance perfectionism, mood, and, in turn, increase the risk of eating disorders in young women by influencing their eating attitudes. Ultimately, this research strives to contribute to the understanding of this pressing issue in order to pave the way for evidence-based interventions and strategies to promote positive body image and mental well-being for women in the era of social media.

I have, for a long while, been itching to see whether Instagram use contrarily influences women's self-perception, and, if so, in what ways and to what extent. I have additionally had a steady and solid interest in the reasons for eating disorders in women and how they are associated with web-based media use. In view of this, I chose to do my own investigation to address the following research questions:

Does high exposure to appearance-focused accounts on Instagram impact young women's mood?

Does high exposure to appearance-focused accounts on Instagram impact young women's body image and body satisfaction?

Does high exposure to appearance-focused accounts on Instagram impact young women's self-esteem?

Do these impacts on body image, body satisfaction, mood, and self-esteem lead to higher risks of developing eating disorders in young women?

In order to form a solid theoretical and conceptual foundation before beginning my experiment, the literature in several fields will be thoroughly studied. This will help us have a complete understanding of all dimensions of the topic of eating disorders and body dissatisfaction in women, as well as the role of both conventional and modern forms of media in them. Those parts of my literature review which are about body image, beauty myth, and social media look at body shape ideals, body dissatisfaction, and eating disorders in women from cultural, social, and political perspectives. Most of these frameworks are tied to feminist perspectives by different authors to prove that the harmful

thin body shape ideals enforced on women are part of an anti-feminist reaction to the feminist movement. Most of the research focuses on the fact that we live in a patriarchal society controlling women's body perceptions for motives related to power and profits. Before diving into this research and in order to understand it more deeply, it is important to first form a solid theoretical basis about gender, power, gender relations and gender theories. An excellent and famous book that has been used for this purpose in this part of this literature review is mainly R.W. Connell's *Gender & Power* (1987).

To understand body image as a concept, Sarah Grogan's (1999) book *Body Image* is used as a reference, as it includes comprehensive research on body image definitions, cultural aspects of body weight preferences, and body satisfaction in males and females. For the benefit of my study, I focus more on the evidence related to women. However, many comparative studies on both men and women will be quoted from this book, as they are valuable in proving that body dissatisfaction is much more common and severe in women than men. An analysis of the effects of media on body image is also included in the literature review, making this an ideal reference for understanding body image sufficiently before looking at recent social media research and starting my experiment. Research in Sarah Grogan's (1999) *Body Image* book also primarily focuses on Western audiences, populations, and samples. This aligns with the fact that cultural ideals of thin female bodies sparked in the West, as will be proven in the data, and they have become globalised in the 21st century, most prominently with the rise of social media, as will be verified with research in the social media part of this literature review.

The Beauty Myth: How Images of Beauty Are Used Against Women, a book by Naomi Wolf published in 2002, will also be used as a main reference in the literature review, as it does a remarkable job at connecting previously mentioned theories (on gender relations, power, body dissatisfaction, and eating disorders in women) and taking this forward into the 21st century with more recent research and evidence. This is important as most previous research comes from the late 1990s. Social media research will carry this further by looking at even more recent research in the age of "new media," as they are generally called, up to 2021-22.

Next, this research is taken forward by applying it to today's world and examining if the same results and connections are found by looking at all previous research within the

social media context, not only to give a contemporary and accurate context but also because my own experiment falls within the scope of social media a. Thus, academic papers and studies up to 2022 will be used in thesis, with many focusing on Instagram and carrying out similar methodologies as my own for other similar research goals. The strengths of such studies, as well as those done on conventional media, will be adapted for my methodology where applicable to maximise the accuracy and reliability of my experiment results.



2. LITERATURE REVIEW

This literature review will encompass various fields to gain a comprehensive understanding of eating disorders and body dissatisfaction in women, as well as the impact of both traditional and modern media in this regard. Specifically, the literature review will cover the topics of the relationship between gender and power, body image, beauty myth, and social media.

The body image section of the literature review will examine body shape ideals, body dissatisfaction, and eating disorders in women from cultural, social, and political perspectives. Many of these frameworks are rooted in feminist perspectives, with various authors demonstrating that the promotion of harmful thin body ideals is a reactionary response to the feminist movement.

2.1. Gender and Power

Various authors with feminist perspectives argue that the harmful thin body ideals imposed on women are a reactionary response against the feminist movement. The research predominantly emphasizes that we live in a patriarchal society where male-dominated systems manipulate women's body perceptions for power and financial gain. Before delving into this research, it is crucial to establish a solid understanding of gender, power, gender relations, and gender theories. R.W. Connell's (1987) renowned book, *Gender & Power*, has been instrumental in laying this foundation in this section of the literature review.

Connell (1987) introduces her book with a case study of an Australian teenage girl and dissects details of her life to show that her views on gender are a result of both her personal life and her social and cultural experiences. This is done in order to explain how gender has to be studied in both personal and social/cultural contexts.

This case study was about Delia Prince (a pseudonym), who was one of the teenagers Connell and colleagues interviewed in 1978 as part of a study examining the reasons

behind teenage girls' dropping out of working-class high schools. Delia was a 15-year-old from the working class; she lived in a house in the outer suburbs with her mother, father, sister, and brother. Her parents and teachers said in interviews with Connell et al. (1978, p.2) that she was a "normal" girl who was cheerful, quiet, past puberty, and had a steady boyfriend. She loved animals and wanted to be a veterinarian when she grew up, and her alternative plan if she didn't get the required school grades was to be a bank cleric. At 15, she had moderate school results. She preferred to leave school at 15 but expected to leave at 16 after passing the exam for that age group. Connell and his colleagues (1978, p.2) argued that this "normalcy" was a surface appearance and that the gender relations behind it were more complex and required analysis in personal, social, and cultural context.

Connell (1987, p.3) starts with the fact that Delia is raised in a household where her father's job is more important, although her mom, who is a bank cleric, balanced more than one job, including managing the house. One of her mother's jobs was actually that of a bank clerk, which Connell (1987, p.3) argues is reflected in Delia's alternative career aspiration. This unevenness of the importance attached to the mother and father's jobs is because Delia's father's job paid more and was supported by a strong male-run union. Connell (1987, pp.3-4) also explains that Delia's school did not help in changing this perspective of gender roles in careers and housework. She explains that even feminist teachers were not very helpful because they only focused their efforts on exceptionally academically achieving girls who could eventually go to college, and Delia, like many others, was not one of them, and, at the time, alternative paths to empowerment were not suggested. She also ties Delia's perceptions of gender roles to the fact that her mother aspired to be a nurse but gave this up to meet her husband's wishes. It is also noted that the mother was chronically stressed due to trying to balance her work and be the perfect housewife, while the father had the right to regular leisure time. There was a "chain of command" in the household with the father on top (Connell, 1987, p.5).

In this way, Connell (1987) uses this case study to introduce why studying gender relations is important. She explains that:

We cannot understand Delia's life without having a way of understanding the division of labour between women and men in her household, in other families she encounters, in Rae's (mother) and Fred's (father) workplaces and in the school. We need to

understand the power relations between husbands and wives, between men and women in trade unions and companies and involuntary organisations like the football club. We need to understand how Rae's femininity and Fred's masculinity are constructed, how Delia's sexual awakening is being managed, and how images of femininity are conveyed to her. We cannot understand Delia without having some grasp of the tensions and contradictions in these processes and the ways they change between generations. These are not independent issues. They interact; indeed, they define a sphere of social life that is strongly patterned. As soon as this is recognized, it is obvious that the pattern is not peculiar to Delia, Rae and Fred. What happens in their milieu is part of a much wider set of social processes, which must be analysed to understand what is happening in Delia's life. (Connell, 1987, pp.5-6)

Judith Butler (1990) supports Connell's (1987) emphasis on the importance of social context in gender and sexuality in her book: *Gender Trouble: Feminism and the Subversion of Identity*. In this influential book, Judith Butler challenges traditional notions of gender identity and sexuality. She argues that gender is not an inherent or fixed characteristic but rather a performative act. Butler (1990) explores how societal norms and expectations shape our understanding of gender and how individuals can subvert and challenge these norms to create more inclusive and fluid notions of identity.

The emphasis on the relationship between society and gender continues in academic research in the 21st century, as well. For example, in *Whipping Girl: A Transsexual Woman on Sexism and the Scapegoating of Femininity* by Julia Serano (2016), the author provides a personal and analytical exploration of the experiences of transgender women. She discusses the intersections of sexism, transphobia, and the marginalization of femininity. Through personal anecdotes and cultural analysis, Serano (2016) emphasizes and challenges societal stereotypes and offers insights into the ways in which transgender women are both subjected to and resist various forms of discrimination.

Also, in more recent work, Fine (2010) critically examines the notion of innate gender differences and their impact on society. She challenges the popular belief that gender differences in behavior and cognition are primarily biologically determined. Fine (2010) explores how societal expectations, cultural norms, and unconscious biases shape and reinforce gender roles and behaviors. By debunking the concept of "neurosexism,"

Fine (2010, pp.25-29) argues for a more nuanced understanding of gender and the need to address social factors that perpetuate inequality. This similarity in modern research implies that the importance of social context in gender studies is still prominent and important for my research on a modern form of media like Instagram.

Connell (1987) also shows inequality between males and females in wages, education, jobs, violence, prejudice, and state matters. She explained that in 1978, the year of the interviews that included Delia Prince, the average income of all women in Australia was 45% of the average income of all men. She references a study by the International Labor Office on manufacturing industries in 20 countries and shows that women's wages were less than men's wages internationally, for example in West Germany, Japan, Egypt, and Salvador (Connell, 1987, p.?).

Connell (1987, p.8) argues that one of the reasons for these differences in wages is inequality in education and training opportunities: "Access to higher-level jobs is very much affected by advanced education. Men generally get more of this than women" (Connell, 1987, p.8). This is supported by evidence showing inequality in literacy levels, post-secondary education, and gender share of the paid workforce showing women as the lesser gender in countries including the US, Italy, Poland, India, Brazil, Indonesia, Egypt, West Germany, China, Columbia and South Korea (Connell, 1987, p.7).

While the situation is definitely better in the 21st century, it is critical to emphasize that this inequality still exists, further validating the findings of the research by feminist authors like Connell (1987) today.

In the *Global Gender Gap Report 2021* by the World Economic Forum, it is highlighted that globally, women earn 68% of what men earn. The report estimates that at the current pace, it will take 135.6 years to close the gender pay gap. The report identifies occupational segregation and the underrepresentation of women in high-paying industries and leadership positions as key contributors to the income gap.

In another report by the International Labor Organization titled *Closing the Gender Pay Gap: The State of Equal Pay in 2020*, it is stated that globally, women earn approximately 20% less than men. This report highlights that gender-based wage discrimination is a significant factor contributing to the gender pay gap. The report

emphasizes the continued need for legislative measures, collective bargaining, and pay transparency to address wage discrimination and achieve equal pay for work of equal value. It also discusses the impact of gender stereotypes, occupational segregation, and the unequal distribution of unpaid care and domestic work on women's earnings.

Connell's (1987, pp.11-13) research on violence reveals compelling evidence indicating higher levels of violence perpetrated by men, as demonstrated by studies on domestic assault, violent crimes against partners, and surveys on couples' experiences. The data emphasizes the significance of addressing gendered violence and the disproportionate involvement of men in such acts.

In a 2013 report by the World Health Organization titled: *Global and Regional Estimates of Violence Against Women: Prevalence and Health Effects of Intimate Partner Violence and Non-Partner Sexual Violence*, there is more recent data showing the continuity of these unfortunate patterns: Globally, about one in three women have experienced physical and/or sexual violence by an intimate partner or sexual violence by a non-partner in their lifetime (World Health Organization, 2013). In more recent data, The National Intimate Partner and Sexual Violence Survey (2015) shows that approximately one in three women in the United States had experienced physical violence, sexual violence, and/or stalking by an intimate male partner in their lifetime. Also, the majority of female victims of rape reported that their perpetrator was a current or former male intimate partner.

In the *Global Study on Homicide: Gender-related Killing of Women and Girls* (2018), it is stated that intimate partner violence is a major contributor to female homicides, with approximately 58% of female homicide victims being killed by intimate partners or family members. The study highlights the concept of "femicide," defined as the intentional killing of women and girls because of their gender, which is a pervasive issue in many regions of the world.

The evidence presented above highlights the significance of gender and sexuality patterns in human life, emphasising their inherently social nature. These patterns encompass various social realities, such as income inequalities, institutional dynamics, power distribution, division of labour, and other distinct social factors. The research by

Connell (1987) explores the interconnectedness of these social facts, indicating that they form a structured and organised framework of human practices and social relationships. While there is no single term that fully encompasses this subject, Connell (1987, p.16) suggests that “gender relations” serves as a reasonable abbreviation and will be used to refer to the entire domain.

Modern studies as exemplified above show that Connell (1987) has a valid argument that the personal lives of individuals and collective social arrangements are fundamentally and inseparably linked. It is crucial to theorise both aspects together rather than in isolation. To illustrate this point, a case study was introduced at the beginning of her book, not merely to humanise the statistical data but to emphasise its methodological significance. Gender relations on a larger scale are shaped by the practices and actions of individuals and families like Delia Prince and her family. Likewise, these practices are influenced by the circumstances created by larger gender structures.

2.1.1. Historical Context of Contemporary Gender Theory

One valuable perspective that Connell (1987) dives into allowing for a solid basis of our understanding of gender relations today is a historical context for all gender theories. She begins by explaining the rise of “secular morality.” During mediaeval and Reformation times, discussions surrounding sex and gender among intellectuals revolved around the moral dynamics between men, women, and God (Connell, 1987, pp.23-24). The exploration of passion and love in literary works such as *Tristan and Isolde*, Dante's story of *Paolo and Francesca*, and Shakespeare's *Romeo and Juliet*, all cited by Connell (1987, p.24) demonstrated a nuanced understanding of complex emotions. However, the focus of these narratives was often on conflicting obligations rather than any curiosity about motives. Connell (1987, p.24) explains that theologians and philosophers engaged in discussions about sex with the intention of establishing moral guidelines for human behavior rather than delving into the reasons why people acted differently.

We know that today, this is less commonly accepted in gender studies.

However, to gain a better understanding of where we are now, it is useful to understand when the first significant shift in this framework occurred, or when the belief in

God's prescribed gender roles started to erode. During the Enlightenment, intellectuals continued to explore similar themes but from a secular perspective. Their emerged debates about the moral justifications for existing gender arrangements, particularly in the newly developed literary form of the novel, which portrayed individuals who deviated from societal norms (Connell, 1987, p.24). A secular moral framework, where society replaced the role of God, allowed for a range of positions, including early feminism and libertarianism. The radical direction of this debate was further propelled by the impact of the French Revolution. In both France and England, explicit declarations of "women's rights" were published in the early 1790s, following closely on the heels of the "rights of man" (Connell, 1987, p.24). Mary Wollstonecraft's renowned work, *A Vindication of the Rights of Women*, criticized the distortion of women's moral character due to oppressive living conditions. Concurrently, the Marquis de Sade's novels, *Justine and Juliette*, satirically criticized conventional sexual morality and explored the liberated sexuality that emerged in the absence of divine law.

While these ideas represented a peak of sexual radicalism for a period, there was subsequently a reactionary response against the French Revolution, encompassing both its class and sexual aspects. Connell (1987, p.24) explains that throughout the 19th century, many intellectuals held a hostile stance towards figures like Wollstonecraft and Sade. However, the secularization of moral arguments regarding gender persisted. During the height of liberalism, it took the form of advocating for equal rights and citizenship. The Seneca Falls convention in the United States in 1848 (Connell, 1987, p.24) marked a significant moment when women mobilized on a large scale and centered around the demand for equal rights. Within the framework of liberalism and utilitarianism, it became increasingly difficult to find objections to women's citizenship.

The key outcomes of the Seneca Falls Convention included the adoption of the *Declaration of Sentiments* (McMillen, 2008, p.4). The Declaration outlined the grievances and demands of women, drawing inspiration from the *U.S. Declaration of Independence*. It declared that all men and women are equal and asserted women's right to suffrage, property ownership, education, and employment (McMillen 2008, p.4). The convention also marked the beginning of a broader movement for women's rights and social reform.

The principle of equal rights sparked a feminist movement in Europe, North America, and other settler colonies. By the 1920s, women in these regions actively sought out and challenged their formal or legal disadvantages, particularly in areas such as suffrage, property ownership, and access to education. Simultaneously, the concept of equal rights raised a new line of inquiry: if the subordination of women was neither natural nor just, how did it come into existence and persist? (Connell, 1987, p.25) . Consequently, the logical outcome of the rights-based doctrine was the development of a social science approach to understanding gender dynamics.

Connell (1987, pp.26-27) explains that Darwin's approach transformed the discussion of sex from the realm of theologians and moralists into a subject of scientific observation and comparison among different species. The scientific influence expanded further with the emergence of doctors who focused on sexuality and gender, giving rise to a quasi-medical field known as "sexology" (Connell, 1987, p.27. Undoubtedly, Sigmund Freud played a pivotal role in this intellectual movement (Connell, 1987, p.27). In his work, particularly in "Three Essays on the Theory of Sexuality," Freud (1905) shattered the notion of fixed, natural characteristics for the two sexes. His emphasis on human emotions and the concept of bisexuality, as well as the significance of internal conflicts within emotional life, challenged the notion of settled sexual character, too (Hoenig, 2018; Segal, 2017).

Psychoanalysis directed attention to the intricate details of relationships, family dynamics, and the social contexts of emotional growth (Connell, 1987, p.28). Consequently, it produced nuanced and sophisticated accounts of femininity and masculinity as psychological constructs influenced by social processes. However, one notable gap in Freud's theories was the absence of a comprehensive theory of social structure (Connell, 1987, p.28; Hoenig, 2018; Segal, 2017). Without addressing the conventional family as a social institution, his analyses of psychosexual development and medical treatments could, indeed, be interpreted as supporting the patriarchal status quo (Connell, 1987, p.28). This interpretation gained traction among his followers, particularly after psychoanalysis migrated to North America in the 1930s (Connell, 1987, p.28). While Freud himself leaned toward libertarianism rather than political radicalism, it was predominantly within radical circles that the traditional family structure and its division of

labor were called into question (Connell, 1987, p.28; Rose and Fiorini, 2018; Person, 2005).

Socialist theorists of the mid-century added momentum to women's drive towards equality. Women within the socialist movement, such as Clara Zetkin, contended that socialist ideas and practices needed to be reevaluated to address the oppression faced by working-class women (Connell, 1987, p.29). They believed in the potential for altering the sexual division of labor and actively organized to achieve this goal. Indeed, in the early 20th century, robust women's movements emerged within socialist parties in Germany, the United States, and elsewhere.

However, Connell (1987, p.29) argues that this progress was short-lived. With the advent of Stalinism in the Soviet Union and the stagnation of Western socialism after the 1920s, these policies were largely marginalized. Nevertheless, socialist feminism achieved a significant theoretical breakthrough by placing the "sexual division of labor" firmly on the agenda, akin to how Darwin and the sexologists had placed the question of sexuality in the spotlight (Connell, 1987, p.29).

Connell (1987, p.30) argues that the subsequent generation witnessed significant developments in the academic sphere. Beginning around the turn of the century in the United States, studies on sex differences gradually accumulated in large quantities, although their quality varied considerably (Connell, 1987, p.30). In the 1930s, this line of inquiry intersected with the emergence of standardized attitude and personality tests, leading to attempts to directly measure masculinity and femininity as psychological traits. Paper-and-pencil scales were devised to assess masculinity and femininity (M/F) and were soon employed for diagnosing gender nonconformity (Connell, 1987, p.30).

The idea of individuals adopting socially provided scripts for their behavior, acquired through learning and subsequently performed, easily applied to gender dynamics. By the 1940s, terms like "sex role," "male role," and "female role" were commonly used (Connell, 1987, p.30). "Sex role" has since remained a central category within academic discourse on gender, gradually encompassing the literature on sex differences as well (Connell, 1987, p.30; Eagly & Wood, 1999; Spence & Helmreich, 1980; Deutsch, 2007; Prentice & Carranza, 2002).

Concurrently, psychoanalysis had a profound impact on anthropology. In the 1920s and 1930s, scholars like Bronislaw Malinowski in "Sex and Repression in Savage Society" and Margaret Mead in "Sex and Temperament in Three Primitive Societies" drew on their own fieldwork to make a broader case for the connection between social structure and the emotional dynamics of sexuality (Fromm, 1927; Mead, 1935). More importantly, the work of these scholars effectively documented the diverse ways in which different cultures approached sex and gender, challenging Western assumptions about social scripts.

Despite their distinct intellectual programs and political leanings, Mead's *Male and Female*, Talcott Parsons's essays in *Family Socialization and Interaction Process*, and Simone de Beauvoir's *The Second Sex* shared a common ground (Mead, 1949; Parsons, 1955; De Beauvoir, 1949; Connell, 1987, pp.30-32). All three took a psychoanalytic perspective on the formation of personality and attempted to integrate this viewpoint (though with different approaches) with an analysis of the division of labor primarily framed in terms of sex or gender roles (Connell, 1987, pp.30-32). All three authors recognized the social contingency of sexual character and gender relations to a significant extent (Connell, 1987). Mead's deliberate cross-cultural comparisons highlighted this point most prominently (Mead, 1949). Parsons, in his earlier essays, emphasized the modernization of the female role in American society (Parsons, 1955), while de Beauvoir (De Beauvoir, 1949) undertook a phenomenological exploration of various forms of femininity (Connell, 1987, pp.30-32). Although all three primarily defined gender patterns in terms of relationships within the nuclear family, which they considered to be universal, de Beauvoir discerned a dimension of power permeating these relationships—an observation that eluded the others and centered her analysis on the subordination of women (Mead, 1949; Parsons, 1955; De Beauvoir, 1949; Connell, 1987, pp.30-32).

Around 1970, there was a reconfiguration of intellectual discourse, focusing on power and inequality (Connell, 1987, p.33; Domhoff, 1978; Lukes, 1974). It involved a reconnection between theory, which had become largely confined to academia, and radical politics. The existence and challenges faced by sexual liberation movements became central issues for a new generation of theorists. Gender theory, to a greater extent than before, became a strategic theory, centered on transforming social gender relations (Connell, 1987, p.33).

One of the initial impacts of feminism on academia was an increase in research on sex roles and sex differences (Connell, 1987, p.34). The volume of sex-role studies grew significantly (e.g. West & Zimmerman, 1987; Eagly & Wood, 1999; Prentice & Carranza, 2002; Coltrane, 2000; Martin & Ruble, 2004; Wood & Eagly, 2002). The sex role approach provided the theoretical foundation for liberal feminism, which was the most influential form of feminism, particularly in the United States (Connell, 1987, p.34). Betty Friedan (1963, p.34), in her book *The Feminine Mystique* called for women's emancipation from within the same framework. According to Friedan, reform required a change in women's identity and expectations.

Liberal feminism attributed women's disadvantages to stereotypical societal expectations perpetuated through family, schools, mass media, and other socialization agents (Connell, 1987, p.34). The strategy to eliminate these inequalities involved challenging and breaking down the stereotypes. This could be achieved through initiatives like providing better training and diverse role models for girls, implementing equal opportunity programs and anti-discrimination legislation, and promoting labor market freedom (Lorber, 1994). A substantial amount of literature in this vein emerged, combining academic and policy-oriented perspectives (West & Zimmerman, 1987). Sex role theory quickly became the theoretical language of feminist reform within the state. It was even argued that freeing sex-role conventions could benefit men, as suggested by the "men's liberation" movement in the United States in the mid-1970s, led by figures like Jack Nichols (Connell, 1987, p.34).

Risman and Davis (2013) discuss the limitations of sex role theory and propose a shift towards a more comprehensive understanding of gender as a social structure. It highlights the importance of considering institutional and systemic factors in the analysis of gender inequality. Actually, the more radical faction of the feminist movement soon surpassed the concept of "sex roles" and the strategy of changing expectations (Connell, 1987, p.34). These ideas were deemed inadequate as they failed to acknowledge the significance of power in gender relations (Connell, 1987, p.34). Women's liberation groups asserted that women were oppressed because men held power over them and transforming women's situation necessitated contesting and ultimately dismantling this power structure (Connell, 1987, p.34). Analyses based on these assumptions initially faced limited

acceptance in academia and bureaucracy (Connell, 1987, pp.34-35). In its simplest form, the power analysis of gender depicted women and men as social groups connected through a direct power relationship (Connell, 1987, pp.34-35). This perspective called for a mobilization of women emphasizing their collective interests against those of men (Connell, 1987, pp.34-35).

Connell (1987, p.35) explains that as radical theories regarding gender multiplied and diverged, and strategies for change became more nuanced and contentious, a reactionary countercurrent also gained traction. One notable development was the emergence of the anti-abortion movement in the 1970s (Connell, 1987, p.35).

The state of the field in the mid-1980s presented a paradox (Connell, 1987, p.36). The momentum of the past two decades generated a wealth of empirical research and a lively theoretical debate, including some exceptionally insightful theorizing. It was challenging to find another social science field where such penetrating and original work has been taking place (Connell, 1987, p.36). However, as the social theory of gender flourished, the divergences between different lines of thought became more pronounced, and the conceptual and political gaps widened (Connell, 1987, p.36).

2.1.2. Gender Theories

There are differences between existing gender theories and frameworks for analysis. Connell (1987, p. 41) explains that there are two types of social theories of gender: “extrinsic” and “intrinsic.” She explains that “extrinsic” theories focus on factors outside the individual that create inequality and that are mostly based on capitalism with the examples of “social reproduction theory” and “dual systems theory” (Connell, 1987, p.46). On the other hand, “intrinsic” theories are based on the actual individual and are themselves divided into two categories by Connell (1987, pp.47-54): “conventional intrinsic theories” (e.g. “sex-role theory”) and “power theories.” In turn, power theories are also divided into “non-practice-based” theories that focus on categories and “practice-based” theories that see categories as “emerging from practice” (Connell, 1987, pp.61-64).

The most influential extrinsic theories (besides biological determinism, which will be discussed later) have been Marxist analyses that identify the fundamental factors of

women's oppression in class relations, the capitalist system, or the class-based interpretation of "relations of production". Marcuse (1974, pp.279-288) explores the relationship between Marxism and feminism. It discusses the potential for solidarity and cooperation between these two frameworks in the struggle against gender oppression and capitalist exploitation. Heidi Hartmann's (1979) article "The Unhappy Marriage of Marxism and Feminism: Towards a More Progressive Union" published in *Capital & Class*, also critically examines the relationship between Marxism and feminism. It discusses the challenges and limitations of their historical connection, proposing ways to foster a more progressive and fruitful collaboration between the two movements (Hartmann, 1979, pp.1-33). Nancy Fraser's (2009, pp.97-117) article in *New Left Review* similarly explores the complex relationship between feminism and capitalism. It analyzes how feminism has been co-opted and incorporated into capitalist systems and proposes strategies for feminist movements to challenge and resist the inequalities perpetuated by capitalism.

The simplest version of these theories asserts that women's liberation is contingent upon class struggle because capitalism is the underlying cause of all social inequalities, with the primary focus being the class struggle against capitalists (Connell, 1987, p.42). In an American booklet titled *Women's Liberation, Class Struggle* circulated in the early 1970s, Karen Miles summarizes a widely held perspective that women's oppression serves the interests of the ruling class. According to this view, capitalists gain higher profits by paying women workers lower wages; sexism creates divisions within the working class, and women's oppression maintains the family structure, which, in turn, sustains capitalism.

The central idea of these theories revolves around the belief that the family, sexuality, and gender relations at large are the sites where the reproduction of relations of production takes place (Connell, 1987, p.43). Different theorists offer slightly different explanations of these processes. Social reproduction theory represents a significant advancement over simplistic class-interest theories of patriarchy and synthesizes several important lines of thought (Connell, 1987, p.43). Most notably, it argues for a systemic connection between the subordination of women and economic exploitation within capitalism (Connell, 1987, p.43). This link is seen as embedded in a comprehensive

integrated structure of social organization rather than confined to specific interests or groups.

On the other hand, criticisms against these theories about social reproduction shared the implication that gender relations run parallel to, interact with, and in some sense shape class relations (Connell, 1987, p.46). Heidi Hartmann's paper "The Unhappy Marriage of Marxism and Feminism" and Zillah Eisenstein's collection "Capitalist Patriarchy and the Case for Socialist Feminism," both published in 1979, crystallized an approach known as "dual systems theory". Their basic idea is that capitalism and patriarchy are distinct yet comprehensive systems of social relations that intersect and interact (Connell, 1987, p.46). The contemporary manifestation of this interaction is what Eisenstein (1979) terms "capitalist patriarchy".

In *Capitalist Patriarchy and the Case for Socialist Feminism* Zillah Eisenstein (1979) presents a comprehensive analysis of the relationship between capitalism, patriarchy, and the need for a socialist feminist perspective. The book explores the ways in which capitalism and patriarchy intersect and mutually reinforce each other, perpetuating various forms of oppression and inequality (Eisenstein, 1979, pp.1-3). She contends that capitalism relies on patriarchal ideologies and practices to maintain its power and exploitation, while patriarchy uses capitalist structures to reinforce gender hierarchies and control over women's bodies and labor (Eisenstein, 1979, p.17). The book highlights the ways in which women's unpaid and underpaid labor, reproductive roles, and gendered experiences are exploited and devalued within capitalist systems.

Through a socialist feminist lens, Eisenstein proposes a transformative approach that seeks to challenge and dismantle both capitalist and patriarchal systems (Eisenstein, 1979, p.19). She advocates for a society that prioritizes social equality, economic justice, and gender liberation. The book calls for a feminist movement that is rooted in class struggle and solidarity, aiming to address the interconnected oppressions faced by women, workers, and marginalized communities.

Before that, Connell (1987, p.54) explains that intrinsic approaches to gender that emphasize power dynamics and conflicts of interest among women and men often employ a particular type of theory that lacks a well-known name, partly because it cuts across

established divisions. For the purpose of this discussion, he refers to this approach as "categorical theory" (Connell, 1987, p.54).

Categorical theory is characterized by several key features. Firstly, it closely associates opposing interests in sexual politics with specific categories of people (Connell, 1987, p.54). Secondly, the focus of argumentation lies on the category as a whole rather than the processes involved in its formation or its constituent elements (Connell, 1987, p.54). Thirdly, the social order as a whole is portrayed in terms of a few major categories, usually two, which are interconnected through power dynamics and conflicting interests (Connell, 1987, p.54). Besides, while sex role theory tends to dissolve into individualism, "categoricalism" steadfastly remains focused on the bigger picture. (Connell, 1987).

Illustratively, discussions of "patriarchy" in radical feminism from the mid-1970s were often rooted in a categorical theory of gender, exemplified by Susan Brownmiller's (1979) book *Against Our Will: Men, Women, and Rape* known for its significant contributions to feminist theory and its analysis of gender dynamics, including discussions of patriarchy.

Categorical theories of gender assume "internally undifferentiated general categories" (Connell, 1987, p.55) and explore the relationship between these categories without questioning their existence. Different categorical theories of gender primarily differ in their explanations of this relationship (Connell, 1987, p.55). In one line of thought, it is primarily seen as a relation of direct domination. For example, cultural feminist analyses, exemplified by authors like Susan Griffin and Andrea Dworkin (Connell, 1987), connect pornography and rape to male violence and patriarchal dominance rather than sexual desire.

Categorical theory often emphasizes conflicts of interest but struggles with understanding how these interests are formed and how individuals challenge the structures that define them. Its acknowledgment of social conflict tends to be "highly schematic" (Connell, 1987, p.60). Across various issues, categoricalism downplays the complexity and contradictions inherent in the social dynamics of gender.

The political implications of categorical theory are significant. The academic or "stratificationist" version of categorical theory leads to a politics of access, focusing on

increasing the representation of women in positions of political leadership, law, or business management. However, it does not inherently question the social arrangements that create these positions (Connell, 1987, p.60). In this regard, its practical consequences are not significantly different from the role reform strategy of liberal feminism.

Ultimately, Connell (1987) explains that categoricism recognizes power dynamics but overlooks the practical elements of politics, such as choice, doubt, strategy, planning, error, and transformation. The groundwork for a solution can be found in the works of theorists like Sartre, Kosik, Bourdieu, Giddens, and others, who have emphasized the interconnectedness of structure and practice. In principle, a theory of practice can resolve categoricism by focusing on how people actively shape the social relations they inhabit (Connell, 1987, p.61). Likewise, voluntarism can be overcome by acknowledging the structure of social relations as a fundamental condition for all human practices (Connell, 1987, p.62).

According to Connell (1987, p.62), Juliet Mitchell was among the pioneers of such relational perspective on gender. In her book *Woman's Estate* (Mitchell, 1971) the second section outlined the social position of women in terms of four structures that generate specific forms of oppression. Influenced in part by Mitchell's work, the American anthropologist Gayle Rubin developed a formal comparative analysis of the system of relationships that subordinate women to men. While her discussion of the "sex-gender system" leans toward abstract structuralism, her 1975 paper "*The Traffic in Women*" provides a clearer glimpse into what a systematic social theory of gender could entail.

These studies shift the focus from unanswerable inquiries about ultimate origins, root causes, or final analyses to the question of how gender relations are organized as an ongoing process (Connell, 1987, p.63). They suggest that structure is not predetermined but historically composed, implying the possibility of different ways to structure gender that reflect varying social interests (Connell, 1987, p.63). They also highlight the varying degrees of coherence or consistency in this structuring, mirroring changing levels of contestation and resistance (Connell, 1987, p.63).

Connell (1987, p.64) argues that the persistent assumption hindering the comprehension of the historicity of gender relations is the belief that a transhistorical

structure is inherent in gender due to the sexual dichotomy of bodies. This assumption is what sex role theory ultimately falls back on, and it is prevalent in various forms of categoricalism, as well. However, a social theory becomes futile or, at best, peripheral if the basic determinants are indeed biological (Connell, 1987, p.64). Therefore, the relationship between the body and social practice becomes a crucial issue that needs clarification before exploring the structure of social relations.

2.1.3. The Body and Social Practice

Connell (1987, p.66) explains that the concepts of "female" and "male" are based on biological distinctions that exist within a particular reproductive system. This division is present not only in humans but also in various animal and plant species. While simpler life forms reproduce asexually, most advanced species, including humans, reproduce sexually.

In our culture, the reproductive dichotomy is seen as the absolute foundation of gender and sexuality in everyday life. Although this belief is not universal across all cultures, it holds significant credibility in our society, leading to the widespread acceptance of biological or pseudo-biological explanations for gender relations (Connell, 1987, p.66).

Discussions on sexual politics often conclude with the assertion that men and women are inherently different, which is seen as a self-evident argument that shuts down further debate. This assumption has influenced various intellectual currents, such as role theory, psychoanalysis, and even some currents within feminism itself. It is noteworthy how biological explanations are given priority over social explanations in understanding differences in traits like aggressiveness, as evident in works like Maccoby and Jacklin's (1978) *The Psychology of Sex Differences*.

Early second-wave feminism also challenged the notion that all sex differences are socially constructed. During the 1970s, some Western feminists began emphasizing and celebrating the specific qualities associated with femininity, often disregarding the idea that these qualities are socially produced (Connell, 1987, p.67). This led to the proliferation of notions of inherent differences between men and women, such as men being mutants or biological aggressors, and women being nurturers responsible for saving the world from male-driven wars and technology (Connell, 1987, p.67).

What needs to be questioned is the assumption that the biological makeup of our bodies forms the fundamental basis of gender relations. While acknowledging a strong connection between social practice and biology, it is important to recognize that this relationship differs from what theorists of natural difference propose.

For example, Penelope Eckert discusses the study of sociolinguistic variation and its relevance to understanding gender differences (Eckert, 2012, pp.87-100). She highlights the limitations of a purely biological framework in explaining language variations between genders. Eckert emphasizes the importance of considering social and cultural factors in understanding linguistic behaviors and argues for a more comprehensive approach that goes beyond biological determinism (Eckert, 2012, pp.87-100).

Anne Fausto-Sterling (2005) also challenges the traditional understanding of sex as a binary concept determined solely by biological characteristics. She provides evidence from biology, medicine, and anthropology to support the view that biological sex is more fluid and varied than a simple male-female dichotomy (Sterling, 2005, pp.1491-1501). Fausto-Sterling (2005, pp. 1511-1520) argues that the rigid categorization of sex overlooks the complexity and interplay of biological factors, social factors, and individual experiences in shaping gender identity and expression).

Nancy Krieger (2003) explores the relationship between gender, sex, and health. She similarly highlights the limitations of a purely biological understanding of gender and argues for a more comprehensive approach that considers social determinants of health (Krieger, 2003, pp.652-657). Krieger (2003, pp. 562-657) emphasizes the need to move beyond simplistic notions of gender differences based solely on biological factors and to take into account the broader social and environmental influences on health outcomes.

There are two main versions of the “natural difference” doctrine. The first suggests that biology determines gender, with society reflecting what nature dictates (Connell, 1987, p.67). The second version sees biology as adding to the complexity of social life (Connell, 1987, p.73). Clothing is one example of how society exaggerates modest physical differences between men and women, emphasizing and categorizing them (Connell, 1987, p.73).

Overall, the “biological reductionist” argument is limited in its explanatory power for social phenomena and relies on weak biological constraints. It fails to account for the intricate situational, personal, and collective determinants of individual behavior. The social events and upbringing of a child play a significant role in the development of gender identity, however.

Efforts to establish significant biological effects on social inequality have been made in various areas, such as racial differences, intelligence, and mental disorders (Connell, 1987, p.71). However, the proposed mechanisms linking biology to complex patterns of behavior and social institutions remain speculative, with questions raised about the validity of the data used to support these claims (Connell, 1987, p.71).

In conclusion, it is necessary to challenge the assumption that natural differences based on biological characteristics are the foundation of gender relations. The social construction of gender is complex and cannot be reduced to simplistic biological determinism.

The social realm is inherently unnatural, not derived from natural structures. It undergoes a genuine transformation and becomes transformed. However, this unnaturalness does not imply complete disconnection from nature (Connell, 1987, p.78). On the contrary, society's unnaturalness is sustained through a specific type of connection with nature, which is established through practice (Connell, 1987, p.78). Within labor, the natural world is utilized and changed both physically and in terms of meaning. Similarly, in activities such as sexuality, exercising power, and certain forms of work like nursing, the human body itself becomes an object of practice (Connell, 1987, p.78).

Connell (1987, p.78) argues that inherent qualities of objects, whether natural or pre-social, are crucial to the practices involving them. “We don't offer coffee to a tree, nor do we attempt to paint with sawdust... “Additionally, we shouldn't expect a chromosomally male individual to give birth” (Connell, 1987, p.78). However, reductionism is mistaken in considering these qualities as determinants of practices. In reality, practices originate from the human and social aspects of the interaction, dealing with the natural qualities of objects and the biological characteristics of bodies, giving them a social determination.

Thus, a person with a “chromosomally” male body can be treated as a woman in social practice, and sometimes is. However, this does not mean that they will give birth to a child. This example demonstrates the significance of practical relevance and how it encompasses the incorporation and transformation of certain body aspects through cognitive and interpretive practices, as shown by Kessler and McKenna's (2013) study on gender attribution.

What practice produces is not what it starts with; the qualities of objects are altered, whether they are pieces of wood or human beings (Connell, 1987, p.78). Bits of wood become chairs, while human beings become lovers, angry, or more educated (Connell, 1987, p.78). The transformative nature of practice negates its initial form to generate something new (Connell, 1987, p.78). This “negation” and supersession form the foundation of “historicity” (Connell, 1987, p.79). The outcomes of practice do not exist outside of time but become the basis for new practices.

Now, we can establish a non-reductionist and strong connection between biology and the social. The social practices constructing gender relations do not express natural patterns or disregard them; rather, they practically transform and negate these patterns. This practical transformation is an ongoing historical process, utilizing both social and biological products from previous practices, resulting in new situations and new individuals.

Thus, the social emphasis on difference negates natural similarity. Moreover, when delving into the details of social arrangements related to gender, denials, transformations, and contradictions frequently emerge. For instance, homosexual individuals are socially labelled as effeminate or mannish, despite there being no inherent physical or physiological differences between homosexual and heterosexual people (Connell, 1987, p.80). Employment practices that discriminate against women based on assumed childcare responsibilities mistakenly define all women as mothers of young children, despite the majority not being in that situation (Connell, 1987, p.80). Girls in early adolescence are often stronger and bigger than boys in their own school classes, yet immense pressure is placed on them to become dependent and fearful in relation to males (Connell, 1987, p.80). Sustaining patriarchal power on a large scale requires constructing a hyper-masculine ideal of toughness and dominance, resulting in a distorted image of masculinity that does not

align with the physical appearance of most men (Connell, 1987, p.80). The same argument can be made about societal standards of physical beauty for women.

Individuals of both sexes vary significantly in height, strength, endurance, dexterity, and other physical attributes. As previously mentioned, the distributions within the two sexes overlap to a great extent. Social practices that categorize women and men as distinct based on an average difference, such as "men are stronger than women," negate the major pattern of difference that exists among sexes rather than between them (Connell, 1987, p.80).

To establish the social category of "man" or "woman" with shared identity and interests, the serial dispersion inherent in the biological categories needs to be negated. This is achieved through practices that create and reinforce the solidarity of a particular sex or subgroup within it (Connell, 1987).

Consequently, it is logical to interpret the exaggerated differences portrayed through social practices like clothing, adornment, and others as part of an ongoing effort to maintain the social definition of gender. This effort is necessary because the biological logic and passive practices influenced by it are insufficient to sustain gender categories (Connell, 1987, p.81).

Transcendent practice does not exclude the body, reproductive biology, bodily differences, or physical experiences: "Losing this connection would result in the suppression seen in patriarchal ideologies that view menstruation as embarrassing and unmentionable, thereby erasing a part of women's experiences from the discourse" (Connell, 1987, p.82). The key point is that we do not need to resort to reductionism to acknowledge and consider the body and its ways. In practical transcendence, the body continues to be present and influential, even within the framework constructed by more complex social processes. Hysterical symptoms like a paralyzed limb exemplify this, but depression and dissociation are also experienced physically (Connell, 1987, p.82).

Illustratively, the sense of being male is developed through a personal history of engagement in social practices—a life history within society (Connell, 1987, p.84). For instance, in Western countries, images of ideal masculinity are systematically constructed

and promoted through competitive sports. Achievements in such sports become a yardstick for measuring one's level of masculinity (Connell, 1987, pp.84-85).

The structure of power in gender relations is closely tied to the meanings associated with bodily masculinity. It primarily revolves around the superiority of men over women and the glorification of hegemonic masculinity over other groups of men (Connell, 1987, p.85), which is crucial for the subordination of women. The social definition of men as powerholders permeates not only mental body-images and fantasies but also manifests in muscle tensions, posture, and the tactile sensations of the body (Connell, 1987, p.85). This process plays a significant role in naturalizing the power of men, making it appear as an inherent part of the natural order. It is instrumental in perpetuating the belief in male superiority and the oppressive practices stemming from it, even among men who have little power in other aspects of their lives.

Hence, the practical transformation of the body within the social structure of gender goes beyond symbolic representation (Connell, 1987, p.87). It has tangible effects on the body, involving its incorporation in a material sense. The forms and consequences of this incorporation evolve over time and are influenced by social purposes and struggles. In other words, they are fully historical (Connell, 1987). It is crucial to recognize that the body is never outside of history in practice, and history is never devoid of bodily presence and its impact on the body.

2.2. Body Image

To understand body image as a concept, Sarah Grogan's (1999) book *Body Image* was used in this thesis as the main reference as it includes comprehensive research on body image definitions, cultural aspects of body weight preferences, and body satisfaction in males and females. For the benefit of my study, I focused more on the evidence related to women. However, many comparative studies on both men and women were quoted from this book as they were valuable in proving that body dissatisfaction is much more common and severe in women than men. An analysis of the effects of media on body image is also included, making this work a highly valuable reference for understanding body image sufficiently before looking at recent social media research and starting my experiment. Research in Sarah Grogan's (1999) *Body Image* book also primarily focuses on Western

audiences, populations and samples. This aligns with the fact that cultural ideals of thin female bodies sparked in the West, as will be proven in the data, and they became globalized in the 21st century, most prominently with the rise of social media, as will be verified with research in the social media part of this literature review.

It is important to note that this book was published in 1999. It does a great job in showing the history of body image during the past century and some data even goes back to the 1800s. Since my study is taking place in 2023, more recent research will be used to tie the issue to these theories. However, the historical context allows for a clear timeline of patterns in women's body shape ideal to be analyzed in depth from political, cultural, economic, and social perspectives, and this is essential before moving on to more recent evidence and studies on social media. This chronological order of research has helped me develop a deep understanding of body image in women as well as media effects on it and eating disorders, starting from early forms of media like art to magazines to TV and then to social media.

2.2.1. What Is Body Image?

Grogan (199, p.1) introduces her book by first providing an accurate definition of the term “body image” that will be used throughout her book and is the same definition adopted for my thesis, as well: “A person's perceptions, thoughts and feelings about his or her body.”

Grogan (1999) walks us through how she developed this definition from Paul Schilder's deflation of body image. She explains that Paul Schilder (1920) was the first to examine body image from both social and psychological perspectives. She explains that he viewed body image as a result of both a person's “attitudes” and his “interactions” rather than just a result of a person's thoughts. His definition of body image is “the picture of our own body which we form in our mind, that is to say, the way in which the body appears to ourselves.” (Schilder, 1950:11 as cited in Grogan, 1999, p.1). Grogan (1999, pp.1-2) explains three important elements in Schilder's (1920) definition, which she includes in her own definition: “Perceptions”: body size estimations, “Thoughts”: evaluation of body attractiveness, “Feelings”: emotions associated with body shape and size.

She further justifies this definition by also using its similarity to Thomas Pruzinsky's definition of body dissatisfaction: "a person's negative thoughts and feelings about his or her body." (Thomas Pruzinsky and Thomas Cash, 1990 as cited by Grogan 1999, p.2).

Throughout her book, Grogan (1999) examines literature on body image and uses both social and psychological frameworks for analysis. She argues that this is necessary in understanding body image as it is a "psychological concept impacted strongly by social factors" (Grogan, 1999, p.2). She highlights two main traits of body image that are important to note:

- "subjective" i.e. can be perceived differently from what others see
- "elastic" or "socially constructed" i.e. can be changed through "social influence"(Grogan, 1999, p.2)

The author explains that some groups are "more elastic" which means they are "more sensitive to social influence"(Grogan, 1999, p.3).Her questioning of which groups are more elastic and what makes individuals more elastic within the same group is eye-opening for my research in many ways.

The concept of elastic audiences, as described above, is relevant to my research on the effects of Instagram on eating disorders. Grogan (1999, p. 3) suggests that certain groups, such as women and adolescents, are more elastic, meaning they are more sensitive to social influence. This concept is significant because it implies that these particular groups may be more susceptible to the impact of Instagram and its potential influence on eating disorders. By identifying women and adolescents as elastic groups, the author highlights the importance of understanding how social media platforms, like Instagram in my research, can affect these vulnerable populations. This insight can be valuable in analyzing the potential effects of Instagram on body image dissatisfaction and the development of eating disorders within these specific demographics.

Moreover, the author's focus on determining what factors contribute to individuals' elasticity within the same group can provide further depth for my research as we will see in the discussions below. Exploring why certain individuals within elastic groups may be more susceptible to social influence can help uncover insights about the relationship between Instagram and eating disorders. For example, factors such as self-esteem, peer

pressure, internalization of societal beauty standards, and online appearance comparison may play a role in an individual's susceptibility to the negative impacts of Instagram.

2.2.2. Culture & Thin Female Body Ideals

Sarah Grogan (1999, p.6) argues that slenderness is culturally idealized and associated with traits like happiness, success, youth, and social acceptability, while being overweight is stigmatized and associated with negative personal traits like laziness, lack of willpower, and not having control over your life, which can lead to negative social consequences.

Susan Bordo (1993) backs this up by explaining that meeting the body ideal is seen as a measure of control. She says that the outward appearance of the body is seen as a measure of control, energy and will power (even mortality). She argues that the key issue is that the body should be kept under control: “The ideal here is of a body that is absolutely tight, contained, bolted down, firm” (Bordo, 1993:190 p.6). Thomas Cash (1990, p.7) argues that such a prejudice starts from childhood and grows into adulthood (from children not playing with overweight children to overweight adults finding less opportunities).

This is supported by a study by Christian Crandall and Rebecca Martinez (1996), which was performed on students from the US and Mexico. They chose these two countries because the US has a more individualistic culture which includes more independence and more responsibility put on an individual's life outcomes; hence there is more blame that being overweight is within a person's control (Crandall and Martinez, 1996, p.8). However, Mexico's culture is more focused on external and cultural behaviors. The results of this study showed less anti-fat attitudes in Mexican students. Mexicans were less likely to see being overweight as in a person's control. It was concluded that anti-fat attitudes are part of an individualistic Western ideology that holds individuals responsible for their life outcomes. This fact opposes the truth that being overweight is at least partly genetic (Stunkard et al, 1990).

Studies across various regions such as Latin America, Puerto Rico, India, China, and the Philippines consistently demonstrate a link between improved living standards and higher body weight. In these cultural contexts, an increased body weight is associated with

both prosperity and good health (Rothblum, 1990). Being plump is considered a symbol of wealth, as it suggests the ability to indulge in excess eating. In several countries, obesity is more prevalent among the upper classes and is regarded as a status symbol (Sobal and Stunckard, 1989).

In a cross-cultural study by Furnham and Alibhai (1983), Asian women living in Kenya and those who migrated from Kenya to Britain were asked to rate depictions of women with varying body weights. The Asian women in Kenya provided more positive ratings for drawings depicting heavier women compared to the women who had moved to Britain. Although not definitively proven, these findings hint at the possibility of a cultural shift in attitudes toward body weight. Furnham and Alibhai propose that the immigrant women had internalized the British cultural bias against being overweight.

April Fallon and her colleagues (cited in Fallon, 1990) surveyed American and Indian women about their current and ideal body sizes. American women consistently chose a thinner ideal than their current size, while Indian women consistently selected an ideal size that closely resembled their current body. Both American and Indian men chose an ideal size larger than their current bodies. Clearly, Indian women, living in a culture that does not typically emphasize slimness, were more content with their current body size compared to American women in a 'culture of slimness'.

In a cross-cultural study during the 1970s, Iwawaki and Lerner (1974) examined the traits assigned by college students to different body types. They found that Japanese college students tended to attach more negative stereotypes to thin bodies than to heavier ones, whereas American students showed the opposite pattern of stereotyping. They concluded that Japanese culture at that time did not place high value on slimness, while American culture demonstrated a preference for slimness and a bias against being overweight.

Even among Westernized cultures, subtle differences emerge (Grogan, (1999) p.20). The study conducted by Tiggemann and Rothblum (1988) compared Australian and American students in terms of body consciousness. American students displayed greater self-consciousness about their bodies, engaged in dieting more frequently, and were more

concerned about weight compared to a matched group of Australian students, suggesting that body consciousness was particularly heightened in American culture.

2.2.3. Biological and Cultural Frameworks of The Thin Ideal

There are two sides to the argument of the basis of slender idealization: biological and cultural (Grogan, 1999, p.9). The biological perspective says that slenderness is healthier, and the cultural perspective says that slender idealization is learned.

The biological argument is that slimness is idealized because it is healthier but the research in Grogan's (1999, p.9) book shows issues with this statement. To start with, there is plenty of evidence that slimness was not always seen as healthy. Until the first decade of the 20th century, slimness was associated with illness like tuberculosis in the UK and US (Bennett and Gurin, 1982). Grogan (1999, p.9) argues that only in the 20th century did slimness lose such negative stereotypes and became the ideal.

Also, there is controversy on what is "overweight" and what is "obese". There is "abundant" and "consistent" literature that obesity causes "morbidity" and "mortality" (Brownell and Rodin, 1994: 783 p.9). But there is controversy on where health risks begin, and the range is from 5% overweight to 20-30% overweight (Brownell and Rodin, 1994). Many authors agree that "overweight" may represent no risk but "obese" does (Grogan, 1999, p.10). However, there is debate over the difference between them. Grogan (1999, p.10) explains that the debate is made more complicated by the limitations of different measures of overweight and obese. The UK uses the BMI (body mass index) as the measure of weight from underweight to normal to overweight to obese. The normal is 20-25, and while it is a good thing that this scale includes height in the measure, it assumes that adults do not gain weight although it is normal and healthy to gain weight in adulthood (Andres et al, 1993). The US uses a measure relative to frame size (small, medium, or large), but this measure is based on white, male, middle-class individuals (Bennett and Turn, 1982). Skinfold thickness is another method that measures thickness of skin's fold, but it is found to be unfair to women by many because "women have more subcutaneous fat than men from birth" (Greil, 1990). Grogan (1999, p.11) explains that there are several shortcomings in research data in this area due to the lack of correlational data (Rothblum,

1990, pp.253-259) about extraneous variables; for example, body fat distribution may be as important as degree of being overweight in health risks (Taylor, 1995)

Furthermore, some argue that “moderately overweight” is not harmful and can even be positive to health (Grogan, 1999, p.12). Even with this debate, most agree that danger starts if BMI is more than 30 and/or body weight is 20% over the ideal on Metropolitan Life Insurance Company Tables (Brownell and Rodin, 1994). Between BMI 25 and 30, the level of health risks is still a debate. Tom Sanders, a British nutritionist, says “plump” women especially can have better heart and bone health (Sanders and Bazelgette, 1994). All of this means that being severely overweight causes health risks but being moderately overweight is still under debate as many argue it causes minimal to no risk or can even have positive effects on health. Therefore, Grogan (1999, p.12) insists that the biological argument of the thin ideal is weak.

In regard to the cultural argument, Grogan (1999, p.13) emphasizes that social pressure on women’s body shapes in the West is constant but changes in nature of body shape ideals and intensity of social pressure in a manner that can be seen in a clear timeline as shown below (Grogan, 1999). This can be tracked from the preferences of plump body shapes in women in the Middle Ages to thinner preferences in the 20th century (Grogan, 1999, p.13). Plumpness was seen as attractive until the 20th century. Idealization of slimness mostly started in the 1920s for reasons related to the fashion industry that will be explained in the following timeline provided by Grogan (1999, pp.13-14).

Table 1 *Timeline of different cultural preferences/ideals of female body from 1800s to late 1990s*

1800s	The ideal was still a plump female body. For example, Courbet’s the artist’s studio of 1855 (Gogan, 1990)
1920s	The idealization of slimness begins because of fashion industry marketing which became the standard of cultural beauty in industrialized societies (Gordon, 1990). Until 1920s, fashion asd were hand drawn and not actual pictures (Gorgan, 1999) In 1920s photographs in mass media like magazines began to be used for fashion marketing (Grogan, 1999)

1930s and 1940	Ideals moved to more shapely figure. (Gorgan, 1999)
*1950	The trend continued when Hollywood prompted larger breasts with smaller waists (Gorgan, 1999), for example Marilyn Monroe (Gorgan, 1999). Miss America winner measurement averages increased in bust and hip size and decreased in waist size (Gorgan, 1999)
*1960s	Slimness popularity peaked in the 1960s when fashion model Twiggy became a role model for young women (Gorgan, 1999) This ideal also included a flat -chested, boyish figure (Freedman, 1986)
*1960s and 1980s	Studies of portrayal of female body in media find that models became thinner and thinner (Gorgan, 1999) e.g., Vogue and Playboy (Fallon, 1990)
1980	Ideal is slim and physically fit/strong. For example, Time magazine in August 1982 gave examples of “New Ideal” to be Jane Fonda and Victoria Principal (Gorgan, 1999)
1990s	Thread of standard of beauty thinness became more marked than the 1980s (Gorgan, 1999) Example: Kate Moss who had similar body shape to Twiggy (Gorgan, 1999)
*Late 1990s	The rise of the “heroin chic” when fashion houses took very thin models and made them to look like heroin users with black eye makeup, blue lips and matted hair (Gorgan, 1999). Zoe Fleischauer, model recovering from heroin addiction (Gorgan, 1999), said in an interview that models are encouraged to look thin and exhausted (Schoemer, 1996:51)

After demonstrating the strength of the thin female body ideal in the late 1990s and emphasizing the strong cultural role of the promotion of this ideal, Grogan (1999, pp.14-15) explores some of the existing comparative studies that examined cultural variations in the female body ideal. Research done for this purpose shows significant differences in women body ideals and meanings of slenderness across cultures at that time. meanings of slenderness and plumpness (Grogan,1999, pp.14-15). This data on cultural variations in the 1980s and 1990s becomes much more important when connected to the social media part

of my literature review in understanding how social media expedited the capitalist Western female body ideal.

2.2.4. The Diet Industry

Grogan (1999, p.20) argues that the diet industry is one of the strongest forces in promoting thinness in Western society. She says that books, products, and services are sold to a market that feels overweight, and not all of this market is actually overweight (Grogan, 1999, p.20). As will be discussed in the following parts of my literature review, many researchers argue that dieting is a major risk factor of eating disorders, making understanding dieting and its effects a priority for my study.

Grogan (1999, p. 20) provides an enlightening analysis of what exactly dieting is. She explains that dieting approaches differ in many ways from drastic weight reduction programs such as “Slim Fast” (low calorie meal-replacement drinks) and “Beverly Hills” fruit diets to more gentle approaches like “Hip and Thigh” (low fat with exercise) and F-Plan (high fiber and low fat) diets (Grogan, 1999, p.21). Jane Ogden (1992, p. 48 p.21) suggests that dieting can simply be anything from a state of mind where a person is conscious of calorie intake or extreme weight loss strategies like appetite suppressants, smoking, and vomiting, which are harmful to overweight and aesthetic-driven dieters. Ogden (1992, p. 48) goes on to argue that “by creating a market for itself,” the dieting industry “ensures that women will continue to feel fat and will continue to support the dieting industry”.

Grogan (1999, p.21) mentions that “pro-diet lobbyists” claim that dieting effectively reduces weight and that this is healthy in the long run. She provides strong “anti-diet” literature that defeats this statement. Grogan (1999, p.21) argues that the first point here is that it is important to differentiate between the impact of weight on people who actually need to lose weight and people who are just driven to try to achieve a cultural ideal of slimness.

Researchers found most women try to diet many times, fail to maintain weight-loss, and fall into self-blame due to dieting industry marketing that emphasizes willpower in importance of diet success (Nickie Charles and Marion Kerr, 1986). Medical and

psychological literature show that diets can actually cause weight gain because they put the body in starvation mode which leads it to store more calories in fats when a person comes off a diet to prepare for the next starvation (Grogan, 1999, p.22). This leads people to lose weight in diets, gain more after diets, and then go back to lose weight in diets again.

Grogan (1999, p.23) argues that in the late 1990s the pressure to be thin was still strong but there emerged a new trend of achieving it through exercising rather than dieting. This may have positive effects because exercise does indeed positively impact health more than dieting, like stronger muscles, better moods and increased energy levels (Furnham et al, 1994), but there are still risks when the motive is the idealization of slenderness because exercise does not burn as much calories as people think (Bray, 1986), so people might overdo it and harm their bodies as they try to achieve an unrealistic ideal. Also, people who are overweight and obese struggle to exercise more than others because of both physical difficulties and social judgments, so this might lead to more feelings of failure (Bovey, 1989).

In summary, Grogan's (1999) on culture and body image strongly rests on the fact that Western society promotes the idealization of slenderness. She presents the disagreement between researchers as regards this ideal. While the biological framework argues it is because slimness is healthier, research shows being slightly overweight can be healthy, and social psychologists emphasize the importance of culture in the idealization of slimness and show that slenderness idealization peaked around the late 1990s. The diet industry promotes a thin ideal through strategies that are dangerous and unlikely to be effective. Anti-dieting lobbyists actively fight the dieting industry, in turn. In the late 1990s, the trend may have moved towards achieving the slim ideal through exercising instead of dieting, but the extreme idealization of slimness has remained with us.

2.2.5. Body Dissatisfaction in Women

As seen in the literature discussed above, the cultural ideal for women's body shape and size changes but the pressure to conform to these trends by trying to change body shape is consistent. In order to explore body satisfaction in women more deeply, Grogan (1999, pp.25-26) first dissects the different techniques of studying body satisfaction and the different contexts psychologists and sociologists use to analyze women's

dissatisfaction with body shape and weight. Psychologists and sociologists have used different techniques to assess body satisfaction in women. The main ones discussed here use random samples; hence, the results are not limited to women with eating disorders, and problems with body image can be seen to reflect the majority of women (Grogan, 1999, p.26). This analysis is not only important for the evidence it provides on women's body dissatisfaction but also because it provides insights for my own methodology, which will depend on questionnaires.

Understanding different techniques of assessing body satisfaction in women is crucial for planning and improving the methodology of my study. My experiment aims to explore the impact on the risk of eating disorders in young adult women associated with high exposure to Instagram appearance-focused accounts. In my study, I aim to measure various psychological factors, including mood, self-esteem, body image, body satisfaction, drive for thinness, problematic relationships with food, and the overall risk of developing eating disorders. By delving into the diverse methodologies employed by psychologists and sociologists to study body satisfaction, as highlighted by Grogan (1999, pp.25-41), I can gain valuable insights. Examining these techniques will enable me to design an effective methodology for my experiment, which will rely on questionnaires. Moreover, understanding the breadth of techniques used to assess body satisfaction will allow me to ensure that my results are not limited to women with pre-existing eating disorders, but rather provide a comprehensive understanding of body image concerns that may affect the majority of women (Grogan, 1999, p.26). Incorporating these insights into my methodology will enhance the validity and generalizability of my findings, contributing to a more comprehensive understanding of the relationship between Instagram appearance-focused accounts and the risk of eating disorders in women.

2.2.6. Silhouette Studies

Silhouette studies are one of the most widely used quantitative measures of degree and direction of body dissatisfaction. They involve presenting silhouettes to women; these silhouettes range from very thin to very fat, and women are asked to choose the one closest to their current size and the one closest to their ideal size (Grogan, 1999, p.26). The difference between the two figures is seen as the measure of dissatisfaction. Grogan (1999,

p.26) argues that the problem with this method is that it only looks at the body as a whole, but the questionnaire method will allow for focus on concerns with individual body areas.

These studies show that women tend to choose ideal figures much thinner than their current figures. For example, April Fallon and Paul Rozin (1985) studied 227 women at University of Pennsylvania using Stunckard et al.'s (1983) scale and found that women picked a heavier figure for their "current figure" than for the figure "most men would find attractive" and an even thinner figure for their "ideal figure," concluding that women's perceptions pressure them to lose weight. The same scale was used by Sue Lamb and her colleagues (1993) on 34 American women with average age of 20 and 42 older American women with average age of 47 and found out that both groups presented an ideal figure much thinner than their current figures. It was also discovered that younger women had much thinner ideals than older women, which supports my interest in adolescent women in my own study.

The same scale was used in Australian studies that showed the same results and pointed out that this is not just an American issue. For example, Marika Tiggemann and Barbara Pennington (1990) studied 52 women with an average age of 23. Another interesting Australian study used photographs of women varying in size instead of silhouettes and asked women to choose photographs that represented their current size, their ideal size, and the size they believe women would prefer. The majority chose the thinnest size as the women would prefer, followed by the one man would prefer, then by their ideal size and actual size, respectively. This shows that women were most pressured by the perceptions of other women. A study by Jane Wardle and her colleagues (1993) on white and Asian women in Britain using the same scale showed the same results.

2.2.7. Questionnaire Studies

Self-report questionnaires are designed to provide a quantitative measure of body satisfaction by choosing between degrees of agreement or disagreement with statements related to body satisfaction. Questionnaire studies show that many women are dissatisfied with their bodies and especially their lower bodies (including the stomach, hips, and thighs) (Grogan, 1999, p.29). The data from questionnaire studies supports data from

silhouette studies and adds the detail that there are specific body areas that cause concerns for women (Grogan, 1999, p.29).

2.2.8. Different Body Satisfaction Questionnaires

The Body Cathexis Scale (Secord and Jourard, 1953)

Participants indicate a degree of satisfaction with a wide variety of body parts and each person ends up with a score indicating degree of body satisfaction (Grogan, 1999, p.30). Secord and Jourard (1953) also emphasize a connection between body satisfaction and self-esteem, which is confirmed by Ben-Tovim and Walker (1991). This questionnaire was adapted by Adrian Furnham and Nicola Greaves (1994) to include lips, ears, biceps, chin, buttocks, arms, eyes, cheeks, legs, stomach, body hair, and face and was asked to 55 British women aged between 18 and 35 and 47 men in the same age range to indicate their degree of satisfaction with each body part. They found out that women were much less satisfied with all body parts and especially thighs, buttocks, and hips. This pointed to dissatisfaction with the lower body among women, which is confirmed in many other studies, too.

The Body Areas Satisfaction Scale (Cash et al., 1986), part of the Body Self Relations Questionnaire

This questionnaire asks about dissatisfaction with a wide variety of body parts. In a survey of readers of the *Psychology Today* magazine, 55% of women were dissatisfied with their weight, 45% with muscle tone, 32% with upper torso, 57% with mid-torso, 50% with lower-toros and 38% with overall appearance (Cash et al., 1986), and the stomach as well as lower body parts were found to be a major cause of concern.

Body Dissatisfaction Scale (Graner, Olmstead and Polivy, 1983), part of the Eating Disorders Inventory

It includes questions about satisfaction with lower body parts and the overall body. In many studies, at least 50% of women show dissatisfied results (e.g. Graner, Olmstead and Polivy, 1983).

Body Shape Questionnaire (Cooper et al.,1987)

This questionnaire is specifically designed to study body image in women with eating disorders. It includes 34 questions related to body shape concern and also questions about the past four weeks to look at long-term dissatisfaction (Grogan, 1999, p.30). Evans and Dolan (1992) used a version of this questionnaire in a study on women with no history of eating disorders, and 17% showed high levels of body shape concern showing that the issue is not confined to women with eating disorders.

Body Attitudes Questionnaire (Ben-Tovim and Walker, 1991)

This questionnaire is specifically designed for women. It covers six aspects of body experience: feelings of fatness, self-disparagement, strength, salience of weight, feelings of attractiveness, and consciousness of lower body fat (Grogan, 1999, p.30). One study using this scale on 504 Australian women showed that concern about being fat is very common in women as well as body disparagement or feeling like their entire life is negatively impacted by body shape concerns (Grogan, 1999, pp.30-31).

2.2.9. Interview Studies

Using structured or semi-structured interviews, researchers can talk to women in an informal way about experiences of body satisfaction, usually using a guided list of topics to discuss (Grogan, 1999, p.31). The benefit of this method is that women have flexibility to express how they feel and discuss issues important to them as opposed to answering pre-planned questions in questionnaires (Grogan, 1999, p.31). For example, Nickie Charles and Marion Kerr (1986) interviewed 200 British women about their body satisfaction and found 177 women to be dissatisfied with body image; out of these 153 were concerned enough to diet, and even those who do not diet had strong dissatisfaction. Most women had problems with specific body parts like stomachs and legs. Women who dieted said they did it for aesthetics rather than health reasons.

Also, a series of interviews carried out in Manchester Metropolitan University by Penny Cortvriend, Lisa Bradley, Helen Richards, and Debbie Mee-Perone between 1994 and 1996 showed the following results (cited by Grogan, 1999, p.32):

- Stomach, thighs, bottom, and hips present most concerns to women: Both slim and heavier women showed these concerns and said their lower bodies were too large.

- Women tend to overestimate lower body parts (This can be explained by the focus of the media on these body parts according to Bordo (1993)).

- Most women objectify their bodies. Most women can list things wrong with their bodies but not things they like. Most women believe they would have better lives or more self-confidence if they had their ideal bodies. Most women are horrified by the idea of gaining “half a stone” in weight and say it would make them less comfortable to be seen in public. Women of ages 16 to 60 cite models as influential in determining body satisfaction: The Ideal of this wide age range is the “tall, slim cultural ideal”. Many cite that fashion industry pressures them to be slim because the best styles only came in small sizes like “UK size 14 or below”. Physical changes related to pregnancy and childbirth cause extreme pressures on women.

2.2.10. Body Size Estimation Techniques

Bruch (1962) spiked interest in body size estimation when he suggested that anorexic women showed distortion in their size perceptions. In other words, they saw their bodies as much larger than they actually were. Body size estimation techniques allow women to estimate the size of their bodies and quantify the level of distortion from actual size (Grogan, 1999, p.39). Body estimation techniques can be part body methods or whole-body estimation techniques. Perception of body size is a better predictor of body satisfaction than objectively measured body weight (Furnham and Greaves, 1994). For example, the Adjustable Light Beam Apparatus used by Thompson and Spana (1988) involves light teams used to represent body parts, and the participant is asked to adjust beams to match their estimates of body part sizes while actual body part sizes are also measured using body callipers (Grogan, 1999, p.39). The degree of over or under estimation is then calculated. In one study, 25% of women are found to overestimate the size of cheeks, waist, hips, and thighs (Thomspon et al., 1990)

Whole body estimation techniques involve presenting a woman with real life images of herself that are thinner or fatter than her actual size and asking her to adjust the image to match her estimate of her whole-body size (Grogan, 1999, p.40). There is also the distorting video technique where participants can adjust a distorted video image of themselves to indicate the perceived size. This was used in studies in Australia (Touyz et

al, 1984) and in Gardner and Moncrieff (1988). Results show that women perceive themselves as heavier than they actually are. Grogan (1999, p.40) presents some disadvantages of whole-body estimation techniques: The confrontation with distorted real-life images can be upsetting; the technique does not allow participants to mirror real-life weight loss/gain or body perceptions by adjusting individual body parts. This is solved in the combined method, though.

The combined whole and part body estimation was developed by Emery and colleagues in 1996. This computerized method allows participants to more accurately represent body perceptions by using a cursor to adjust body part sizes in a program that calculates degree of over and under estimation (as cited in Grogan, 1999, pp.40-41). Emery and her colleagues performed a study on 20 women between 19 and 32 years of age, and the results showed over estimation of the size of legs, buttocks, and abdomen (as cited in Grogan, 1999, p.41).

2.2.11. Behavioral Indicators of Body Dissatisfaction

Another way to evaluate body shape concern in women is to look at trends in behaviors that indirectly reflect this concern like dieting, exercising, and cosmetic surgery (Grogan, 1999, p.41).

Dieting: Trying to change body shape using diet is a good indicator of body shape concern. The slimming industry encourages association between losing weight through diets and increased self-confidence. Estimates of frequency of dieting in American and British women show that about 95% of women have dieted at some stage in their life (Ogden, 1992). In a study on British women aged 18 to 35, 87% had dieted or were dieting (Furham and Greaves 1994), and women reported dieting for slimness and self-confidence more than men did.

According to the International Food Information Council's 2022 Food and Health Survey, there is a significant number of individuals in the United States who are actively attempting to lose weight on a daily basis. This high demand for weight loss products, services, and education has resulted in a staggering worth of \$3.4 billion for the weight

loss industry in the year 2023, in the United States alone (International Food Information Council, 2022).

The global weight management market, as reported by Grand View Research (2021), had a value of \$132.7 billion in 2021. It is projected to experience a compound annual growth rate of 9.7% (Grand View Research, 2021). If these growth projections are realized, it is estimated that the weight loss market will reach a value of \$334.92 billion by the year 2030.

The International Food Information Council's survey (2022) also reveals some interesting statistics about the prevalence of dieting among different demographic groups. Among individuals aged 18-34 years old, 52% have attempted a diet within the past year. Additionally, 43% of all women surveyed have engaged in dieting, while only 34% of men have done so (International Food Information Council, 2022).

Psychology plays a crucial role in influencing human behavior, including weight loss efforts. A study published in the *Journal Obesity* examined data from a sample of respondents, revealing that 82% of them believed obesity to be entirely their own fault (Journal Obesity, as cited in International Food Information Council, 2022).

Furthermore, the International Food Information Council indicates that within a 12-month period, 49.1% of US adults actively try to lose weight. Among this group, 56.4% are women, while 41.7% are men (International Food Information Council, 2022).

Exercise: As seen in the literature discussed above, slimness idealization peaked in the 1990s compared to the 1980s (Grogan, 1999, p.44). In Britain, it is also seen that there was a huge increase in exercise frequency in women between 1991 and 1984 (Cox et al., 1993). Furnham and Greaves (1994) found out that women were more likely than men to exercise for weight control and aesthetic reasons rather than health reasons.

In another study conducted by Craft, Carroll, and Lustyk (2014), the focus was on investigating the impact of exercise habits and reasons for exercise on quality of life, while considering gender differences. The study involved 108 women and 72 men as participants, who provided information on their exercise habits, motives, and quality of life. The findings indicated that women reported higher levels of exercise and it was

observed that women were more likely to exercise for weight loss and toning purposes, whereas men tended to exercise for enjoyment (Craft, Carroll, & Lustyk, 2014).

Cosmetic Surgery: Also, the 1990s witnessed a significant increase in the number of women receiving cosmetic surgery to change their body shapes (Gillespie, 1996; Viner, 1997; Pruzinsky and Edgerton 1990). According to Davis (1995), plastic surgery is not a recent phenomenon but cosmetic surgery, which he differentiates as using plastic surgery for aesthetic reasons on healthy bodies rather than medical reasons, peaked only around the 1990s, and it resulted in cosmetic surgery accounting for 40% of plastic surgery. Naomi Wolf (1991) calls this the “Surgical Age” of wide popularity of cosmetic surgery. Why women are willing to undergo cosmetic surgery to adapt their body shapes is important in understanding body dissatisfaction in women.

Kathy Davis (1995) looks at cosmetic surgery from a feminist perspective. She insists that to understand why women go through cosmetic surgery, one has to ask that to women themselves and listen to their reasons without judgement. She studied women who underwent cosmetic surgery in the Netherlands since it was freely offered there. She interviewed many women who had cosmetic surgery and said that their reasons came from wanting to look “normal” rather than “beautiful” because they had issues with parts of their bodies for a long time. She refused the idea that women were manipulated by culture and said that women made informed decisions about cosmetic surgery even if they were affected by culture pressure (Davis, 1995, p.50). She refused the stand taken by Kathryn Morgan (1991) that women who perform cosmetic surgery are victims of men or surgeons or have no individual choice. She believes women are aware of oppression even if they comply with it (Davis, 1995, p.50).

On the other hand, Kathryn Morgan (1991, p.51) believes that even if women think they are making free choices it is not actually possible due to the “patriarchal cultural pressures” imposed on them. She says that although women think they are creating new looks for themselves, they are actually submitting to cultural ideals enforced by a male-dominant society. She also insists that women who undergo surgeries are influenced by perceptions of people around them as well as the medical field itself, and that advertising materials play a big role (Morgan, 1991, p.51), 1999). She uses supporting examples from women’s magazines that advertise cosmetic surgery with an emphasis on achieving

“confidence” and with the avoidance of mentioning the pain that comes along with it (Morgan, 1991, p.52).

In a similar vein, Susie Orbach (1993) argues that women are taught from an early age to view their bodies as commodities. She emphasizes that women's bodies are used in Western culture to humanize and sell products which creates body image problems for women (Orbach, 1993, p.52). She links the objectification of women's bodies in this manner to eating disorders, which will be explored further below. Actually, by the 1980s, feminist authors had already started to argue that cultures set up impossible to achieve beauty ideals for women in order to keep their energy drained in obsession over their bodies for the benefit of male-dominated societies (Grogan, 1999, p.53). For example, Susan Brownmiller (1984), in *Femininity*, analyzes women's concern with body shape and accounts from her own life that fashion trends play a big role in the problems she sees with her body. She emphasizes that while masculinity is seen as “powerful” and “large,” femininity is seen as “small” and weak” because it is beneficial for the male ego (Brownmiller, 1984, p.53). She also emphasizes the importance of the bikini, diet lobbyists, and models like Twiggy in slenderness idealization. She says that “how one looks is the chief physical weapon in female-against-female competition (Brownmiller, 1984, p.33).

Wendy Chapkis (1986) similarly argues that women are oppressed by a “global cultural machine” which consists of communications media, advertising industry, and cosmetic industry and dictate extreme ways for women to try to achieve the cultural ideals. Susan Bordo (1993, pp.54-55) also argues that Western cultures pressure women with messages that anybody “bulges” or “bumps” have to be “destroyed,” “eliminated,” and “burned,” further pushing the ideology that the female body has to be kept under control. She also argues that the cultural meanings that come with meeting or not meeting ideals of women's body shape make women more vulnerable to these pressures (Bordo, 1993, pp.54-55).

However, a problem with such analyses is that they victimize women (Grogan, 1999, p. 55). Dorothy Smith (1990) argues that women play an active role in complying to cultural pressures. They consume the material that teaches them how to meet body shape ideals and actively respond to them. Sandra Bartky (1990) also agrees that women play an

active role in responding to cultural oppression in body shape. On the other hand, she admits that the “fashion-beauty complex” deludes women with opportunities of pleasure and self-care when they are actually creating needs that they cannot meet and will turn into obsession and body dissatisfaction (Bartky, 1990, p.56).

2.3. Media and Female Body Image

Sarah Grogan (1999, p.94) presents different arguments about the impact of media. Some believed that the media only reflects the cultural ideals enforced on body image. Others believed that the media plays an important role in setting the cultural ideals of body image. In order to understand the effects of media on body image portrayal in women, Grogan (1999, p.94) analyzes both the nature of media as well as content in the media related to body image in women.

Content analyses of media repeatedly showed that women are portrayed as much slimmer than men in the media (Grogan, 1999, p.94). Silverstein et al. (1986) studied 33 television shows and found out that 69% of female characters were coded as “thin” compared to only 18% of male characters. Only 5% of female characters were coded as “heavy” compared to 26% of male characters. They also found that magazines like *Vogue* had much thinner models compared to the 1930s. Magazines aimed at girls and young women also presented extreme slimness as the standard of beauty (Grogan, 1999, p.94).

This is supported by the findings of Eileen Guillen and Susan Barr (1994), who studied body images in the *Seventeen* magazine between 1970 and 1990. Marjorie Ferguson (1983), a decade before them, argued that women’s magazines play a critical role in shaping a woman’s perception of her body and society’s view of her. According to Ferguson (1983) media does not just reflect body shape ideals and socially accepted aesthetics for women but actually dictates them.

Considering the historical evidence from traditional media, it becomes crucial to investigate whether similar trends persist in social media today. With the prevalence of social platforms like Instagram, which heavily emphasizes appearance and beauty standards, it is important to examine the impact of social media on body image and the potential perpetuation of unrealistic beauty ideals. Further discussion and exploration of

this topic will shed light on the current state of body image representation in social media and its potential implications for individuals' well-being and self-perception.

2.3.1. Mass Communication Models

The understanding of mass communication models is essential to provide a theoretical framework for understanding the processes through which media, particularly Instagram, can influence young women's appearance comparison, mood, self-esteem, body satisfaction, drive for thinness, and ultimately, the development of eating disorders. By examining mass communication models, such as the social comparison theory and media effects models, I can gain insights into how exposure to appearance-focused content on Instagram may shape young women's perceptions, attitudes, and behaviors related to body image and disordered eating. Understanding these models will not only allow me to identify the potential mechanisms through which Instagram impacts the women in my sample, but also provide a basis for developing hypotheses and for addressing the negative consequences associated with Instagram appearance-focused accounts. Generally speaking, incorporating mass communication models into my research will allow for a more comprehensive understanding of the complex relationship between social media, body image, and eating disorders among young women.

Effects Model: Grogan (1999, p.97) argues that researchers who have analyzed media content have generally assumed that content has a direct effect on viewers and that mass media affect their audience in a fairly uniform way by “injecting a dose” of communication which has a standard effect. This is known as the “effects model” or “hypodermic needle model.”

Uses and Gratifications Model: The main alternative to the effects model is the uses and gratifications model developed in the 1940s and 1950s by Paul Lazarsfeld and Joseph Klapper (Lazarsfeld et al., 1948; Klapper, 1960). This model looks specifically at the function served by the media, by asking, for example, how people use the media to inform body image, and takes into account viewer's opinions about how they consume media and the effects that it has on their behavior (Grogan, 1999, p.98). This model assumes that people actively engage with media and reject messages they do not accept (Ruggiero, 2000, pp.3-37). The benefit of this approach is that it allows the viewers to

provide an explanation of the media effects on their behavior, giving more validity to results because even if viewers are affected by media content, this does not necessarily mean that they were passive in the process (Grogan, 1999, p.98).

Grogan (1999, pp.98-99) proposes that a combination of the benefits of both the effects and uses and gratifications models is the best approach, and to do so researchers can employ both the experimental method and the interview method in studies about body image. I aim to replicate this combined research approach in my own study. The experimental method will look at the direct effects of viewing media images, and the interviews will allow the participants to account for any changes in their attitudes themselves.

2.3.2. Psychological Theories of Media Effects

Understanding psychological theories of media effects also allows me to examine how young women adults engage in appearance comparisons on Instagram, the impact of these comparisons on their mood, self-esteem, and body satisfaction, and how these factors contribute to the risk of developing eating disorders. By incorporating these psychological theories of media effects to my methodology, I can enhance my understanding of the underlying mechanisms and psychological processes involved in the relationship between Instagram appearance-focused accounts and the development of eating disorders.

Psychologists have suggested that the media can affect women's body esteem by becoming a reference for comparison. Grogan (1999, p.100) offers a discussion about two main psychological theories of media effects, which are widely used in explaining changes in behavior due to media:

Social Comparison Theory

According to Leon Festinger's (1954) theory, we desire accurate and objective evaluations of our abilities and attitudes, and as we are unable to evaluate ourselves directly, we seek to satisfy this need through comparisons with other people. Unfavorable comparisons are called "upward comparisons," and favorable comparisons are called "downward comparisons" (Grogan, 1999, p.100). This social comparison could be unconscious (Miller, 1984). The theory assumes that people might use images projected by

the media as “standards for comparison” (Grogan, 1999, p.100). Upward comparisons with models’ bodies (slim and posed perfectly) would be expected to lead to unfavorable evaluations of the body (Major et al., 1991). This is a main concept in my study that will be used to assess the effects of social media on women’s body satisfaction, as well.

Self-Schema theory

An alternative psychological view of media effects is presented by the self-schema theory which focuses on how individuals process the content of media messages, (Markus, 1977). A self-schema is a person’s mental representation of those elements that make him/her distinctive from others.

Philip Myers and Frank Biocca (1992) adapted the self-schema theory to explain social pressures on body image. Also, Myers and Biocca (1992) see body image as one of the parts of this mental representation or self-schema. Myers and Biocca (1992, p.123) argue that body image is a “mental construction,” which means that it is open to change through new information. They also argue that body image is “elastic” which means it is unstable and responsive to social cues. They have created the following model of reference points that a young woman would use to construct her mental model of her body image:

- “Socially represented ideal body:” ideals represented by media, peers and family,
- “Internalized ideal body:” a compromise between objective body shape and socially represented ideal,
- “Objective body:” the physical body in its actual shape

They explain that the body image is “elastic” because its reference points frequently change and because it is affected by “mood, context of evaluation, and social cues” (Myers and Biocca, 1992, pp.110-133). They suggest that if the gap between “objective body” and “internalized ideal body” is too big, then feelings of “self-criticism and lowered self-esteem” may occur (Myers and Biocca, 1992, pp.110-133). They argue that the media operates to shift the balance between “objective body” and “internalized ideal body” by making the “socially represented ideal body” so slim that the “internalized ideal body” becomes unrealistically thin (Myers and Biocca, 1992, pp.110-133)

The studies that will be discussed below demonstrate that media images affect body satisfaction in women using both the social comparison and self-schema theories. Although many of these studies were conducted in the 1990s, their results are still relevant today as regards social media, which is the main point of concern in my study:

Richins (1991) and Lori Irving (1990) test the effects of media images showing thin models on women's body satisfaction and no differences in weight satisfaction. It was found that their studies were flawed because they did not use accurate scales and also did not measure self-evaluation both before and after experiment (as cited in Grogan, 1999, p.102, which are flaws I intend to avoid in my study). Leslie Heinberg and Kevin Thompson (1995) investigate the effects of TV images on body satisfaction by 139 asking women to view a 10-minute tape of either appearance-related or non-appearance related (control) advertisements. This methodology is very close to my own methodology in my study of social media effects on body satisfaction in women. Because body dissatisfaction levels were measured before and after the experiment, it was found that women with higher "body image disturbance" and "high awareness of societal attitudes towards thinness" were much more negatively impacted by the appearance-related content (Heinberg and Thompson, 1995, pp.325-328).

These are important considerations for my study. "Body image disturbance" is rated by Schulman et al.'s (1986) study on the bulimia cognitive distortions scale as a physical appearance subscale. "Awareness of societal attitudes towards thinness" is measured by the Heinberg and Thompson's (1995) Societal Attitudes Towards Appearance Questionnaire. Leslie Heinberg and Kevin Thompson (1995, pp.335-344) provide the following statements as indicators of the higher risk of being affected from media images:

- "Being physically fit is a priority in today's society" = "awareness of societal attitudes" (Leslie Heinberg and Kevin Thompson, 1995, pp.335-344)
- "Photographs of thin women make me wish that I were thin" = "acceptance of societal attitudes" (Leslie Heinberg and Kevin Thompson, 1995, pp.335-344)
- "My value as a person is related to my weight" = "cognitive distortions related to physical appearance" (Leslie Heinberg and Kevin Thompson, 1995, pp.335-344)

Myers and Biocca (1992) also carried out a study on 76 female university students aged 18 to 24 and found out that in the short term, images of thin models can make women feel positive feelings because they visualize themselves in those body shape ideals. However, in the long-term realizing that they cannot achieve these ideals is what causes the negative impacts. Grogan et al. (1996) studied the effects of viewing images of very thin models of the same gender on 49 men and 45 women aged 17 to 32. They found that women had much lower self-esteem levels than men whether or not they were in the control or experimental group showing that women have more body dissatisfaction issues. Both men and women in experimental groups had drastic decreases in self-esteem levels after viewing images of thin models, showing decreased body satisfaction after viewing such images and also demonstrating that self-esteem is negatively impacted in the process. These results are strongly supportive of my hypotheses.

So far, all the afore-mentioned media effect theories, including the psychological ones, are backed by empirical evidence up to the 1990s, which shows how media images do, in fact, negatively impact women's body satisfaction and self-esteem. These facts are supportive of my hypotheses and will be further tested further by the research on the social media context.

Besides the effects of media images on the body image, there is research on the importance of media as a source of role models or comparison when it comes to the body image. Irving (1990) studied female students with bulimic symptoms and found that "media" was their top acknowledged source of societal pressure on the body image followed by "peers" and then "family". Heinberg and Thompson (1992) similarly discovered that celebrities and media figures were more likely to be the top sources of comparison for women with body image disturbance. This is also a critical point of emphasis for my study.

Also, a study carried out on 200 women for Sarah Grogan's (1999) book *Body Image* found that women younger than 40 were much more likely to take public figures as role models for body shape. While women in their thirties were more likely to take actresses as ideals for body shape, women in their teens and in their twenties were more likely to take fashion models as ideals. This is also very important for my study as Instagram is strongly focused on fashion models. Friends and families are also used as ideals after public figures.

This is also important as my study focuses on social media image-based platforms where the effect on women from public figure pressure can also reinforce pressures from women themselves on each other (Grogan, 1999, p.107).

2.4. Body Image in Relation to Age, Social Class, and Sexuality

Most research on body image in women of different age groups show consistent body dissatisfaction across all age groups. Also, women consistently have higher body dissatisfaction and body shape concerns than men across all age groups. While the reasons for increased body shape issues vary in women of different ages, the level of dissatisfaction is consistent to the point that some researchers argue that results from studies on young women, which are more common, can, in fact, be generalized to all women (Grogan, 1999, p.131).

In studies carried out on a large sample of women in Britain from age 16 to 63 by Sarah Grogan and colleagues (1999) for the book *Body Image*, results of body dissatisfaction in women of all age groups were very similar. All women felt pressure to lose weight regardless of their age, and the strongest reason they shared was to wear clothes and fashion styles they wish to wear (Grogan, 1999, p.130). The consistent impact of the fashion industry on women's body shape pressures is very important for my study of social media where fashion industry pressures continue to grow.

Patricia Pliner and colleagues (1990) also studied body image concerns in men and women between ages 10 and 79. They found consistent results across all age groups that showed that women had much higher concerns with eating and body weight as well as lower appearance satisfaction and self-esteem levels. Other studies included discrepancy between current and ideal body shapes using silhouette studies for more accuracy and found the same results as all women consistently chose much slimmer ideals than their current body sizes in comparison to men (Sue Lamb et al., 1993). Gagne et al. (2012) conducted a more recent study examining body satisfaction in a sample of women aged 50 years and older. The results revealed that a significant portion of the participants experienced daily thoughts about their weight (nearly 64%), and weight/shape negatively affected their lives at least occasionally (almost 62%). Moreover, approximately 79% reported that body weight/shape played a moderate or greater role in their self-perception,

and 71% expressed dissatisfaction with their weight. Additionally, over 71% of the sample reported ongoing efforts to lose weight.

In a separate study, Jackson et al. (2014) found that 47% of a sample comprising Caucasian and African American middle-aged women expressed dissatisfaction with their appearance, and 73% reported at least some level of dissatisfaction with their weight. Notably, no differences were found between the two racial groups. These recent findings align with prior research indicating consistently high levels of body dissatisfaction in women across various life stages (Forbes et al., 2005; Lewis & Cachelin, 2001; Pruis & Janowsky, 2010; Tiggeman, 2004; Tiggeman & Lynch, 2001; Webster & Tiggeman, 2003).

This consistency is an important point as regards my study. Also, in my personal opinion, while the nature of pressure varies, the consistent presence of such pressures might explain the continuous feeling of dissatisfaction in women across all ages. This is supported by the fact that women indeed choose different references for appearance comparison at different ages). Grogan (1999, p.106) mentions a study conducted in 1996, where researchers examined the differences in beauty role models among women of different age groups. The study included 200 American college students aged 16-48, evenly divided between men and women. Participants were asked to nominate their body image role models, and their responses were analyzed and categorized into actors, models, sportspersons, and family members. The participants were divided into four age groups: 16-19, 20-29, 30-39, and 40-49 (Grogan, 1999, p.106).

These findings show differences in beauty role models between age groups, , and while the level of body dissatisfaction varies for many reasons, and the type of individuals being compared against vary, as well; still, the majority of women in most literature report levels of body dissatisfaction due to such comparisons with a variety of media figures from different categories. This is important for my research because I believe that in the social media era, the sources of comparison have become more numerous and densely populated on all platforms, especially my focus of concern: Instagram. This means, that regardless of an individual woman's preference in beauty role models, the negative impact is shared. This idea will be emphasized and examined in my experiment.

In fact, this point is a main reason why the list of appearance-focused Instagram accounts provided to my participants are diverse and include all beauty role model categories I came across in my research in order to increase validity by ensuring there are appearance-focused accounts that attract all kinds of preferences.

However, understanding the different factors such as age and class that might impact body dissatisfaction in the age group chosen for my study (18-25) is still important for the analysis of my results. That is why studies which investigate the impact of such factors on women's dissatisfaction with their bodies will be overviewed below.

2.4.1. Body Image in Adolescent Girls

My study looks at body image in young women between the age of 18 and 25. Although my age group does not include adolescence, it begins right after adolescence. This means that a section of them, for example 18-year-olds, might still be facing the impacts of adolescence on their body image.

Research shows that women's body dissatisfaction issues are at peak during teenage years for several reasons. Firstly, according to Carruth and Dena Goldberg (1990), adolescence causes physical changes in girls that move them away from cultural slender ideals. At the same time, adolescence is already a time when females are experiencing higher "self-consciousness" (Tiggemann and Pennington, 1990), which might make them more vulnerable to cultural pressures on the female body. This is confirmed by a survey study which showed that cultural slenderness ideals impacted teenage girls greatly and body shape concern was a high priority in their lives and that many adolescent girls were "envious" of their friends who were slender even though they ate freely (Thomas Wadden et al., 1991). This is an important indicator of the relationship between unhealthy eating habits and body image issues, which is the main focus of concern in my study.

2.4.2. Body Image in Adult Women

As previously mentioned, my study's age group is 18 to 25. This is luckily the most studied age group in this field due to the convenience of using university students as study samples. Grogan's research (1999, p.128) shows that body dissatisfaction is a major issue in this age group and that the pressure to achieve slimness is high. Admittedly, my study

focuses on young female adults who may be experiencing increased body dissatisfaction for different reasons. 18- and 19-year-olds may still be experiencing impacts from adolescence, as mentioned above. The following research also shows different sources of pressure for women who are between 20 and 30 years old. This is important for my research, too, as the women between 20 and 25 years old in my sample may be experiencing similar issues.

Grogan (1990, p.128) suggests that the fear of ageing is connected to body dissatisfaction in 20- to 30-year-old women. Slimness is associated with youth in this age group, and so women feel an increased pressure to maintain slim bodies to avoid feeling or looking older. Sorell and Nowak (1981, p.414) argue that ageing may be accepted more easily for males but is associated with negative societal stereotypes as regards women. This is also supported by studies that showed that weight was a much more stressful issue for women in this age group than men (Pliner et al., 1990).

Another source of pressure in this age group is pregnancy and childbirth. Grogan and colleagues (1999, p.130) carried out a wide range of interviews to study body image in women and it was found that women in their early 20s and 30s struggled with physical changes that took them further away from unrealistic cultural ideas of slimness due to pregnancy and childbirth. Major stressors in this age group included “flappy bellies” and “droopy breasts”. This is supported by the results of further studies by Fox and Yamaguchi (1997) examining body image changes in normal weight and overweight pregnant women who are experiencing pregnancy for the first time in their lives.

2.4.3. Social Class and Body Image in Women

Some studies argue that increased body image concerns are more common among women in higher social classes. For example, Wardle and Marsland’s (1990) interviews with 846 girls aged 11 to 18 show that there is higher concern with body weight in girls from schools serving higher social classes. However, the majority of research points that body dissatisfaction is consistent across all social classes. Many of these authors argue that mass media effects make social class differences no longer cause differences in body image issues in women and that the effects are now almost homogenous. For example, Robinson et al. (1996) and Featherstone (1991) argue that everyone now has access to the

same cultural standards of beauty in TV, magazines, and other forms of mass media and that this has led to the same body shape concerns across all audiences.

Orbach (1993) adds more context to the argument that body image concerns are no longer affected by social class differences by explaining that this used to be more true in the previous century when fashion industry impacts were limited to higher social classes that could afford to self-care at the time while now all social segments have pressures from different fashion brands that may vary in brand but are consistent in pressures on female bodies. All this evidence is important for my study in emphasizing that the body image issues I am looking for are not much impacted by possible social class differences in my sample. In fact, research could show that social media causes more homogeneousness among women in this regard.

2.4.4. Sexuality and Body Image in Women

There is also vast research on the motivation to meet cultural body shape ideals for reasons related to sexual attractiveness. This is also important to explore for a more comprehensive understanding of the body image. There are two important perspectives in this focus. Social psychologists and sociologists argue that sexual preferences in body shape are learned and affected by cultural ideals of the body shape. Evolutionary psychologists, however, argue that sexual preferences in the body shape are inherent and come from biological instincts that lead to certain preferences of body shapes.

There is a vast amount of evidence in Sarah Grogan's (1999) *Body Image* book which proves that maintaining sexual relationships is one of the top reasons women feel pressure to maintain or achieve the cultural ideal of slim female bodies. This was seen in the results of a study on 200 British women by Nickie Charles and Marilyn Kerr (1986), where the majority of women confirmed they want to lose weight to either start or maintain a sexual relationship, leading the authors to the conclusion that sexual attractiveness is one of the top motives of women trying to achieve slimness. It was also found in another study on US women that women who lose weight develop a more positive body image and an increase in "sexual desire." It is concluded by the authors that achieving the cultural ideal of slimness leads to increased self-esteem especially in the context of sexuality (Weiderman and Pryor, 1997).

One important study that explores sexual attractiveness as a determining factor in the body image analysis in men and women is done by April Fallon and Paul Rozin (1985). The authors studied a group of 248 men and 227 women and provided them with Stunckard et al.'s (1983) silhouettes. The participants were asked to select the body shape that represented their current figure, ideal figure, the figure they believe the opposite sex prefers and the figure they prefer in the opposite sex. There were several interesting results from this study as it studied body image and sexuality across both genders. To start with, women's perception of their current figure was heavier than their ideal figure. The figure they believed men would prefer came in the middle between these two sizes. However, these three figures were almost the same in the men's results. Also, the ideal figure for women that men preferred was actually heavier than the figure women thought men preferred. At the same time, the figure men preferred in women was also thinner than the current figure women perceived for themselves (Fallon and Rozin, 1985, pp.102-105). All of these results point that women's perceptions of the female body ideal and their perceptions of men's female body ideal both lead to more body dissatisfaction than do men's perceptions on male body image.

These results were further confirmed by an American study by Lamb et al. (1993), where the authors argued that the reason women's idea of men's preferred female body was thinner than men's actual ideals for women body does not reject that men's perceptions of women's ideal body shape put pressure on women. However, it points that cultural pressures play a role, too, and that women are pressured by both genders. For more cultural confirmation, Gail Huon et al. (1990) performed an Australian study that showed similar results.

An incredible piece of literature that portrays how women see themselves through how they believe men want to see them, is Berger's *Ways of Seeing* (1972). This book explores the nature of visual media culture and the ways in which we perceive and interpret images. Berger (1972) discusses the concept of a split identity experienced by women when they view themselves throughout this book, as they often do so through the perspective of men as the assumed audience for images, shaping how women are represented and understood in visual media. Berger (1972) highlights how this way,

women's self-perception can be influenced by societal expectations and the objectification of women in art, advertising, and popular culture.

On the other hand, evolutionary psychologists believe that men's preference in body shape of female sexual partners is linked to potential "reproductive success." For example, Buss (1989) argues that men put more importance on body shape in preference of female sexual partners than females put on men and that men's preferences were closely linked to fertility potential and childbearing ability. Similarly, Devendra Singh (1993) introduced the relationship between WHR (waist-to-hip ratio) and this biological perspective of men's preference in women's body shape. Singh (1993) argues that men prefer women with a normal weight and a WHR that signals fertility. This was confirmed in the results of his study on male Miss America judges where all male judges chose a 0.7 WHR as most preferred. Singh (1993) argues that whether cultures prefer slenderness or plumpness, all men would prefer a low WHR in women. However, this study is criticized for many reasons including employing narrow scales of WHR in experiments as well as using an exclusively white (American) male sample.

Still, there is some research that points to the potential validity of the biological argument about the preferences in the body image of sexual partners when it comes to the breast size (Grogan, 1999). In one study, both women and men were provided with images of women with varying breast sizes (Thompson and Tantleff, 1992). While both genders showed results that reflected a strong preference for bigger breasts, men's results consistently showed a preference for even bigger breasts than women preferred for themselves. The authors argue that this forms the foundation of the cultural pressure on women to have bigger breasts as well as of the cosmetic breast surgery industry.

Grogan (1999, p.151) explains that research collectively points to the fact that men prefer women who are slender but have big breasts. This is a main cause of body image dissatisfaction in women because it is an ideal that is difficult to achieve. Tying this to previous research on culture and body image, male-dominated societies and industries are consistently portraying this unrealistic body shape as the ideal for women in society and in the media. Grogan (1999, p.151) provides Pamela Anderson from *Baywatch* as an example of a celebrity presenting a strong cultural influence on this body shape ideal in women. She argues that this ideal is sought after by women through a combination of diet, exercise, and

cosmetic surgery. She emphasizes that cosmetic surgery is mostly sought after for breast enlargement. This is confirmed by statistics that show that breast enlargement surgery popularity was alarmingly increasing among women and was expected to double five years in the late 1990s (Wolf, 1991). To understand the continuity of the issue today, a valuable source is the American Society of Plastic Surgeons' annual Plastic Surgery Procedural Statistics report. According to the 2020 Plastic Surgery Statistics Report by ASPS (American Society of Plastic Surgeons) National Clearinghouse of Plastic Surgery Procedural Statistics, 2.3 million cosmetic surgical procedures took place in the US in that year (ASPS Plastic Surgery Statistics Report, 2020, p.5). 92% of all cosmetic procedures were done for females (ASPS Plastic Surgery Statistics Report, 2020, p.6). The report states that breast augmentation continues to be one of the top 5 cosmetic surgical procedures and has been since 2006. Silicone implants were used in 84% and saline implants in 16% of all breast augmentations in 2020" (ASPS Plastic Surgery Statistics Report, 2020, p.5). Today, while Pamela Anderson may not be the relevant icon promoting the difficult to achieve slim body with big breasts, she has become replaced with many other icons with even more extreme representation of this body shape, for example, Kim Kardashian and Megan Fox.

There are opposing perspectives when it comes to whether being sexually attracted to other women makes a woman safer from the negative cultural impacts on the female body image. Although studies do exist, the research on this debate is limited (Grogan 1999). Some authors cited by Grogan (1999) like Brown (1987) argue that lesbian women have more body image satisfaction than heterosexual women because lesbian cultures rarely engage with cultural ideals of the female body. Other authors like Andrea Dworkin (1988) argue that the same cultural and societal beauty standards affect both lesbian and heterosexual women the same way. Some studies support Dworkin's perspective on this. For example, one American study showed no difference in body dissatisfaction between lesbian and heterosexual women (Striegel-Moore et al., 1990). The same results were shown in another study by Brand et al (1992). These researchers conclude that gender is more influential on body satisfaction than sexuality.

This is further proven by one important study by Siever (1994), where body image was studied in 53 lesbian women, 62 heterosexual women, 59 gay men, and 63

heterosexual men. It was found that although lesbian women did indeed have much less requirements of their female sexual partner's body shape, both heterosexual and lesbian women had similar levels of body dissatisfaction.

As previously mentioned in the literature about women's motives for cosmetic surgeries, there are also different feminist views on this. Kathy Davis (1994) believes that women play an active and free role in the popularity of cosmetic surgery and actually undergo these surgeries to "take control of their lives." Authors with an opposing view, like Morgan (1991) and Viner (1997), argue that a free choice in this matter is impossible in Western cultures that put extreme pressure on women's body image perceptions. They also believe that promoting the idea that cosmetic surgery is a form of freedom is dangerous and can promote other forms of self-harm for aesthetic goals.

To summarize the relationship between sexuality and women's body image, the idea that pressure on women's body image comes solely from men's expectations and preferences in female sexual partners is generally falsified by the existing literature. It is confirmed that men's sexual preferences do impose a pressure, and that women are affected by it, but it is also proven that this is not the only source of pressure but rather one of many that form a cultural and societal pressure that leads to body image dissatisfaction in women, and that media plays an important role in this. Naomi Wolf (1991) explains that the source of pressure is indeed both cultural and biological by arguing that women exist in cultures that idealize slenderness in females and in societies controlled by "male-dominated institutions" that dictate further difficult conditions of the female body ideal. She explains this makes it difficult to take a confident stand on the freedom of choice behind women's choices to change their body shapes to meet this ideal.

In the context of the social media era, Sastre (2014) suggests that there has been a proliferation of websites dedicated to promoting body acceptance under the umbrella of the "body positive movement." These platforms aim to counter the narrow societal ideals of body image by providing spaces to showcase bodies of diverse shapes and sizes. However, the effectiveness of these sites in challenging the prevailing narrow definition of the ideal body remains a subject of debate.

In response to the growing body acceptance movement, several brands and media outlets have also begun featuring models with diverse body shapes and sizes. Pounders and Mabry-Flynn (2019) conducted a study examining consumer reactions to these nontraditional models, indicating the industry's recognition of the need for representation. Contrasting the positive discourse of body acceptance, Corning and Bucchianeri (2016) conducted a study examining the effectiveness of "self-affirming body talk" compared to "fat talk." Fat talk refers to self-deprecating conversations about food, weight, or the body that are prevalent among girls and women. The study found that fat talk not only correlates with increased body image concerns but can also contribute to body dissatisfaction and eating pathology. The extent to which listeners believe the content of body statements made by individuals engaged in fat talk is an important area of exploration for enhancing body positivity programs.

Corning and Bucchianeri (2016) conducted experiments presenting women with photos of thin or overweight women accompanied by either fat-talk or self-affirming body-related statements made by the women in the photos. Participants were asked to indicate the extent to which they believed each woman's statement. The study hypothesized that fat talk, particularly when expressed by overweight women, would be more believable than self-affirming statements made by thin or overweight women. The results revealed that participants were more likely to believe negative statements about women's bodies compared to self-affirming statements.

Another emerging trend, particularly on Instagram, is the rise of "fitspiration," which promotes self-affirming ideas about body image and health. However, studies have shown that "fitspiration" accounts can indirectly contribute to harmful and extreme thin idealization among women (Tiggemann & Zaccardo, 2018; Fioravanti, Tonioni, & Casale, 2021). The impact of "fitspiration" accounts and their association with appearance-focused accounts will be explored further in the social media and instagram sections of the literature review.

2.5. Risk Factors of Eating Disorders

So far, the literature discussed above has analyzed the body image in women from different perspectives. My study involves exploring the connection between the reduced

body image in women due to social media and risk of developing eating disorders. Therefore, it is important to understand what eating disorders are and to review the existing literature for comprehending how the risk of eating disorders may or may not increase due to the negative body image and other psychological factors.

Orbach (1993) argues that eating disorders are not just directly caused by one factor even if that factor is media or body dissatisfaction but rather, they are caused by many complex factors. However, she insists that the body dissatisfaction levels caused by the media can indeed cause enough harm to be seen as a risk. This strongly supports the basis of my study.

Sarah Grogan (Grogan, 1999, pp.169-179) provides a comprehensive analysis of the relationship that exists between “problematic relationships with food” (Grogan, 1999, pp.169-179) and factors like decreased body satisfaction, increased concern with weight, lowered levels of self-esteem, and increased “drive for thinness” (Grogan, 1999, pp.169-179). This analysis has many important findings that are critical for my study, which aims to find the connection between the risk of developing eating disorders and the effects of social media on the body image, mood and self-esteem in women. Grogan (1999, pp.180-182) provides the following definition of eating disorders, which is the definition I use in my study:

“The term “eating disorder” is generally used to describe eating patterns that fall outside the normal range, usually involving severe restriction of food intake (anorexia nervosa), and regular binge eating followed by ‘purging’ usually characterized by deliberate vomiting but sometimes using laxatives or vigorous exercise (bulimia nervosa).” (Grogan, 1999, pp.169-179)

Research on eating disorders shows that while body dissatisfaction and cultural ideals of slimness may indeed increase risks of developing eating disorders in women by causing problematic relationships with food and an increasing drive for thinness, these factors are not sufficient to trigger eating disorders, and other factors need to be involved. This is logical as so far, the literature has shown that the majority of women have issues with body dissatisfaction, but not all of them go on to develop eating disorders. Many authors agree that other factors are more indicative of the eating disorder development risk

like lowered “self-esteem”, increased “perceptions of lack of control” and extreme levels of concern with body size or “weight concern” (Grogan, 1999, p.181).

Weaker Risk Factors: Body Dissatisfaction, Body Size Distortion, and Drive for Thinness

- Is body dissatisfaction a risk factor of eating disorders?

Studies on general populations on women found that women with more problematic relationships with food tend to have higher body dissatisfaction (Rosen, 1990). According to Chesters (1994) general populations of women, many have high body dissatisfaction and problematic relationships whether or not they have eating disorders. According to her study on British women with and without anorexia, all women had high levels of “body dissatisfaction and food preoccupation” (Chesters 1994). So, body dissatisfaction is not a strong indicator of eating disorders in women although it does play a role in the development of eating disorders.

- Is body size distorting a risk factor of eating disorders?

It is a common belief that women with eating disorders have high levels of body size distortion. In other words, they perceive their body size to be much larger than it actually is. This is supported by studies like one by Garner and Garfinkel (1981, pp.263-284) on women with anorexia nervosa where the results revealed high levels of distortion in participants. This is also confirmed by studies like Smeets et al. (1997). Also, Alexi et al. (2019) provide more recent and comprehensive evidence on the role of body distortion in the risk of developing eating disorder symptoms (2019, pp.615-621). Beckman, Baumann and Herpertz (2021, pp.477-488) also provide evidence on the relationship between body size distortion and anorexia nervosa.

However, other studies also confirm that high levels of body size distortion are common in general populations of women and there is minimal difference in distortion levels between women with and without eating disorders, similarly to body dissatisfaction, and this is probably because the two factors are close in nature and closely related. For example, research data by Thompson et al. (1990) shows that women with anorexia have similar levels of body size distortion as women without anorexia of the same or similar

body size (Thomson et al., 1990). Also, in the same series of interviews carried out by Sarah Grogan and colleagues (1999, pp.32-38) for the book *Body Image* (1999) (with no controlling for eating disorders, general sample), repeatedly mentioned in this literature review, the majority of women perceive their bodies to be larger than they actually are and some have this issue more with specific body parts like stomachs, hips and thighs.

● Is the drive for thinness a factor of eating disorders?

Rosen (1990) found that women with more problematic relationships with food have higher drive for thinness, which is seen as one of the risk factors of eating disorders. Fallon and Rozin (1985) used silhouette images to study body satisfaction in a large group of men and women by asking all the participants to select the silhouettes that best represented “their current and ideal figures as well as the figures they believed to be most attractive to the opposite gender” (Fallon and Rozin, 1985). Other studies carried out a similar methodology but also included the EAT (Eating Attitudes Test) to explore how problematic or abnormal attitudes towards food would affect results. The EAT identifies problematic attitudes towards food by measuring levels of “dieting, food preoccupation and self-control,” (Grogan, 1999, p.169) all of which is important to look for in my experiment when assessing whether appearance-focused Instagram accounts have increased the participant’s risk of developing eating disorders by causing a problematic attitude towards food. Just like in Fallon and Rozin’s (1985) study, all women participants chose current figures heavier than the ideal for men and ideal figures even lower than both. Men, on the other hand, chose all three figures to be similar to each other. The critical result was that women who scored higher on the EAT (had more abnormal/problematic relationships with food) had much thinner ideals than those with lower scores (e.g. Zellner et al., 1989). This means that while all women had a drive for thinness, it was much higher in women with more extreme problematic relationships with food. So, the drive for thinness is higher in women with eating disorders but this is not sufficient to use it as a risk assessment factor of the development of eating disorders alone, so other factors need to be considered.

Stronger Risk Factors of Eating Disorders: Problematic Relationships with Food, Decreased Levels of Self-Esteem, Increased Feelings of Lack of Control, and Weight Concern

- Are problematic relationships with food a major risk factor of eating disorders?

There is some debate on the accuracy of the use of the term “eating disorders.” Grogan (1999, p.174) insists that there are many complex factors that work together to predict the risk of eating disorders in a person, and this is especially true because not all people living in countries with slim body shape ideals develop eating disorders, so clearly other factors are critical, too. Orbach (1993) also emphasizes that women are more likely to develop eating disorders than men in general.

The consensus is that problematic relationships with food vary in degree of extremity, and only a segment of these degrees can be classified as eating disorders even though the majority of women have problematic relationships with food. So, using the EAT (Garner et al., 1982), for example, to measure problematic relationships with food can be a major risk assessment method of eating disorders but only women that would score extremely high on EAT can be considered at risk.

Most studies exploring risks of eating disorders are carried out on general samples rather than ones diagnosed with eating disorders, and these studies focus on the relationship with food in connection to other factors like body dissatisfaction. This makes the results of these studies more reflective and important for my study, which has a general sample too, while also showing me flaws with the previous research to keep in mind as I carry out my experiment.

- Is low self-esteem a major risk factor of eating disorders?

Low self-esteem is also commonly agreed to be one of the major risks of developing eating disorders in women because it is seen to be a possible “trigger” of the disorders (Grogan, 1999, pp.180-181). Mintz and Betz (1986) found strong relationships between low self-esteem and high body dissatisfaction and suggest that people who feel confident in general tend to have more positive body image.

Several studies on people with eating disorders do indeed show that people with eating disorders have low levels of self-esteem (e.g., Button, 1993). A study by Furnham and Greaves (1994) on around 50 male and 50 female university students measured both self-esteem and body satisfaction in the participants. To measure self-esteem, “the Rosenberg self-esteem scale” (Rosenberg, 1965) was used (Furnham and Greaves, 1994). A version of the “Body Cathexis Scale” (Secord and Jourard, 1953) was used to measure satisfaction with the body (Furnham and Greaves, 1994). The results showed that the participants of both genders that had higher self-esteem had also higher body satisfaction. The results also showed that self-esteem had a stronger effect on body satisfaction in women than in men. However, these studies did not prove that self-esteem is a trigger or causal factor because they did not measure the levels of self-esteem before and after the diagnosis of eating disorders or over a long period of time (Grogan, 1999, p.180). Another study by Button and colleagues (1996) was able to overcome this methodological flaw and put further emphasis on low self-esteem as a risk factor of eating disorders, especially in young women. In this study, self-esteem was measured in 594 eleven-year-old girls using the Rosenberg Self-Esteem Scale. They then retested over 300 of these girls four years later. The results showed that from the girls who were classified as having low self-esteem at age 11, 28% had increased risk of eating disorders (Button et al., 1996). However, from the girls who were classified as having high self-esteem at age 11, only 3% had high EAT scores. Also, 11-year-old girls who showed higher weight concern scored higher on EAT at age 15. From the girls who had high EAT scores at age 15, 9% used vomiting as a method of weight control. Even though some authors argue that the EAT should have also been done at age 11, most authors agree that these results made it very clear that low self-esteem and high weight concern are indeed major risk factors of developing eating disorders in young women (Grogan, 1999, pp.169-171). This is incredibly important for my study’s accuracy.

- Are perceptions of lack of control a major risk factor of eating disorders?

Slade (1982) explains that eating disorders are a form of feeling some control through starvation and/or purging. Orbach (1993, p.15) supports this argument by putting it in a wider perspective. She describes eating disorders as a “metaphor for our age.” She suggests that eating disorders like anorexia in women are a symbol of resistance to

societies that demand from women to be “superwomen” in all aspects and not just body shape, and she argues that disorders like anorexia symbolize both “courage and desperation” (Orbach, 1993, p.15). Orbach (1993, pp.1-8) argues that while extreme dieters have a goal that actually relates to aesthetics, the goal of an anorexic woman is more related to the feeling in control of her body in societies that makes them feel otherwise. Orbach (1993, pp.1-8) also argues that one of the reasons that eating disorders are more common in women than men is not just that pressures are higher on women’s body shape but also that thinness is not perceived in men as positively as it is in women. In other words, women beginning to experience symptoms of anorexia, for example, may receive positive comments when they begin to lose a lot of weight while a man may not. This argument is supported by a study by Furnham and Greaves (1994). The authors used the Body Shape Beliefs system to measure one’s perceived control over body shape and found that the participants with higher perceptions of control were less likely to have low self-esteem and body dissatisfaction (Furnham and Greaves, 1994).

- Is increased concern with body size and weight a major risk factor of eating disorders?

Many authors argue that while body dissatisfaction is not a sufficient determinant of the eating disorder development risk because research shows minimal differences between the body satisfaction levels of “normal” women and those with eating disorders weight concern is a stronger indicating factor as research shows more difference in weight concern between both groups of women (Grogan, 1999, p.172). For example, Cooper et al. (1987) studied two groups of women. One group had diagnoses of bulimia and anorexia and the other did not. The authors reported a significant difference in weight concern between both groups (Cooper et al., 1987). Also, in a study by Garfinkel (1992) on a group of women with bulimia, 93% of the women showed results of extreme concern with weight.

Because eating disorders are very closely tied to dieting and many authors even argue that they tend to appear during a specific episode of dieting in a person’s life (Rosen, 1990) some researchers studied the difference in weight concern in women with eating disorders and women who are regular dieters but don’t have eating disorders. Wilson and Smith (1989) studied weight concern in two groups of women: one classified to have bulimia and one classified as regular dieter with no eating disorders. A significant

difference in weight concern was found between two groups with the bulimic women showing the higher levels of weight concern (Wilson and Smith, 1989). This means that weight concern can be considered one of the main indicators of the increased risk of developing eating disorders in my study.

Grogan (1999, p.174) states that dieting alone is not considered a risk factor of eating disorders, as seen in the Wilson and Smith's (1989) study. However, there is some evidence that "chronic dieting" (Grogan, 1999, p.174) or dieting regularly for very long periods of time can lead to some of the risk factors of eating disorders eventually, acting as an indirect potential risk factor.

Marika Tiggemann (1996) carried out a study on 178 young Australian women. The results of this study lead Tiggemann (1996) to argue that chronic dieting leads women to "feel fat" rather than "think they are fat" because constant weight gain between diets lowers self-esteem. This argument is strengthened when connected with the previously mentioned research on the diet industry. Researchers also found that dieting causes a constant feeling of failure as women try to diet many times, fail to maintain weight-loss, and fall into self-blame due to dieting industry marketing that emphasizes willpower in diet success (Nickie Charles and Marion Kerr, 1986).

2.6. The Beauty Myth

The Beauty Myth: How Images of Beauty Are Used Against Women, a book by Naomi Wolf published in 2002, does a remarkable job at the establishing a bridge across the previously mentioned theories (about gender relations, power, body dissatisfaction and eating disorders in women) and taking this forward into the 21st with more recent research and evidence. This is important as most previous research, discussed above, ends in the late 1990s. Social media research will carry this further by looking at even more recent research in social media up to our times.

Wolf (2002) argues that the thin female body ideal is even more prominent in the 2000s and has more drastic effects on young women during this time, which will be proved by the upcoming evidence. She explains that the purpose of this "was often a financial one, namely, to increase the profits of those advertisers whose ad dollars actually drove the

media that, in turn, created the ideals” (Wolf, 2002, p.3). She also emphasizes a strong political motive behind the development of this ideal throughout her book: “The stronger women were becoming politically, the heavier the ideals of beauty would bear down upon them, mostly in order to distract their energy and undermine their progress” (Wolf, 2002, p.3). She introduces her book by giving a brief comparison of the situation in the 2000s as compared to 1991 (a decade before, around when lots of the studies quoted in *Body Image* by Sarah Grogan (1999) were carried out). Wolf (2002) uses this comparison to show that although “media literacy” and more diverse ideals might have developed at this time, body dissatisfaction impacts on women due to the thin ideal is peaking.

Wolf (2000, p.3) states that in 1991, when her first version of this book was published, the general public believed that anorexia and bulimia were uncommon and abnormal behaviors. Society was not considered responsible for these disorders, despite its influence in shaping ideals and imposing conformity. Instead, the causes were attributed to personal crises, perfectionism, inadequate parenting, and other forms of individual psychological issues.

During the early 1990s, the concept of the beauty myth was scrutinized, revealing a highly inflexible ideal (Wolf, 2002, p.6). Magazines rarely depicted older women's faces, and if they did, they were often digitally altered to appear younger. Women of color were rarely presented as role models, unless they possessed features that closely resembled those of Caucasian individuals, like Beverly Johnson (Wolf, 2002, p.6).

In regard to the 2000s, Wolf (2002, p.3) shows some positive developments and then explains how even though these steps were taken, many others were taken in a much more negative direction. To start with, Wolf (2002, p.3) argues that most teenage girls are well aware of the notion that the "standards" imposed on girls are excessively demanding, unrealistic, and many even know that blindly adhering to them is neither beneficial nor trendy. For example, *American Girl* magazine (cited by Wolf, 2002, p.3), targeting nine-year-olds, explores the advantages of embracing one's body and emphasizes the misguidedness of attempting to resemble Britney Spears as a means to attain happiness.

Despite the increased awareness of media literacy, Wolf (2002, p.3) observes that there is a concerning trend of younger girls feeling pressured to conform to an increasingly

sexualized ideal. Furthermore, the latest fashion trends for seven- and eight-year-olds emulated the attire of pop stars who dressed in a sexually suggestive manner (Wolf, 2002, p.4). Wolf (2002) argues that while many women indeed became more empowered to critically analyse societal ideals propagated by mass culture, there are numerous setbacks that have counteracted this progress.

Additionally, the pervasive influence of pornography on women's perception of their own sexuality has reached such an extent that it has become exceedingly difficult for younger women to distinguish between the role pornography plays in shaping their ideas about sexuality and their own inherent sense of sexual identity (Wolf, 2002, p.5).

When it comes to eating disorders, Wolf (2002, p.5) takes a strong stance against the views she witnessed in the early 1990s that limited the risk to women with specific personality disorders. Wolf (2002, p.5) believes that these diseases are widely suffered by many ordinary young women from unremarkable backgrounds, by women and girls who were simply trying to maintain an unnatural "ideal" body shape and weight. She argues that eating disorders were widespread among otherwise perfectly well-balanced young women, and that the simple, basic social pressure to be thin was a major factor in the development of these diseases (Wolf, 2002, p.5).

Wolf (2002, p.5) supports this argument by presenting evidence from The National Eating Disorders Association, which corroborates statistics from the National Institutes of Health. According to this evidence, 1 to 2 percent of American women, equivalent to approximately 1.5 to 3 million women, suffer from anorexia, with the onset of the disorder typically occurring during adolescence (Wolf, 2002, p.5).

Drawing from personal experience and observations of women around her, the author was aware that eating disorders formed a destructive cycle, with behaviors like starvation and purging becoming addictive once initiated (Wolf, 2002, p.5). The author recognized that the societal expectation to be extremely thin to the point of ceasing menstruation was an unhealthy ideal, often necessitating illness to conform to it (Wolf, 2002, p.5). Disordered eating, undertaken as an attempt to match an unhealthy standard, was identified as one of the causes of the disease, contrary to the prevailing belief of that time which attributed it solely to an underlying "neurosis" (Wolf, 2002, p.5).

According to Wolf (2002, p.5), it is acknowledged that in the 21st century, there is extensive awareness and education regarding the hazards of extreme dieting and excessive exercise. Information about eating disorders, including their addictive nature and available treatment options, is widely accessible not only in bookstores but also in various educational settings such as middle schools, doctors' offices, gyms, high schools, and sororities. However, despite these efforts, Wolf (2002, p.6) observes a recurring setback in the form of eating disorders becoming normalized among young women. This normalization is attributed to the powerful influence of cultural ideals imposed on them from an early age, which undermines the progress made in educating about and addressing these disorders:

“Not only do whole sororities take for granted that bulimia is mainstream behavior, but models now openly talk to Glamour magazine about their starvation regimes. A newspaper feature about a group of thin, ambitious young women talking about weight, quotes one of them as saying, “Now what’s wrong with throwing up?” And “pro-an” Web sites have appeared on the Internet, indicating a subculture of girls who are “pro-anorexia,” who find the anorexic look appealing and validate it. This is definitely not progress.” (Wolf, 2002, p.6)

The author also recognizes advancements in terms of greater diversity in female beauty ideals. It can now be said that there are multiple beauty standards, almost like several beauty myths coexisting. *New York Times* (cited by Wolf, 2002, p.6), for instance, highlights a seventeen-year-old African American model with distinct African features and dark skin as the face of fashion in the early 2000s. Similarly, Benetton advertisements (Wolf, 2002, p.6) showcased models representing a range of skin tones and diverse racial and ethnic characteristics. Magazine covers feature Cybill Shepherd, who is in her fifties, and the beloved plus-size model Emme hosts E's Fashion Emergency (Wolf, 2002, p.6). Women of color now feel more liberated to embrace traditional ethnic hairstyles and wear cultural clothing even in professional environments, and the pressure to straighten hair, which was once obligatory in the early 1990s, has diminished (Wolf, 2002, p.6). Even the iconic Barbie doll has been redesigned to reflect a more realistic body type and is available in various skin tones (Wolf, 2002, p.6).

There is also greater consumer protection against exaggerated claims made by the beauty industry. For example, anti-aging creams are no longer permitted to make outrageous assertions about their products as they were before (Wolf, 2002, p.6). However, around 1990, women's magazines were heavily influenced by cosmetic companies' advertising pressures, rarely featuring women over the age of twenty-five and rarely showing any signs of wrinkles (Wolf, 2002, p.7). In a separate development, the Federal Trade Commission in the US intervened to address the exaggerated marketing of diet programs during the 1990s (Wolf, 2002, p.7). They emphasized that such programs should not falsely promise permanent weight loss without sufficient scientific evidence. Moreover, due to concerns over heart-related fatalities, consumer advocacy led to the removal of the weight-loss pill Fen-Phen from the market (Wolf, 2002, p.7).

The Therapeutic Goods Advertising Code was also created in Australia under the Therapeutic Goods Act 1989. This code applies to the advertising of therapeutic goods, such as medicines, medical devices, and cosmetics in Australia. It sets out standards for advertising these products, including requirements for accurate and truthful representations, substantiation of claims, and restrictions on misleading or deceptive advertisements. The Therapeutic Goods Administration (TGA) regulates therapeutic goods advertising and ensures compliance with the code.

Taking this further into the 21st century, the Consumer Protection from Unfair Trading Regulations (CPRs) were also created in the UK in 2008. These regulations prohibit unfair commercial practices, including misleading advertising, aggressive sales tactics, and false claims. The CPRs provide legal protection to consumers and empower enforcement bodies, such as the Competition and Markets Authority (CMA), to take action against businesses that engage in deceptive advertising.

Also, the Advertising Standards Authority (ASA) was launched in 2009 to act as the UK's regulator of advertising. ASA applies the Ad Codes written by the Committees of Advertising Practice (CAP). They have a set of rules called the Advertising Codes, which cover various aspects of advertising, including misleading advertising, false claims, and exaggerated statements. The ASA investigates and takes action against advertisements that breach these codes.

Australian Consumer Law (ACL) was also published in 2011 to protect consumers and promote fair trading in Australia. Under the ACL, false and misleading advertising is prohibited. The Australian Competition and Consumer Commission (ACCC) is responsible for enforcing the ACL and takes action against businesses that engage in deceptive advertising practices.

However, Wolf (2002, p.7) argues that these advances have not improved the situation for women sufficiently when compared to new pressures. The beauty myth, similar to other ideals of femininity, adapts to changing circumstances and undermines women's efforts to enhance their empowerment. As an instance, Kate Betts openly admitted in the Style section of *The New York Times* (cited by Wolf, 2002, p.7) that she removed accomplished actress Renée Zellweger from the cover of *Vogue* because she deemed her "too fat" for having gained weight and reached the size of an average woman for her role in *Bridget Jones's Diary*. Media outlets speculated that model Elizabeth Hurley was dismissed as Estée Lauder's spokesperson because, at the age of thirty-six, she was considered "too old." Furthermore, today's average fashion models are even thinner than the Amazons of the 1980s and 1990s (Wolf, 2002, p.7).

Wolf (2002, p.10) argues that while women made significant advancements in breaching the power structure between the 1980s and the 2000s, there was a parallel exponential rise in eating disorders and the rapid growth of cosmetic surgery as a medical specialty. Consumer spending increased drastically, with pornography surpassing legitimate films and records as the main media category (Wolf, 2002, p.10). Despite women having more financial resources, power, opportunities, and legal recognition than ever before, their self-perception regarding their physical appearance may actually be worse than that of their unliberated grandmothers (Wolf, 2002, p.10). Accordingly, recent research consistently reveals a hidden "underlife" (Wolf, 2002, p.10) within many successful, attractive, and controlled working women in the Western world. This underlife is characterized by self-hatred, obsession with physical appearance, fear of aging, and a sense of losing control.

Wolf (2002, p.11) argues that the prevalence of such feelings among potentially influential women is not coincidental. She posits that we are currently witnessing a forceful backlash against feminism that employs images of female beauty as a political weapon to

hinder women's progress. This modern manifestation is a continuation of a social reflex that has persisted since the Industrial Revolution. As women freed themselves from the confines of domesticity imposed by the “feminine mystique,” (Friedan, 1963) the “beauty myth” seized the opportunity to regain control and expanded its influence (Wolf, 2002, p.11).

Wolf (2002, p.11) explains that the beauty myth has grown in strength to fill the void left by outdated myths surrounding motherhood, domesticity, chastity, and passivity, which no longer have the same coercive power. Its aim is to covertly undo all the progress that feminism achieved for women in terms of material and overt advancements. This opposing force actively works to undermine feminism's legacy in every aspect of Western women's lives. Feminists, inspired by Friedan, broke the influence of advertisers promoting the feminine mystique in women's popular media, but the diet and skincare industries swiftly assumed the role of cultural censors, pressuring women to conform to the thin and youthful model as the standard of successful womanhood (Wolf, 2002, p.11). The sexual revolution encouraged the exploration of female sexuality, yet “beauty pornography” emerged (Wolf, 2002, p.11). Reproductive rights granted women control over their bodies, but the weight of fashion models plummeted to 23 percent below that of ordinary women, leading to a significant rise in eating disorders and fostering a “collective neurosis” (Wolf, 2002, p.11) that exploited food and weight to strip women of their sense of control. Women fought for the politicization of health, yet invasive and potentially dangerous cosmetic surgeries developed rapidly, reestablishing old forms of medical control over women (Wolf, 2002, p.11).

Using the above insights provided by Wolf (2002), the concept of the beauty myth can be summarized as follows: Beauty is an objective and universally recognized quality that exists. It imposes an obligation on women to desire and embody it, while men are expected to desire and possess women who embody it. This expectation is seen as natural and biologically driven, rooted in the principles of sexuality and evolution. According to this belief, physically strong men compete for beautiful women, and those women who are deemed beautiful are considered more successful in terms of reproduction. Women's beauty is believed to be directly linked to their fertility, and because this system is based on sexual selection, it is regarded as unchangeable and inevitable.

The notion of "beauty" operates as a currency system, akin to the gold standard. Like any economic system, it is shaped by politics, and in contemporary Western society, it serves as the final and most influential belief system that perpetuates male dominance.

Wolf (2002, p.13) states that there is no valid historical or biological justification for the beauty myth, which is supportive of Grogan's (1999) argument in *Body Image*; its impact on women today is simply a response to the power structure, economy, and culture's need to counteract women's progress. It is actually driven by emotional detachment, political motives, financial interests, and sexual repression⁵. The beauty myth is not truly about women; it serves the interests of men's institutions and institutional power (Wolf, 2002, p.13).

The qualities deemed beautiful in women during a particular era are merely symbolic of the desired female behavior of that time. The beauty myth always dictates behavior rather than focusing solely on appearance. The inclusion of competition among women is intentional, aiming to create divisions and prevent solidarity. Youthfulness and, until recently, virginity have been regarded as "beautiful" in women because they represent inexperience and sexual naivety. On the other hand, ageing in women is deemed "unbeautiful" because women gain power with age, and maintaining connections across generations of women must be continuously disrupted. Older women fear younger women, and vice versa, perpetuating throughout the female lifespan. Crucially, women's identity is conditioned to rely on their "beauty" to ensure vulnerability to external validation, leaving their self-esteem exposed and susceptible to judgement.

Wolf (2002, p.14) asserts that while some form of the beauty myth has existed alongside patriarchy throughout history, its modern manifestation is a relatively recent invention. The myth thrives when women's material constraints are significantly relaxed. In pre-Industrial Revolution times, the average woman did not harbor the same notions of "beauty" as contemporary women who constantly compare themselves to widely disseminated physical ideals. Before the advent of mass production technologies like daguerreotypes and photographs, ordinary women had limited exposure to such images outside of religious contexts. While physical attractiveness certainly played a role, the concept of "beauty" as we currently understand it did not hold the same significance for ordinary women (Wolf, 2002, p.14).

Since the women's movement dismantled many of the essential constructs of femininity, the remaining strands of social control had to be consolidated and redirected, resulting in a significant strengthening of the beauty myth. This myth reintroduced onto liberated women's bodies and appearances all the limitations, taboos, and punishments that were no longer enforced through repressive laws, religious doctrines, and reproductive subjugation. The perpetual but fleeting pursuit of beauty replaced the perpetual but fleeting nature of household chores. While the economy, law, religion, sexual norms, education, and culture were being opened up to include women more equitably, a parallel reality was constructed within female consciousness through the concept of "beauty." This alternative female world exhibited its own oppressive laws, economic dynamics, religious influences, sexual expressions, educational paradigms, and cultural norms.

Wolf (2002, p.16) insists beauty myth is summoned as a response to the political fear experienced by male-dominated institutions threatened by women's liberation, capitalizing on female guilt. The influence and pervasiveness of this unconscious delusion have been further amplified by conscious market manipulation. Powerful industries, such as the diet industry worth \$33 billion a year, the cosmetics industry worth \$20 billion, the cosmetic surgery industry worth \$300 million, and the pornography industry worth \$7 billion, have emerged from the capital generated by thereby-generated unconscious anxieties (Wolf, 2002, p.17). Through their influence on mass culture, they can exploit, stimulate, and reinforce the hallucination, creating an escalating economic cycle.

Accordingly, unconscious personal anxieties play a role in this creation of a vital falsehood, but economic necessity also contributes significantly (Wolf, 2002). Economist John Kenneth Galbraith (cited by Wolf, 2002, p.18) provides an economic explanation, suggesting that women as consumers are crucial for the development of our industrial society. Behaviors that are economically essential are transformed into social virtues (Wolf, 2002, p.18).

2.6.1. Culture, Media, and The Beauty Myth

As seen clearly across all previous literature, the development of media throughout the past decades has also evolved and intensified the transmittance of extreme body and beauty ideals to women. This can be connected to Wolf's (2002) arguments by describing

this as a technological revolution that continuously recreates, maintains, and intensifies the beauty myth. Previously, we have looked at the effects of conventional forms of media on this, starting from how technological advancements in printing visuals increased the power of women's magazines on women's body image to the power of TV advertisements. Before diving into the research about social media research to carry the argument forward, it is important to understand how Wolf (2002) viewed the role of media in the beauty myth in the late 1990s.

Wolf (2002, p.69) explains that the new generation of women's magazines that emerged after the women's movement gained popularity by capitalizing on the anxiety surrounding the beauty myth. However, compared to the previous service-oriented magazines criticized by Betty Friedan, these new magazines, starting with the revamped *Cosmopolitan* in 1965, brought about a revolutionary change (Wolf, 2002, p.69). They adopted an aspirational and individualistic tone, encouraging women to strive for their best and overcome any obstacles in their way. The magazines focused on personal and sexual relationships, affirming female ambition and sexual liberation through the sexualized images of female models, which, although slightly subtler than those aimed at men, aimed to convey female empowerment (Wolf, 2002, pp.69-70). However, this formula also included an element that contradicted and undermined the overall pro-woman stance. In features related to diet, skincare, and surgery, these magazines promoted the most harmful version of the beauty myth, which women eagerly consumed, resulting in a strong desire for products and a persistent fantasy of transforming their appearance (Wolf, 2002, pp.69-70).

Wolf (2002, p.71) explains that this happens because just like their readers, the magazines had to balance their often serious and pro-woman content with beauty-related elements to appease their advertisers, who were concerned about the potential impact of too much feminist content on women's minds. Consequently, magazines' personalities were divided between the beauty myth and feminism, mirroring the internal conflict experienced by their readers. While the beauty myth perpetuated by magazines can be seen as trivial, degrading, and antifeminist, the editorial content, where it managed to escape the myth, was decidedly not (Wolf, 2002, p.71). Many women interested in women's culture found solace in tapping into this stream of female mass consciousness, whether as editors,

writers, or readers. The editorial content of these magazines changed significantly for the better after the resurgence of feminism. Ideas once considered extreme, such as abortion, divorce, developments in childcare, and environmental issues, became common topics in the new wave of women's magazines (Wolf, 2002, p.71).

However, women's magazines not only reflected the dilemma of beauty being demanded as a prerequisite for achieving new opportunities and power but also intensified this pressure. Wolf (2002, p.73) states that even the editors themselves expressed concerns that many readers struggled to differentiate between the pro-woman content and the pervasive beauty myth within the magazines, which primarily served “economic purposes.” It is easy to misinterpret the entire magazine, including advertisements, beauty-related articles, and images of models, as a coherent message from the editors, implying that women should conform to certain ideals.

The media landscape has experienced recent changes in organization that have heightened visual competition, resulting in a proliferation of extreme versions of the beauty myth.

One contemporary example of the beauty myth examined by Maddox (2021, pp. 211-232) is the widely used #StrongIsTheNewSkinny hashtag on social media. Through a content analysis of images associated with this hashtag, Maddox (2021, pp. 211-232) investigates the relationship between this trend and the beauty myth. The findings of Maddox's analysis reveal that despite calling for strength, #StrongIsTheNewSkinny actually promotes thin ideals, perpetuating the beauty myth. This aligns with the aforementioned #fitspiration hashtag, which also promotes physical health and empowerment while reinforcing thin body ideals (Fioravanti, Tonioni, & Casale, 2021).

Another manifestation of the beauty myth in the digital age is the use of social media influencers. Ji, Linghu, and Qiao (2022, pp. 784-787) present an insightful article titled "The Beauty Myth of Virtual Influencers," exploring the impact of influencer marketing on female audiences. Their study investigates the role of influencers in social media advertising and its influence on women's body image. The authors highlight how influencers have become valuable marketing assets for brands, but this advertising strategy has significant negative consequences on female body satisfaction (Ji, Linghu, & Qiao,

2022, pp. 784-787). Social media influencers can be seen as a contemporary equivalent to the models of the late 1980s, serving as a potent medium for delivering the beauty myth to female audiences at an accelerated pace.

The article by Putri, Putri, and Siscawati (2023, pp. 568-580) titled "The Beauty Myth, Cosmetics Industry, and Instagram" provides a literature review on the development of the beauty myth among Instagram users and the role of the cosmetics industry in its dissemination. Employing a feminist approach, the authors examine previous studies related to the spread of the beauty myth through Instagram and the influence of the cosmetic industry. They find a linear relationship between the growth of the cosmetic industry and internet users, with the industry capitalizing on the "spread of the beauty myth" (Putri, Putri, and Siscawati, 2023, pp. 568-580). The emergence of influencers on Instagram amplifies the impact of the beauty myth on the platform (Putri, Putri, & Siscawati, 2023, pp. 568-580).

2.6.2. The Beauty Myth and Eating Disorders

So far, we have established that the Beauty Myth, as described by Naomi Wolf (2002) in her influential book, refers to the societal pressure placed on women to conform to an unrealistic and narrow standard of beauty. This ideal is perpetuated through various media channels, emphasizing the importance of being thin, youthful, and flawless. Previous literature has proven continuously that the relentless pursuit of this unattainable standard can have detrimental effects on women's mental health, leading to body dissatisfaction and low self-esteem. In many cases, this can lead to an increased risk of eating disorders in women (Wolf, 2002, p.180). This is a complex and concerning issue that has garnered significant attention from researchers and mental health professionals. Wolf (2002) explains that the Beauty Myth's unrealistic expectations and the harmful messages it conveys contribute to the creation of a toxic environment that increases the risk of disordered eating behaviors among women (Wolf, 2002, p.180). This section provides a deeper exploration of the intricate link between the Beauty Myth and eating disorders, highlighting the detrimental impact of societal beauty standards on women's well-being.

In Wolf's (2002) *The Beauty Myth*, an entire chapter titled "Hunger" is dedicated to a social, cultural, and political analysis of eating disorders in women. She explains that while

women have experienced more freedom in many fields, they are experiencing self-destructive effects of body images at an alarming rate: eating disorders (Wolf, 2002, p.180).

She introduces this chapter stating that many young American women, including women students, suffer from eating disorders such as anorexia and bulimia. These disorders primarily affect women, with the majority of cases involving female individuals. The United States, despite its progress in gender equality, experiences a high prevalence of these disorders compared to other countries. The seriousness of these conditions is often overlooked, with little acknowledgment or support provided by schools and colleges. This lack of intervention and societal emphasis on thinness contributes to the perpetuation of harmful beauty standards and the neglect of women's health and well-being (Wolf, 2002).

Wolf (2002, p.183) also provides an overview of the severe medical consequences associated with eating disorders. Anorexia leads to various medical effects such as hypothermia, edema, hypotension, bradycardia, lanugo, infertility, and even death. On the other hand, bulimia results in medical complications including dehydration, electrolyte imbalances, epileptic seizures, irregular heart rhythms, and death. When anorexia and bulimia are combined, they can cause tooth erosion, hiatal hernia, abraded oesophagus, kidney failure, osteoporosis, and ultimately, death.

Wolf (2002) draws a compelling connection between eating disorders, dieting, the idealization of thinness, and the feminist movement. She astutely explains that the fixation on dieting and thinness emerged as concerns primarily for women when they gained the right to vote in Western countries around 1920 (Wolf, 2002, p.184). During the years between 1918 and 1925, there was a remarkable shift from the previously valued curvaceous female form to a new preference for a slender, linear body shape (Wolf, 2002). In the conservative era of the 1950s, women briefly experienced a return to appreciating their natural fullness, largely due to their confinement within domestic settings (Wolf, 2002, p.184). However, as women progressively entered traditionally male-dominated realms in larger numbers, societal pressures compelled them to prioritize conforming to a specific body image, effectively turning their own bodies into metaphorical prisons that replaced the confinement of their homes (Wolf, 2002, p.184). She says the following:

Around the 1960s, the average American woman weighed 8 percent more than the average model, whereas in the late 1990s, the model weighed 23 percent less (Wolf, 2002, pp. 184-185). The emergence of Twiggy in *Vogue* magazine in 1965 coincided with the introduction of the Pill, which served to neutralize its most radical implications (Wolf, 2002, pp. 184-185). Like numerous symbols associated with the beauty myth, Twiggy had a dual nature. On one hand, she symbolized women's liberation from the reproductive constraints of previous generations (since the female subconscious perceives fat as a sign of fertility and sexuality). On the other hand, she reassured men with her portrayal of female fragility, lack of sexuality, and hunger (Wolf, 2002, pp. 184-185). Although Twiggy's thinness is now commonplace, it was quite shocking at the time, even causing anxiety for *Vogue* when introducing the model.

In the two decades following the onset of the second wave of the women's movement, the weight of Miss Americas dramatically decreased, and *Playboy Playmates'* average weight dropped from 11 percent below the national average in 1970 to 17 percent below it in just eight years (Wolf, 2002, p. 185). Aimee Liu, a model, asserts in her autobiography that many models suffer from anorexia (Wolf, 2002, p. 185). According to a study carried out in the late 1990s involving high school girls, it was discovered that by the age of thirteen, 53 percent of them expressed dissatisfaction with their bodies. This percentage escalated to 78 percent by the time they reached the age of eighteen and older (Wolf, 2002, p. 185).

Wolf (2002, p.186) argues that if our society's obsession with female body fat or thinness were related to sexuality, it would be a private matter between a woman and her partner. If it were about health, it would concern only the woman herself. Besides, if this were the case, the public discourse would be more focused on male obesity than female, considering that a higher percentage of men are medically classified as overweight compared to women, and excessive fat poses greater risks for men than for women. In fact, there is limited evidence supporting the claim that fatness directly leads to poor health among women (Wolf, 2002, p.186). Recent studies have actually suggested that moderately overweight women may have longer lifespans as discussed in the previous part of this literature review.

However, despite these findings, female fatness remains a topic of public concern, and women often feel guilty about their weight because deep down, they recognize that under the beauty myth, their bodies belong to society rather than themselves. Thinness is not merely a personal aesthetic preference, but a social expectation imposed by the community; the cultural fixation on female thinness is not solely an obsession with beauty but rather a means to enforce female obedience (Wolf, 2002, p.187).

Various theories addressing women's struggles with food have emphasized individual psychology while neglecting the influence of public policies. Food symbolizes social value at its core (Wolf, 2002, p.188). In early societies, those who are valued are provided with an ample amount of food. However, under the beauty myth, where women's eating habits become a public matter, our portions serve as a testament to and reinforce our sense of social inferiority (Wolf, 2002, p.189). In a historical context, during medieval France, women were allocated two-thirds of the grain given to men, as noted by historian John Boswell (cited by Wolf, 2002, p.190). Throughout history, when food scarcity occurs, women are the first to experience deprivation, according to the UN publications.

According to Wolf (2002, p.191), the behavior patterns prevalent in the wealthy Western societies today are sustained by the culture of women's constant calorie restriction. When the notion of natural female inferiority lost favor, weight control became the justification for such behavior. This traditional practice of food allocation continues to persist in the affluent West. Researchers have discovered that in the United States, parents encourage boys to eat without considering their weight, whereas they do so with daughters only if they are relatively thin (Wolf, 2002, p.191). Thus, Wolf (2002, p.193) argues that dieting is a term that trivializes the reality of self-imposed "semi-starvation." The psychological effects of self-imposed semi-starvation mirror those experienced during involuntary starvation. Researchers increasingly recognize the significant emotional and physical consequences of chronic dieting, including symptoms such as irritability, poor concentration, anxiety, depression, apathy, mood swings, fatigue, and social isolation (Wolf, 2002, p.195).

Wolf (2002, p.196) argues that there is growing authoritative evidence suggesting that eating disorders are primarily caused by dieting. This is critical for my study. Some researchers assert that "chronic, restrained eating" can be a significant factor in the

development of anorexia nervosa or bulimia, making dieting itself a potential trigger for these disorders. Paradoxically, dieting can lead to obsessive behavior and binge-eating, and it may contribute to both eating disorders and obesity. Sustained caloric deprivation is a severe shock to the body that leaves destructive consequences. Many women's struggles with food can be traced back to their pursuit of an ultra-lean body. The constant stress of trying to maintain a weight below the body's natural or biologically regulated weight can lead to disturbed emotional, cognitive, and behavioral patterns. Consequently, dieting and the pursuit of thinness as a fashion trend have detrimental effects on women's overall well-being.

Wolf (2002, p.196) asserts that the ideology of "semi-starvation" undermines feminism as it affects not only women's bodies but also their minds. While feminism taught women to value themselves more, hunger teaches them to erode their self-esteem. As women become more financially independent, in control of their lives, educated, and sexually autonomous, society demands that they feel impoverished, out of control, foolish, and sexually insecure in their bodies. The journey of an anorexic individual may begin with defiance, but in the eyes of a male-dominated society, she ends up embodying the "perfect woman" (Wolf, 2002, p.197). She becomes weak, devoid of sexuality and voice, and finds it difficult to focus on anything beyond her plate.

Besides, Wolf (2002, p.199) argues that women may perceive eating disorders as protection against street harassment and sexual coercion since emaciated bodies deter unwanted attention. Having no fat means having no breasts, thighs, hips, or buttocks, which can be seen as not having invited such attention. Women's magazines suggest that women can control their bodies, but their experiences of sexual harassment make them feel that they cannot control the reactions their bodies elicit (Wolf, 2002, p.199). Simultaneously, eating disorders serve the interests of male-dominated institutions by transforming women into compliant entities, stripped of their womanhood, and positioned closer to power (Wolf, 2002, p.199).

Dieting has become intrinsic to modern notions of femininity. Restricting food intake is deemed admirable for women but unfavorable for men. The Austin Stress Clinic (cited by Wolf, 2002) conducted a study revealing that "dieting concern" was strongly associated with positive feminine qualities in women, while food restraint in men was linked to

socially undesirable femininity. In contrast to the women portrayed in *The Feminine Mystique* (Friedan, Year) who denied themselves worldly pleasures, the current ideal of successful and "mature" femininity entails a life of self-denial concerning their bodies (Wolf, 2002, p.200). Women are considered immature if they eat heartily, as they are warned that it jeopardizes their sexuality. On the other hand, they are deemed mature if they choose to starve themselves, with the promise that they will attain sexuality through this method.

To summarize, there is progress in the 21st century including more diverse beauty ideals, but the thin ideal is growing alarmingly stronger and that the rising numbers of eating disorders in women, and young women in particular, is directly related. Eating disorders, as argued by Wolf (2002) are socially caused and not simply psychologically. It is actually linked to the financial and political motives of the patriarchy.

2.7. Social Media

We have looked at the relationship between women's body image and media across a wide timeline and starting from the incredible impact of women's magazines to the beginning of the TV era. Taking this research forward requires applying it to today's world and seeing if the same results and connections are found. To do that, these concepts now need to be looked at within the social media context, not only to give modern and accurate context but also because my own experiment is in the social media scope.

A great paper that clearly represents the development of social media and dissects what the term social media really means, was written by Andreas M. Kaplan and Michael Haenlein in 2010 about "The challenges and opportunities of Social Media ". The authors explain that the Internet originally started as a "Bulletin Board System (BBS)" for exchanging software, data, messages, and news. The change came in the late 1990s when the concept of personal web pages became popular, and individuals were sharing more information about their lives on the internet (Kaplan and Haenlein, 2010, p.60). This concept evolved into blogs, and later, into bigger websites like Facebook. The authors emphasise that social media enables user interaction and information exchange on a larger scale. They explain that this was achieved through technological advancements like Adobe Flash and AJAX which have played a critical role in transforming virtual content sharing

into a more powerful and distinct experience compared to the BBS era (Kaplan and Haenlein, 2010, p.60).

Kaplan and Haenlein (2010, p.60) explain that the era of social media, as we understand it today, began around 20 years earlier with the establishment of "Open Diary," an early social networking site. They shine a light on the importance of more widespread availability of high-speed internet in further popularizing the concept of social networking sites, leading to the emergence of platforms like MySpace and Facebook. These developments led to the birth of the term "social media".

By 2009, Facebook had over 175 million active users, YouTube was receiving 10 hours of uploaded content every minute, and Flickr hosted over 3 billion photos, dwarfing the collection of the Louvre Museum (Kaplan and Haenlein, 2010, p.61). While the mentioned applications provide some insight into the meaning of social media, Kaplan and Haenlein (2010, p.61) argue that a formal definition of social media requires first considering related concepts such as Web 2.0 and User Generated Content. Web 2.0 refers to a new approach in using the internet where software developers and end-users collaborate to create and modify content continuously (Kaplan and Haenlein, 2010, p.61). Technical tools like the mentioned Adobe Flash and AJAX allowed for the WWW to become Web 2.0 and achieve more collaborative uses. It replaces the earlier era of personal web pages and static content. User Generated Content encompasses the various forms of publicly available media content created by end-users (Kaplan and Haenlein, 2010, p.61). According to the Organisation for Economic Co-operation and Development (OECD, 2007), User Generated Content must meet specific criteria, such as being published on accessible websites or social networking sites, demonstrating creative effort, and being created outside professional contexts.

Based on these explanations, Kaplan and Haenlein (2010, p.61) define social media as: "A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content."

The authors take this comprehensive definition of social media further by explaining that even within this definition, there are different types of social media that require further

categorization (Kaplan and Haenlein, 2010, p.61). They also argue that due to the constant emergence of new platforms any classification scheme should remain flexible to accommodate future applications (Kaplan and Haenlein, 2010, p.61). The article employs theories from media research and social processes to create a systematic classification of major social media platforms in 2010 based on social presence, media richness, self-presentation, and self-disclosure (Kaplan and Haenlein, 2010, p.61).

The social presence theory (Short, Williams, and Christie, 1976) highlights that different communication mediums vary in their ability to establish social connections between individuals. The media richness theory (Daft and Lengel, 1986), on the other hand, suggests that media differ in their capacity to transmit information and resolve ambiguity. The Self-presentation theory states that people's motive during social interactions is to achieve specific impressions of themselves in other people's minds (Goffman, 1959). Scahu and Gilly (2003) take this into the internet context by strongly stating that people create personal web pages with the number one motivation being to present themselves on the internet, and that this is achieved through self-disclosure, i.e. sharing personal information, images, thoughts and/or feelings. These theories inform Kaplan and Haenlein's (2010, p.62) classification of social media platforms based on levels of social presence, media richness, self-disclosure, and self-presentation:

The classification places collaborative projects and blogs at the lower level in terms of social presence and media richness as they primarily rely on text-based communication (Kaplan and Haenlein, 2010, p.62). On the next level of social presence and media richness, the medium level, are content communities and social networking sites as they allow for sharing pictures, videos, and other media (Kaplan and Haenlein, 2010, p.62). Virtual game and social worlds aim to replicate face-to-face interactions in a virtual environment and are therefore put in the highest level of social presence and media richness (Kaplan and Haenlein, 2010, p.62).

In terms of self-presentation and self-disclosure, only two levels are provided: high and low (no medium). In the group of blogs and collaborative projects (both low in social presence and media richness), blogs are categorized as high in self-presentation and self-disclosure and collaborative projects as low (Kaplan and Haenlein, 2010, p.62). In the group of content communities and social networking sites (both medium in social presence

and media richness), social networking sites are categorized as high in self-presentation and self-disclosure and content communities as low (Kaplan and Haenlein, 2010, p.62). In the group of virtual social worlds and virtual game worlds (both high in social presence and media richness), virtual social worlds are categorized as high in self-presentation and self-disclosure and virtual game worlds as low (Kaplan and Haenlein, 2010, p.62). To summarize, the platform categories that are highest in all factors (social presence, media richness, self-presentation and self-disclosure) are social networking sites with only virtual social worlds beating them to even higher as they can be argued to be the most extreme. This is critical for my thesis as Instagram is a social networking site.

Kaplan and Haenlein (2010) go on to further emphasize the popularity and importance of social networking sites as well as explaining the basics of their 90s-pasture. Facebook and MySpace, they explain, enable users to connect, create profiles, invite others to access their profiles, and communicate through messages and emails. These profiles can contain various types of information, including multimedia content and blogs. They emphasize that such sites are highly popular, especially among younger internet users, and are utilized by companies for brand communities and marketing research.

2.7.1. Relationship Between Social Media and Women's Body Dissatisfaction

The next step is to start understanding the relationship between social media and body dissatisfaction in women. Before looking at studies that explore this relationship, understanding body image in the context of social media and the framework required for such research is important. This is provided in an article by Richard M. Perloff (2014) called "Social Media Effects on Young Women's Body Image Concerns." This is a step forward from Kaplan and Haenlein's (2010) article mentioned above not only because it was published more recently but also because it expands on the nature of social networking sites that was mentioned above in the specific context of body image in women providing a basis for the upcoming research.

Drawing on theories from communication and social psychology, this article presents a set of ideas and a framework to guide research on how social media affects the body image concerns of young adult women. Perloff (2014, p.363) argues that the interactive nature and content features of social media, including the strong presence of peers and the

exchange of numerous visual images, suggest that social media can significantly influence body image concerns through “negative social comparisons, transportation, and peer normative processes”. The article proposes a model that highlights the impact of individual vulnerability characteristics, social media usage, and psychological processes on body dissatisfaction and eating disorders.

It has already been established earlier in this literature review that conventional mass media play a significant role in perpetuating cultural stereotypes about body image aesthetics (i.e. Grogan, 1999, and Wolf, 2002). Perloff (2014) further emphasizes this and shines a light on its ongoingness in the 21st century. By using a sociocultural perspective, he emphasizes and argues that internalizing these distorted images can lead to body dissatisfaction, which is a significant predictor of disordered eating as also discussed in Smolak and Thompson (2009).

As in the examples like Sarah Grogan’s (2002) *Body Image*, research, primarily conducted in the U.S., UK, and Australia, has provided substantial evidence of media effects on thinness ideals and body dissatisfaction. Perloff (2014) also cites Bell and Dittmar’s (2011) study in the UK as further proof. Perloff argues that exposure to thin-ideal media images is still increasing women's dissatisfaction with their bodies and uses studies by Homan et al. (2012) and Tiggemann et al. (2009) to validate this. He also confirms previous research conclusions that found that media exposure may predict body dissatisfaction, thin body ideals, and eating disorder symptoms among young girls and women using evidence from Botta (1999), Harrison and Hefner (2006) and Stice et al. (1994).

One thing that was already noted above is that the majority of available research up to this point in time focused predominantly on western societies with primarily white samples. However, Perloff (2014) also states that recent studies have finally started exploring media effects on body image in young women from different racial and ethnic groups and that some evidence suggests that certain groups, such as Latinas, report similar levels of body dissatisfaction compared to White young women (e.g., Schooler and Lowry, 2011 and Tiggemann, 2011). This in my opinion, is related to the globalization of the Western feminine beauty ideal that has been expedited by social media.

Perloff's (2014) paper aims to address this research gap and provide a theoretical framework for studying the effects of social media on body image perceptions. It presents a model of social media effects on body image dynamics, makes predictions about social media influences on young women's body image concerns, and integrates social psychology and communication research.

Perloff (2014) argues that social media, with its unique characteristics and pervasive influence, requires focused attention in understanding its impact on body image concerns. The author proposes a fourfold purpose for this kind of research. Firstly, he presents a schematic model that outlines the effects of social media on body image dynamics, serving as a guide for future scholarship. Secondly, he aims to stimulate research by offering theoretically grounded predictions about how social media influences young women's body image concerns. Thirdly, the paper seeks to bridge the gap between social psychology and communication research by integrating various theoretical areas such as "norms, social comparisons, and media influences" (Perloff, 2014, p.10). Lastly, the authors emphasise the need for an in-depth focus on social media effects to shed light on the underlying dynamics of body image concerns, a persistent issue in gender role research. He argues that understanding the "acquisition and internalization" of unrealistic body image ideals, as well as "social comparisons and appearance-based processing" can enhance interventions aimed at ameliorating dysfunctional body image perceptions (Perloff, 2014, p.10).

Given the longstanding concerns about media effects on women's body image and self-concept, Perloff's (2014) paper specifically focuses on adolescent girls and young adult women. Moreover, most of his cited studies are also Western. Perloff (2014, p.368) confirms the continuity of the idealized female beauty in western societies as a thin body size, unrealistically slender and physically appealing. Perloff (2014, p.368) argues that this ideal is still shaped by a range of social and cultural forces, including pressures to conform to societal ideals of physical attractiveness, peer influence, media depictions, same-sex modelling, and cultural representations of female beauty). He argues that a significant factor of this impact is self-objectification, where girls and women begin viewing their bodies as objects to be looked at, leading to body surveillance and image, as explained way earlier by Fredrickson and Roberts (1997).

Mass media, particularly interactive and social media, play a significant role in influencing these perceptions. From exposure to mass-mediated images of the Barbie doll (Dittmar et al., 2006, p. 283) to viewing television advertisements and programs featuring ultra-thin models and engaging in appearance-focused conversations and picture-sharing on social media platforms, contemporary media profoundly impact the development of thinness ideals and body dissatisfaction (Chrisler et al., 2013). Perloff (2014) aims to explore the effects of social media specifically, as it represented a relatively unexplored area of research at that time. The focus on social media and young women is justified by explaining that while young women are now less impacted by magazines and TV ads, more than 80% of young adults in the United States are wireless internet users, with a significant proportion engaging in social networking sites. Women, in particular, are more likely than men to use social media platforms (Perloff, 2014, p.366).

The paper is divided into three sections that draw from communication and social psychology concepts. The first section describes the unique communicative attributes of interactive media and their relevance to appearance-focused features of social media. It highlights the specific aspects of online media that make them powerful sources of influence on body image concerns and moves on to explaining how the nature of social networking sites promote body dissatisfaction in young women. The previously mentioned article by Kaplan and Haenlan (2010) explores several critical features of social networking sites that are emphasized here but with important connections to young women's body image.

Perloff (2014, p.368) discusses the unique characteristics of social media compared to traditional media and their implications for body image concerns. He explains that "social networking sites such as Facebook, Twitter, Tumblr, Instagram, and Pinterest, allow for rapid user-generated content sharing and communication on handheld devices, setting them apart from conventional mass media (Perloff, 2014, p.367). The distinct attributes of social media include interactivity, which enables users to be both sources and receivers of information simultaneously. Moreover, social media empower users to customize and direct their online interactions, enhancing autonomy and personal agency (Perloff, 2014, p.368). These platforms are highly personalized and revolve around self-expression, self-disclosure, and the sharing of digitized self-portraits. They offer graphic

apps, videos, and multimedia cues that provide a sense of presence and immersion. Unlike mass media, social media platforms cater to communities of like-minded individuals, offering easy access to similar others (Perloff, 2014, p.368).

Based on Perloff's discussion of social media characteristics and their implications for body image concerns, we can hypothesize the following effects of social media on the risk of eating disorders:

- Increased exposure to “idealized body images” (Perloff, 2014, p.367): Social media platforms, with their user-generated content and focus on self-expression, provide a space where individuals can curate and share their best images. This may lead to the proliferation of idealized and edited body images that can contribute to unrealistic beauty standards and body comparison.

- Amplified social comparison: The personalized nature of social media allows users to easily access communities of like-minded individuals. This can result in increased exposure to peers or influencers who promote a particular body ideal. Regular exposure to these images and lifestyles may lead to heightened social comparison and dissatisfaction with one's own body.

- Reinforcement of appearance-focused culture: The emphasis on self-presentation, self-disclosure, and the sharing of self-portraits on social media platforms can reinforce an appearance-focused culture. This may create a greater emphasis on physical appearance and contribute to the development of body dissatisfaction and body-related anxieties.

- Pressure for validation and likes: Social media platforms often employ features such as likes, comments, and follower counts, which can create pressure for individuals to seek validation and approval based on their appearance. The pursuit of validation through likes and comments can contribute to a preoccupation with one's appearance and potentially increase the risk of developing disordered eating behaviors.

An important part of the article to note for future research is that simple exposure to social media or engaging in social comparisons with attractively thin friends on platforms like Facebook alone will not necessarily lead to body dissatisfaction (Perloff, 2014).

At this point in my research, there is sufficient evidence from the 1960s up to 2014 that conventional media and now even more social media are both negatively impacting women's body image. An understanding of the effects of social media specifically has been established, as well. This is a good place to start looking at more recent studies that explore these negative impacts of social media.

The authors of a more recent paper by Erin Vogel et al. (2015) initially argue that social networking sites are primarily used for social comparisons. However, they explore the differential effects of these interactions online. They note that online social comparisons are made using biased information on social media predominantly involve upward comparisons to those who are better off (Erin Vogel et al., 2015, p.250). Exposure to upward comparisons on social media has been associated with negative consequences such as changes in depression, self-esteem, self-evaluations, and well-being (Erin Vogel et al., 2015, p.250).

Another interesting study that is close to my focus of research, although it also studied the effects in both genders, was carried out by Sidani et al. (2016) and titled "The Association between Social Media Use and Eating Concerns among U.S. Young Adults". The objective of this study was to explore the relationship between social media use and "eating concerns" in young adults using cross-sectional surveys in a representative US sample. Participants were 1765 randomly selected young adults ages 19-32 years. The level of social media use and the level of eating concerns in the sample were measured, and then results analyzed by the authors to examine the association between the two. To measure eating concerns, a version of the SCOFF Questionnaire and the Eating Disorder Screen for Primary Care (ESP) was used (Sidani et al., 2016). To measure social media use, time per day and visits per week were logged for platforms including Facebook, Twitter, Google+, YouTube, LinkedIn, Instagram, Pinterest, Tumblr, Vine, Snapchat, and Reddit. Results showed that "participants in the highest quartiles for social media volume and frequency had significantly greater odds of having eating concerns" (Sidani et al., 2016, p.2).

The results from this study indicate a strong and consistent association between social media use and eating concerns in general populations (Sidani et al., 2016). However, many studies and plenty of evidence gathered in previous studies mentioned above on

social media as well as studies on conventional media (e.g., Grogan, 1999 and Wolf, 2002) show that the effect is more prominent in female samples, which is the focus of my study. However, the mentioned study by Sidani et. al (2016) remains essential in showing the negative implications of social media use on eating disorders in general, which adds to the validity of my research by providing an even stronger basis of evidence.

In the research study “The relationship between Facebook and Instagram appearance-focused activities and body image concerns in young women”, Cohen, Newton-John and Slater (2017) intend to track down the particular traits and features of social media communication platforms that cause risks and adverse consequences on young women’s self-perception and body image. The decision of this investigation was supported by clarifying that past studies found that there is a connection between the utilization of social media platforms and higher risks of self-perception and body image. The authors explain that these risks arise from the photo-sharing activities that some of these platforms function around that cause "self-objectivation" and "appearance comparisons". The authors also justify their research choice by explaining that while most other studies investigate social media platforms in general, these authors’ study aims to analyze the specific case of Facebook and Instagram (high photo-sharing).

To do this examination, 259 women (18–29 years) answered surveys aimed to separate the participants into groups according to their type of use of Facebook and Instagram. The two categories used for this grouping were “appearance-focused use” and “overall use”. Next, how much these participants use Facebook and the level of their exposure to the platform was measured using the Facebook Questionnaire (FBQ; Meier and Gray, 2014). This test also identifies the type of accounts each participant is most exposed to. Likewise, the participants’ type of use of Instagram was identified by measuring and comparing how many accounts they follow from the categories “health and fitness”, “celebrities” and “travel” (travel is the control).

Next, the participants took several more tests. To measure their level of “self-internalization”, the Internalization-General subscale of the Sociocultural Attitudes Toward Appearance Questionnaire–Version 3 (SATAQ-3; Thompson, van den Berg, Roehrig, Guarda, & Heinberg, 2004) was used. The Physical Appearance Comparison Scale (PACS; Thompson, Heinberg, & Tantleff-Dunn, 1991) was used to measure tendency of

“appearance comparison” in the participants of the study. Finally, the study’s members’ “appearance evaluation” was tested using The Appearance Evaluation (AE) subscale of the Multidimensional Body-Self Relations Questionnaire-Appearance Scales (MBSRQ; Cash, 2000).

Results of this study confirmed several of the authors’ hypotheses. The type of use of social media platforms did indeed have a relationship with the negative impacts on body image. The participants who were most adversely influenced were those who used Facebook and Instagram in an “appearance-focused” manner based around sharing personal photos and following fitness and celebrity accounts. They showed higher negative effects than those who used the same platforms for “overall use”. These women, in other words, were found to have more extreme views on beauty and on losing weight. They were also found to have higher levels of physical appearance comparison, and therefore they had more negatively influenced body image. The authors mention the potential connections of these impacts on the risks of developing eating disorders in these young women. This is the area I want to explore further in my work.

2.7.2. Instagram and women’s body image

At this stage, it is useful to look at some recent studies examining the relationship between Instagram and body dissatisfaction in particular, as this is the platform I aim to examine in my own study. As mentioned in the introductory part of my thesis, I chose this platform because of its extremely high appearance-focused activities, and my hypotheses relate appearance-focused accounts and body image, mood, self-esteem and eating disorders in young women.

Instagram is a popular social networking platform primarily centered around the sharing of photos and videos. With approximately 500 million daily active users in 2021 (Fioravanti et al., 2021, p.756) a significant portion of its user base consists of young adults. Due to the features offered by Instagram, such as the ability to carefully choose and enhance personal photos through filters and editing tools, there has been a growing focus on studying the influence of Instagram use on body image (Fioravanti et al., 2021, p.756). Notably, the majority of photos posted on Instagram can be modified and filtered to achieve desired outcomes (Hendrickse, Arpan & Clayton, 2017, pp.92-100). This suggests

that Instagram users are more likely to present an idealized version of themselves and also encounter the idealized versions of others (Fioravanti et al., 2021, p.746). Consequently, this exposure may intensify the perceived gap between one's own appearance evaluation and the societal beauty standard, leading to feelings of dissatisfaction with one's body (Fioravanti et al., 2021, p.746).

Recent research studies cited by Fioravanti et al. (2021) investigated the impact of appearance-focused Instagram profile images have consistently demonstrated that using Instagram has a negative effect on women's body satisfaction. Several studies (Brown and Tiggemann, 2016; Casale et al., 2019; Kleemans et al., 2018; Sherlock and Wagstaff, 2018; Slater et al., 2017; Tiggemann and Barbato, 2018; Tiggemann et al., 2018; Tiggemann and Zaccardo, 2015) have confirmed these findings.

These studies have shown that exposure to images of celebrities, attractive peers, and thin individuals results in greater body dissatisfaction compared to exposure to images related to travel or featuring average-sized people (Brown and Tiggemann, 2016; Casale et al., 2019; Tiggemann et al., 2018). Similarly, research has found that encountering appearance-related comments on Instagram contributes to increased body dissatisfaction compared to comments related to places or locations (Tiggemann and Barbato, 2018). Furthermore, exposure to manipulated selfies on Instagram has been associated with lower body satisfaction compared to viewing unaltered selfies (Kleemans et al., 2018). These findings collectively indicate that Instagram, as a platform primarily focused on photo sharing and enabling image editing and manipulation, poses concerns regarding body image.

In summary, the evidence suggests that Instagram's emphasis on sharing photos and its facilitation of image editing, and manipulation make it a problematic platform concerning body image. The exposure to appearance-focused content, such as images of celebrities and thin individuals, along with appearance-related comments and manipulated selfies, contributes to greater body dissatisfaction among women. These findings highlight the need to address the negative impact of Instagram on body image and consider strategies to promote healthier body image perceptions on the platform.

This makes the following study very important for my research:

The study “Picture perfect: The direct effect of manipulated Instagram photos on body image in adolescent girls” by Kleemans et al. (2018) was planned to understand the impact of edited Instagram photographs on young adult women’s self-perception, and whether social comparison tendencies play a role in such impacts. The authors emphasized that they chose this research goal because on many social media platforms like Facebook and Instagram, such manipulated photos and extreme beauty standards have become a source of profit for many, with no consideration of the effects on the public’s young females (Kleemans et al., 2018, p.93). Likewise, Instagram has become the most well-known and advanced platform for sharing personal photographs explicitly, but it is not studied sufficiently in the research field from this perspective (Kleemans et al., 2018, p.93). Besides, there is a significant worry among general society in regard to adverse consequences on self-perception because of a specific element of Instagram: the capacity to modify, reshape and manipulate Instagram photographs.

Along these lines, a study was done to test two theories. The first is that exposure to such Instagram photographs prompts lower body image in young women compared to unedited photos (Kleemans et al. 2018, p.101). The second is that this adverse consequence on body image is more likely to occur in young women that have higher social comparison tendencies (Kleemans et al. 2018, p.101).

The research methodology included an online experiment that arbitrarily exposed 144 young women (14-18 years of age) to one or the other from manipulated (edited) photos on Instagram or original/natural ones (control group), and the impacts were examined through an online questionnaire. The young women were first separated into those with high social comparison tendency and those with low. The Body Image State Scale by Cash et al. (2002) along with a 9-point Likert scale were used to measure body image impacts.

Results showed that continuous exposure to manipulated Instagram photographs and selfies straightforwardly prompted lower body image. Young women with higher tendency to compare to others (higher social comparison tendency) were all the more adversely influenced by such photographs. The two groups of young women found the photographs actually realistic and did not know they were edited. They thought the women really look like this naturally! Some identified filters, yet none recognized the body-changing edits.

The results of the investigation affirmed the dangers of exposure to manipulated Instagram photographs on young women's body image and self-perception, particularly the ones with high tendency for social comparison.

McComb's (2019) study "Body Image and Mood Following Upwards Comparison to Instagram Models: The Role of Physical Appearance Perfectionism and Cognitive Emotion Regulation" focused on the impacts of Instagram models specifically on the mood and body image of women. McComb took this direction of research focus after already confirming in other previous studies that higher Facebook exposure caused adverse influence on women's mood and body image (Eckler et al., 2017 & Fardouly et al., 2015), and she decided to take this forward through a focused study on another platform: Instagram, which she justifies by explaining that the platform was studied less than Facebook at that time even though it has even more photo-sharing and editing activities.

In this study, she investigates how Instagram models cause "appearance-focused comparison" in women, and if this leads to lower mood levels and body image. McComb (2019, p.106) also contributed to this research area by involving the concepts of "cognitive coping strategies" and personality traits such as "perfectionism" in this study to explore their relationship with the development of such negative effects of Instagram.

The experiment was completed by arbitrarily choosing 142 female college students to study their mood changes and body perceptions after exposure to either Instagram model accounts or nature accounts on Instagram (nature is the control group). The participants' moods and appearance perfectionism tendencies were measured before and after the experiment using The Physical Appearance Perfectionism Scale (PAPS; Yang & Stoeber, 2012) and an adaptation of Tiggemann and McGill's (2004) mood test. In order to find out which cognitive coping strategies the participants use when their mood is negatively affected by such social media activity, the Cognitive Emotion Regulation Questionnaire (CERQ; Garnefski et al., 2001) was used.

The results of McComb's (2019, pp.100-101) experiment showed that women who were exposed to Instagram model accounts had lower moods, lower levels of self-esteem, and more negative thoughts about their physical appearance. Also, those who used the coping method of more scrolling on the Instagram feed showed higher risks of depression

and self-perception issues that McComb (2019, p.106) says are risk factors for eating disorders. This potential relationship with eating disorders is what I want to take further in my study and focus on.

To wrap up, these investigations that I have found demonstrate the relationship of social media platforms like Facebook and Instagram on women's moods and body image. The authors of these studies approach these impacts in different ways and use different concepts including personality traits and coping mechanisms that they confirm are risk factors for eating disorders (e.g. perfectionism and appearance-based comparison).

I want to further investigate this likely relationship of these adverse effects of Instagram specifically with the risks of eating disorders via doing an experiment zeroing in on the connection between Instagram's impact on mood and body image and the risk of developing eating disorders in young women. By focusing my study on how these negative impacts of Instagram can lead to a higher drive to thinness or obsessions with eating less, I can further explore the relationship between Instagram and developing eating disorders in young women. If my study is successful, it can be replicated on a wider scale with more resources to be more representative of the female population.

The following study is also very important for my thesis: "eating disorders and Instagram- What emotions do you express?" by Clelia Malighetti, Simona Sciara, Alice Chirico, and Giuseppe Riva (2019). This study was carried out with a focus on women and female content making it even more relevant to my research.

The researchers (Clelia et al., 2019) began their study by providing an explanation for their choice of focusing on Instagram. They described Instagram as a mobile image-based social media platform that enables a unique form of communication and self-expression centered around images and photos. They argue, in alignment with my own argument, that image-based communication on Instagram has gained popularity as a means of online self-presentation, but it has received less attention compared to the analysis of written text content on social media (Clelia et al., 2019, p.39). The researchers emphasized the prevalence of Instagram images depicting thin, muscular, and unrealistic body ideals, which they argued contribute to the proliferation of disordered eating behaviors.

Instagram, as a popular image-based social media platform, allows users to upload, edit, and share pictures and short videos with others. However, the prevalent circulation of images depicting thin and unrealistic body ideals on a daily basis has raised concerns (Bell et al., 2007; Groesz et al. 2002; Tiggemann and McGill 2004; Tiggemann and Slater 2004). Exposure to these images has been linked to decreased body satisfaction, unhealthy weight control behaviors, eating disorder symptoms, and negative psychological outcomes like low self-esteem and depression (Neumark-Sztainer et al. 2006; Ackard 2005; Allen et al. 2015 ; Paxton et al. 2006).

What makes this study interesting is that it analyzes actual Instagram content rather than effects on audiences like other studies do. This is an enlightening perspective on Instagram that is worth noting before studying the platform's effects on women's body image. Clelia et al. (2019, p.40) explain that Instagram utilizes hashtags (#) to categorize and enhance the visibility of content. They argue that in the context of body image and eating disorders, hashtags such as "thinspiration" or "thinspo" have gained significant traction on Instagram (also supported by Tong et al., 2013). These hashtags contribute to the dissemination of idealized body standards and often contain images that inspire individuals to strive for extreme thinness (Clelia et al., 2019, p.40). Initially associated with the pro-eating disorder community, "thinspiration" content has expanded beyond that realm and is now shared by everyday Instagram users (Tiggemann and Zaccardo, 2015). However, it has faced criticism for its detrimental effects on body image and its potential role in the development of eating disorders (Clelia et al., 2019, p.40). The researchers behind this study (Clelia et al., 2019) have analyzed the content associated with thinspiration hashtags on social networks and observed that such posts typically feature extremely thin or underweight women in sexually suggestive poses that emphasize physical appearance and attractiveness rather than health or well-being. They note that a newer trend known as "fitspiration," intended to promote a healthy lifestyle, has emerged as an alternative to thinspiration (Clelia et al., 2019, p.40). However, fitspiration content often focuses solely on thin and toned bodies, incorporating objectifying elements, and has been found to negatively impact mood, body satisfaction, and self-esteem (Alberga et al. 2018; Homan et al. 2012).

The authors of this study focused on the limited investigation into the emotional aspects of images with these hashtags related to eating disorders on Instagram. The objective of their study was to examine the emotional expression conveyed through hashtags associated with eating disorders in images posted by users on Instagram. They collected 250 Instagram photos of females and used Microsoft Azure Cognitive Service's Emotion API to measure the emotions expressed in each photo (Clelia et al., 2019, p.41). The results showed that images with the hashtags #eatingdisorder and #fitinspiration exhibited significantly higher levels of happiness compared to those with the hashtag #body, while images tagged with #body and #thininspiration showed higher levels of neutral emotion (Clelia et al., 2019, p.41). This exploratory study was one of the few that employed artificial intelligence technology to analyze the emotional expression of eating disorder-related photos on Instagram (Clelia et al., 2019, pp.42-43). The results are critical for my study because based on the evidence that these hashtags are popular in recent years, and based on the results that show positive emotions expressed through them, it can be concluded that Instagram does indeed promote unhealthy slim ideals in a positive light through false images of happiness. It also means that I should include #fitinspiration accounts in my experiment since they are promoting the thin ideal under a disguise of health and according to this study are even more successful at portraying this with a delusion of happiness. Based on this I can safely include #fitinspiration accounts as “appearance-focused accounts” in my methodology and experiment.

A more recent study published in 2021 by Giulia Fioravanti, Camilla Tonioni, and Silvia Casale called “#Fitspiration on Instagram: The effects of fitness-related images on women’s self-perceived sexual attractiveness” proposed that the act of viewing #fitspiration images specifically will result in women perceiving themselves as less sexually attractive (Hypothesis 1), and the authors further hypothesizes that this effect will be influenced by levels of body satisfaction (Hypothesis 2) (Fioravanti et al., 2021). To test these hypotheses, the researchers conducted an experimental pre-test/post-test control group design. They recruited 442 Italian female undergraduate students through advertisements on various social networking sites. The participants were all Caucasian and aged between 18 and 26. This is important for my thesis because the study focuses on a type of appearance-focused account I will use in my methodology, the sample was all female, and the age group is very similar to mine (18-25).

During the study, participants completed a pre-test that included measures of Instagram usage, body satisfaction, and self-perceived sexual attractiveness. Following this, they were exposed to either #fitspiration images or travel images as part of the experimental control.

The results of the study revealed a negative association between viewing #fitspiration images and self-perceived sexual attractiveness among women (Fioravanti et al., 2021, p.748). Specifically, women who were exposed to #fitspiration images reported lower ratings of their own attractiveness compared to those who were exposed to travel images, thereby supporting Hypothesis 1. Additionally, the group exposed to #fitspiration images also reported lower levels of body satisfaction, including satisfaction with weight and appearance (Fioravanti et al., 2021).

In another recent study, one more type of Instagram accounts is focused on that I can use as an appearance focused account category in my experiment: social media influencer accounts. This study is titled “The Relationship Between Instagram Usage & Body Image of Social Media Influencer Followers: Social Comparison as a Mediator” and was carried out by Novi Hidayati Afana, Niken Widi Astuti and Meylisa Permata Sari (2021).

The authors of this paper explain that social media influencers influence the attitudes of their audience through platforms like blogs, tweets, and social media usage (supported by Graham et al., 2011). They cite Newberry (2019), who argues that social media influencers possess the ability to exert influence through their presence on social media. An effective influencer can effectively reach their target audience, establish trust, and foster engagement with their followers on social networking platforms (Hidayati et al., 2021). To captivate their followers' attention, influencers create original and captivating content.

Influencers differ from traditional celebrities in that their success primarily stems from their activities within social networking media, while celebrity fame often originates from activities outside of social media, such as television, music, magazines, and other media sources (Hidayati et al., 2021). Consequently, influencers have the opportunity to cultivate closer relationships with their followers, which promotes the development of

credible and trustworthy connections (Hidayati et al., 2021, also supported by Belanche et al., 2002).

This study aimed to explore the association between Instagram usage intensity, following influencer accounts, and concerns related to body image. A total of 192 young adults from Indonesia, aged 18-40 years, were selected using a combination of snowball sampling and purposive sampling techniques. Another value to this study is that the sample was not Western, which is the case with my own sample. The results revealed that social comparison based on appearance acted as a mediator in the relationships between Instagram use and variables related to body image concerns, and that influencer accounts did negatively impact body image (Hidayati et al., 2021).

Several recent studies have examined the relationship between Instagram and body dissatisfaction, focusing on the platform's appearance-focused activities. The studies consistently demonstrate that Instagram use has a negative impact on women's body satisfaction. Exposure to images of celebrities, attractive peers, thin individuals, appearance-related comments, and manipulated selfies on Instagram contribute to greater body dissatisfaction. These findings highlight the need to address the negative impact of Instagram on body image and promote healthier perceptions. Two studies in particular are relevant to the research: "Picture perfect: The direct effect of manipulated Instagram photos on body image in adolescent girls" by Kleemans et al. (2018) and "Body Image and Mood Following Upwards Comparison to Instagram Models: The Role of Physical Appearance Perfectionism and Cognitive Emotion Regulation" by McComb (2019). Kleemans et al. (2018) found that exposure to manipulated Instagram photos led to lower body image, particularly among women with higher social comparison tendencies. McComb's (2019) study revealed that exposure to Instagram models resulted in lower moods, lower self-esteem, and more negative thoughts about physical appearance, with the coping method of more scrolling associated with higher risks of depression and self-perception issues. Additionally, the study "eating disorders and Instagram- What emotions do you express?" by Clelia et al. (2019) analyzed actual Instagram content and found that hashtags related to eating disorders conveyed positive emotions, indicating that Instagram promotes unhealthy slim ideals. These studies provide valuable insights for my study on the relationship between Instagram appearance focused accounts' impact on mood, self-

esteem, body image, body satisfaction, drive for thinness and the risk of developing eating disorders in young women.



3. METHODOLOGY

3.1. Scope and Importance

I have numerous interests in women's liberation and the pressures women battle within current culture. As a result of this, I am progressively mindful of the issues of body image and eating disorders that women struggle with quietly because of the stigma and an absence of awareness of the connection between these issues and social media use. To further comprehend the issue, I began to investigate such connections.

I ran over my doubt that online media, specifically Instagram, plays a part on the grounds that it is a platform with clearly growing trends of appearance-focused accounts that make profits dependent on sharing extreme body standards. Another reason why I am interested in Instagram specifically is the expanded utilisation of feature-improving filters and touch-up edits, which leads me to contemplate whether most women are even open to posting photographs with their regular looks any longer. I cannot help thinking about how seeing many manipulated photographs with unreasonable beauty standards and observing Instagram influencers' outrageous body guidelines lead young women to feel about their own natural appearances, and if this increases the danger of eating disorders among them. As a woman, I myself notice and experience pressures on my own self-perception when utilising Instagram for a really long time. It is already experimentally established that negative self-perception increases the dangers of eating disorders. In view of this, I need to additionally investigate the connections between Instagram, women's mood, body image, body satisfaction, self-esteem, drive for thinness and the risk of eating disorders.

The results of this investigation can be useful to numerous people in light of the fact that by understanding this relationship, a clearer comprehension can be formed of the risk factors for eating disorders in young women, prompting more proficient treatment of such young women (in view of a better comprehension of where their issue began). Besides, consciousness of such a relationship can uncover the likely dangers of Instagram so that both young women and their parents, teachers, etc. can better shield them from eating disorders before they develop these disorders.

3.2. Hypotheses

The main hypotheses of this thesis are as follows:

H1: If a young female adult is highly exposed to appearance-focused accounts on Instagram, then her mood will be negatively impacted.

H2: If a young female adult is highly exposed to appearance-focused accounts on Instagram, then her self-esteem will be negatively impacted.

H3: If a young female adult is highly exposed to appearance-focused accounts on Instagram, then her body image, and body satisfaction will be negatively impacted.

H4: If negative impacts on body image and mood occur in young female adults due to high exposure to appearance-focused Instagram accounts, then they will be at higher risk of developing eating disorders due to unhealthy drive for thinness.

3.3. Research Questions

I have designed an experiment to test for the presence of direct connections between negative mood, self-esteem and body image/body satisfaction impacts of appearance-focused Instagram accounts and risk factors of eating disorders like higher drive for thinness and potential to be obsessed with eating less. I will complete this experiment online since it is the most time and cost-effective path for me as a student.

The goal of this experiment is to answer my research questions:

Q1: Does high exposure to appearance-focused Accounts on Instagram negatively impact young female adults' mood?

Q2: Does high exposure to appearance-focused Accounts on Instagram negatively impact young female adults' self-esteem?

Q3: Does high exposure to appearance-focused Accounts on Instagram negatively impact young female body image/body satisfaction?

Q4: Do these negative impacts on body image and mood lead to higher risks of developing eating disorders in young females?

3.4. Operational Definitions

I am providing the following operational definitions for my study to ensure clarity, consistency, and comparability of my research findings. These definitions will help establish clear meanings for key concepts and variables, enabling me to measure and interpret results data consistently. This will enhance my methodology by promoting reliable and valid measurements. These definitions also support transparency, allowing readers to understand how concepts were operationalized in my experiment. Through such effective communication and shared understanding, operational definitions will hopefully contribute to the overall quality and impact of my research.

High exposure to appearance-focused accounts: exposure to the chosen Instagram accounts for minimum 2 hours a day for one week (Fioravanti et al., (2021), Varkaris and Neuhofer, (2017), Tiggemann and Zaccardo, (2015), Hinojo-Lucena et al., (2020).

Risks of Developing Eating Disorders:

- increased drive for thinness (Rosen (1990), Fallon and Rozin, (1985), Grogan, (1999), p.169, Zellner et al., (1989)),
- increased drive to eat less (Garner et al., (1982), Rosen, (1990), Wilson and Smith, (1989)),
- increased drive to lose weight through dieting, purging, exercising intensely, or unhealthy habits (Grogan, (1999), p.172, Cooper et al. (1987), Garfinkel (1992), Grogan, (1999), p.174, Tiggemann (1996))
- higher appearance perfectionism (Garner and Garfinkel (1981), pp.263-284, Alexi et al. (2019), pp.615-62, Beckman, Baumann and Herpertz (2021), pp.477-488, Grogan et al (1999), pp.32-38)
- higher appearance comparison, (Garner and Garfinkel (1981), pp.263-284, Alexi et al. (2019), pp.615-62, Beckman, Baumann and Herpertz (2021), pp.477-488, Grogan et al (1999), pp.32-38)
- lower self-esteem, (Grogan, (1999), pp.180-181, Mintz and Betz (1986), Button, (1993), Furnham and Greaves (1994), Button et al., (1996), Grogan, (1999), pp.169-171)

- lower mood, (McComb, (2019), pp.100-101, McComb (2019), p.106, Alberga et al. (2018), Homan et al. (2012))

- lower perception of control (Slade (1982), Orbach (1993), p.15, Orbach (1993), pp.1-8, Furnham and Greaves (1994))

(These are all factors found in the Literature Review to indicate risk of eating disorders and measured in pre-experiment and post-experiment questionnaires through questions analyzed below).

Young Female Adults: women between the ages 18 to 25 (Fioravanti et al., (2021), Grogan (1999), p.128, Myers and Biocca (1992))

- *Body image/body satisfaction:* how satisfied with one's appearance and body each participant felt and how many things she would change about her physical appearance if she could at this moment (Garner and Garfinkel (1981), pp.263-284, Grogan et al (1999), pp.32-38))

Mood: how uplifted, neutral, or down each participant felt before and after the experiment (McComb, (2019), pp.100-101, McComb (2019), p.106, Alberga et al. (2018), Homan et al. (2012))

Self-esteem: one's positive or negative attitude toward oneself and one's evaluation of one's own thoughts and feelings overall in relation to oneself (Rosenberg, 1965)

Drive for thinness: more dissatisfaction with body weight/size and more extreme willingness to lose weight fast (Rosen (1990), Fallon and Rozin, (1985), Grogan, (1999), p.169, Zellner et al., (1989)),

Drive for eating less: increased willingness to eat less or stay hungry to lose weight, or tendency to binge and purge (Garner et al., (1982), Rosen, (1990), Wilson and Smith, (1989)),

3.5. Sampling and Data Collection

Non-probability sampling was used to obtain my study's participants. A landing page was created through Wix and shared on my social media, my friends' social media,

Yeditepe University, Okan University, Bahcesehir University, Uskudar University, Istanbul University student Whatsapp groups, as well university student Whatsapp groups in France, Algeria, Egypt, and Lebanon. For women aged 18-20, the registration page was shared in international high school student Whatsapp groups in Turkey, Egypt, and Lebanon.

This method, although still accepted in academic fields as valid, is cheaper, easier, and more convenient for my limited budget and resources. By using non-probability sampling I was able to use a combination of volunteer sampling purposive sampling which made my experiment more feasible since I was able to invite women online to participate on my study and specify the requirements I need in my online invitations: age (18-25) and the regular use of Instagram (minimum 2 hours per day a week).

Having access to different cultures by doing this participant registration online increased diversity among members of my study increasing reliability of results in turn. It will also hopefully allow me to add to the growing but still lesser literature on women's body image media effects in Non-Western cultures, as I am sampling from a population of university students in international courses in Turkey, and my sample turned out to be only Turkish and Arab students. I have gathered a total of 26 women for my experiment.

I divided all female participants randomly into 2 groups. Group A (experimental) had 13 women and Group B (control) had 13 women. To take off from where previous studies left, I asked the experimental group (A) to use Instagram for a minimum of 2 hours daily for 1 week and gave them a list of 43 appearance-focused accounts to follow at the start of the experiment to make sure I am covering all bases of previous research. (Appendix 7.1)

The collection of appearance focused accounts include:

- Western Female Fashion Influencers
- Middle Eastern Female Fashion Influencers
- Female Fitness Influencers
- Female Fitness Influencers in Middle East
- Famous Female Appearance-Focused Accounts (Western)

- Female Diet & Food Related Influencers (Western)
- Diet and Food Related Female Influencers in Middle East
- Female Celebrities Popular Among the Age Group of 18 to 25
- Middle East Female Celebrities Popular Among the Age Group of 18 to 25

The participants were asked to create new Instagram accounts other than their personal ones in order to protect their own following lists as well as to ensure the Instagram algorithm does not block exposure to my selected following lists for them. In fact, by having new accounts, they are only following these selected accounts, so high exposure is ensured as it will definitely be the bulk content of their Instagram feeds.

The selected Instagram accounts include all the elements of appearance focused accounts agreed on in the literature review by many authors and researchers both before the social media era and during:

From conventional media research:

- Celebrities
- Diet icons
- Fashion models

From social media research:

- Influencers
- Fashion influencers
- Fitness influencers (see #fitspiration studies in Literature Review)

The other group (B, control group) was asked to do the same but with a list of 42 nature and travel themed accounts to follow instead for this same period of time (Appendix 7.1). These accounts feature stunning photography and content showcasing the beauty of natural beauty and landscapes.

I prepared two versions of a questionnaire to be filled by all participants before and after the experiment. These questionnaires will be filled out online using Survey Monkey. The pre-experiment questionnaire (to be filled out before the experiment) includes only close-ended questions for specific measurements of body image, body satisfaction, eating attitudes, attitudes towards food, drive for thinness, mood, self-esteem, symptoms of eating disorders, and sociocultural level of impact from Instagram on body image.

The post-experiment questionnaire (to be filled out after the experiment) will contain the same questions for comparison in order to see how results changed after exposure to the appearance-focused Instagram accounts.

One difference does exist between the two questionnaires: the pre-experiment includes an adapted version of the Facebook Questionnaire (FBQ; Meier and Gray, 2014) to get context on the participants' use of Instagram in general, before starting the experiment. This will be a useful context when analyzing the results but does not measure anything that could change during the experiment or needs to be tested for, and therefore, these questions are only asked in the first questionnaire.

To ensure both ethics and accuracy of the experiment, no names will be asked in questionnaires in order to maintain privacy and comfort to answer honestly. The questionnaires have used or adapted full or parts of the several tests used in previous studies in the literature review (Appendix 7.2).

In order to receive the informed written consent of my participants, I have announced the need for participants using a registration page landing page where interested women could sign up. Once they registered their emails, they received more in-depth details on the experiment and all of their concerns were attended to. The ones who still wanted to participate consented by responding with "confirm" to these emails before a set date and after they were sufficiently briefed on the study.

As part of the informed written consent process, I have ensured that participants fully understand the purpose, risks, and benefits of the study before giving their informed

consent. I have done so without revealing what exactly my hypotheses are to maintain the accuracy of my methodology and limit social desirability bias. However, I have explained that I am exploring the impacts of Instagram on young adult women's mood, self-esteem, body satisfaction, and eating habits. I stated that during this week, some negative impacts on any of these are possible, and I made sure all the participants know they have the option to withdraw from the study at any time without facing any negative consequences. I also explained that some content may be found distressing or triggering by some individuals and if anyone needs support or has concerns, they can reach out to me any time. Aware of the vulnerability of a young adult woman sample for such a study, I have also offered the participants an opportunity with psychiatric professionals if they find they need such support during or after the experiment.

3.6. Limitations

It is important to acknowledge the limitations of my study. Firstly, this study relies on self-reported data, which may be subject to recall bias or social desirability bias. Secondly, the sample size is relatively small, consisting of only 26 young female adults, which may limit the generalizability of the findings to larger populations. Additionally, the use of online data collection methods also raises concerns about the representativeness of the sample and potential biases related to internet usage patterns. Moreover, the experiment is conducted over a relatively short duration of one week, which may not capture the long-term effects of exposure to appearance-focused accounts on Instagram. Lastly, the study primarily focuses on young female adults between the ages of 18 to 25, and caution should be exercised when generalizing the results to other demographic groups. Despite these limitations, this study aims to provide valuable insights into the potential negative impacts of appearance-focused accounts on Instagram and their association with risk factors for eating disorders in young women.

3.7. Questionnaires

The pre-experiment questionnaire includes the following set of questions adapted from a variety of scales available in the literature

Q1 - To identify if answers are from experimental or control group

Q2 - Q22: Adapted from Facebook Questionnaire (FBQ; Meier and Gray, 2014) for Instagram to get context on frequency and type of all participants' use of Instagram so Facebook was replaced by Instagram and questions adapted for Instagram terms when needed but main concepts measured maintained

Q23 - Q24: Adapted from Brief Mood Introspection Scale (BMIS) by John D. Mayer to measure mood before experiment (Mayer, 1999)

Q25: Adapted from Rosenberg self-esteem scale (Rosenberg, 1965) to measure self-esteem before experiment.

Q26: Adapted from The Physical Appearance Perfectionism Scale (PAPS; Yang & Stoeber, 2012) to measure level of appearance perfectionism, to look for signs of body dissatisfaction and potential risk of eating disorders before experiment.

Q27: Adapted from Body Attitudes Test (BAT) by Probst et al. in 1995 to measure body satisfaction levels before experiment.

Q28 - Q33: Adapted from Body Image State Scale by Cash et al. (2002) for more comprehensive measurement of body satisfaction levels before experiment.

Q34- Q40: Adapted from Eating attitudes test (EAT26) (Garner, Olmsted, Bohr and Garfinkel, 1982) to measure potential risks/early symptoms of eating disorders before experiment.

Q41: Adapted from Eating Disorders Inventory (Graner, Olmstead and Polivy, 1983) to measure potential risks/early symptoms of eating disorders before experiment.

Q42- Q48: Adapted from SCOFF Questionnaire (Morgan, Reid, & Lacey, 2000) to measure potential risks/early symptoms of eating disorders before experiment.

Q49: Adapted from Sociocultural Attitudes Toward Appearance Questionnaire–Version 3 (SATAQ-3; Thompson, van den Berg, Roehrig, Guarda, & Heinberg, 2004) for Instagram, so TV/magazines replaced by Instagram and questions adapted for Instagram terms when needed but main concepts measured maintained, to measure impact of

Instagram on body shape ideals and body satisfaction levels by looking at its importance on participants' perceptions of body before experiment.

The post-experiment questionnaire includes the following set of questions adapted from a variety of scales available in the literature.

Q1- To identify if answers are from experimental or control group.

Q2 - Q3: Adapted from Brief Mood Introspection Scale (BMIS) by John D. Mayer to measure mood after experiment (Mayer, 1999).

Q4: Adapted from Rosenberg self-esteem (Rosenberg, 1965) scale to measure self-esteem after experiment by comparing to pre-experiment results to same questions.

Q5: Adapted from The Physical Appearance Perfectionism Scale (PAPS; Yang & Stoeber, 2012) to measure level of appearance perfectionism, to look for signs of body dissatisfaction and potential risk of eating disorders after experiment by comparing to pre-experiment results to same questions.

Q6: Adapted from Body Attitudes Test (BAT) by Probst et al. in 1995 to measure body satisfaction levels after experiment by comparing to pre-experiment results to same questions.

Q7 - Q12: Adapted from Body Image State Scale by Cash et al. (2002) for more comprehensive measurement of body satisfaction levels after experiment by comparing to pre-experiment results to same questions.

Q13- Q19: Adapted from Eating attitudes test (EAT26) (Garner, Olmsted, Bohr and Garfinkel, 1982) to measure potential risks/early symptoms of eating disorders after experiment by comparing to pre-experiment results to same questions.

Q20: Adapted from Eating Disorders Inventory (Graner, Olmstead and Polivy, 1983) to measure potential risks/early symptoms of eating disorders after experiment by comparing to pre-experiment results to same questions.

Q21- Q27: Adapted from SCOFF Questionnaire (Morgan, Reid, & Lacey, 2000) to measure potential risks/early symptoms of eating disorders after experiment by comparing to pre-experiment results to same questions.

Q28: Adapted from Sociocultural Attitudes Toward Appearance Questionnaire–Version 3 (SATAQ-3; Thompson, van den Berg, Roehrig, Guarda, & Heinberg, 2004) for Instagram, so TV/magazines replaced by Instagram and questions adapted for Instagram terms when needed but main concepts measured maintained, to measure perceptions of impact of Instagram on body shape ideals and body after experiment by comparing to pre-experiment results to same questions.

The participants' responses are measured according to the following scoring methods:

Facebook Questionnaire (FBQ; Meier and Gray, 2014)

Facebook Questionnaire (FBQ; Meier and Gray, 2014) will not be scored as it will not take part in the comparative numerical analysis. It only existed at the beginning of the pre-experiment questionnaire and not the post-experiment questionnaire. The aim of these questions is to gain knowledge on participants' use of Instagram prior to the experiment and on a longer term in order to combat limitation of only 1 week experiment duration by connecting to this context. These results will be descriptively analyzed.

Brief Mood Introspection Scale (BMIS) (Mayer, 1999)

The Pleasant-Unpleasant BMIS scale was used and scored using reverse scoring. The minimum possible score is 16 and the maximum is 64.

Rosenberg Self-Esteem Scale (Rosenberg, 1965)

The Rosenberg scale is scored by assigning numerical values to each of the responses and reversing these values for statements 3,5,8,9 and finding the total. Each of the responses was given a numerical value from strongly agree (3) to strongly disagree (0) and the sum was found for each individual. The score can range from 0 to 30 with 30 being the highest score.

The Physical Appearance Perfectionism Scale (PAPS; Yang & Stoeber, 2012)

For this test, I have simply numerically analyzed results in the usual Likert scale manner. Each of the responses was given a numerical value from strongly agree (4) to

strongly disagree (1) and the sum was found for each individual. The higher the score, the higher the level of appearance perfectionism.

Body Attitudes Test (BAT) (Probst et al., 1995)

Each of the responses was given a numerical value from strongly agree (4) to strongly disagree (1) and the sum was found for each individual with scores reversed for statements 4, 9 and 15. The sum was found for each participant and the higher the score, the higher the body dissatisfaction.

Body Image State Scale (Cash et al., 2002)

Each of the responses was given a numerical value from extremely satisfied (9) to extremely dissatisfied (1) with scores reversed for statements 2,4, and 6. The sum was found for each individual and the higher the score, the higher the body satisfaction.

Eating Attitudes Test (EAT-26) (Garner, Olmsted, Bohr and Garfinkel, 1982)

Each of the responses was given a numerical value: Always (3), Usually (2), Often (1), Sometimes (0), Rarely (0), Never (0). For the last statement the scores were reversed so: Always (0), Usually (0), Never (0), Sometimes (1), Rarely (2), Never (3). The sum was found for each individual and the higher the score, the higher the risk of eating disorders.

Eating Disorders Inventory (Graner, Olmstead and Polivy, 1983)

Each of the responses was given a numerical value: Always (3), Usually (2), Often (1), Sometimes (0), Rarely (0), Never (0). The scores were reversed for statements 1, 12, 15, 17, 19, 20, 23, 26, 30, 31, 37, 39, 42, 50, 55, 57, 58, 61, 62 so that their responses became scored in this manner: Always (0), Usually (0), Never (0), Sometimes (1), Rarely (2), Never (3). The sum was found for each individual and the higher the score, the higher the risk of eating disorders.

SCOFF Questionnaire (Morgan, Reid, & Lacey, 2000)

This is an online tool for clearing suspicions of eating disorders. If there are 2 or more “yes” responses in the first 5 questions, there is further questioning with two more questions. I presented participants with all 7 questions at once and will compare results based on the average number of “yes” responses.

Sociocultural Attitudes Toward Appearance Questionnaire–Version 3 (SATAQ-3; Thompson, van den Berg, Roehrig, Guarda, & Heinberg, 2004)

Each of the responses was given a numerical value from strongly agree (4) to strongly disagree (1) and the sum was found for each individual. The higher the score, the higher the impact of Instagram on body dissatisfaction and appearance comparison.



4. FINDINGS

4.1. Instagram Usage Patterns

First, the participants in both the experiment (Group A) and control group (Group B) were asked Questions 2 to 22, which have been from Meier and Gray's (2014) Facebook Questionnaire, before the experiment. These questions examine the nature of Instagram use in both groups before the experiment and in the long term. It is not used to measure the operational definitions of any of my hypotheses (mood, body image or self-esteem), not included in the numerical comparative analysis of results of both groups, and they are not repeated in the post-experiment questionnaire.

A descriptive analysis was used for this first part of the pre-experiment questionnaire (Q2 to Q22) as there will be no post-experiment comparison and it does not test for any of the hypotheses but rather gives context on the general nature of use of Instagram in my sample that will be used in the analysis of results as background data on my sample, so this requires a deep descriptive analysis.

This part of the pre-experiment questionnaire (Q2-22) examines the nature of participants' usage of Instagram in general using an adapted version of the Facebook Questionnaire. This is important because my experiment is only one weeklong and this context will help in analyzing results more accurately. This is also important in order to relate the experiment results to the overall effect on young women in a wider context. This is only possible if all participants already use Instagram regularly and analysis is only complete by relating the results to the nature of use of Instagram for this sample.

The responses of the participants' to Questions 2 to 22, adapted from Meier and Gray's (2014) Facebook Questionnaire are as follows: (The detailed results of the entire sample to these questions are available in the appendix).

There were 26 participants in this experiment, and they were randomly divided into two equal groups, A and B with 13 participants in each.

All the participants confirmed that they have daily internet access and an active Instagram account, and most of the sample have their Instagram accounts set to private (24

out of 26 participants). Privacy setting results are also very close in both groups (11 are private in Group A and 13 in Group B)

Table 2 Frequency of Internet use in both groups

	Group A	Group B	Total
Never/almost never	0	0	0
Less than ½ hour per day	0	0	0
½-1 hour per day	0	0	0
1-2 hours per day	0	0	0
2-3 hours per day	2	4	6
More than 3 hours per day	11	9	20

Table 3 Frequency of Instagram use in both groups

	Group A	Group B	Total
Never/almost never	0	0	0
Less than 1 hour per week	0	0	0
Less than ½ hour per day	0	1	1
Between ½ hour and 1 hour per day	1	2	3
1-2 hours per day	6	5	11
More than 2 hours per day	6	5	11

My experiment defines "high exposure" as 2 hours per day at least. The majority of the sample are already close to this level of Instagram (22 out of 26 participants for 1 hour or more per day). A large number already uses Instagram for more than 2 hours. (11 participants).

Most of the sample have their Instagram accounts set to private (24 out of 26 participants). This could indicate that although external accounts (outside followers) may cause appearance comparison, the participants prefer to only be seen by internal accounts (followers).

Table 4 *Frequency of posting personal appearance-focused photos on Instagram in both groups*

	Group A	Group B	Total
More often than once a month	5	3	8
On average, about once a month	4	3	7
Every few months	3	3	6
A few times a year	1	2	3
Almost never or never	0	1	1
I don't know	0	1	1

When asked how often they post photos of themselves on Instagram, the majority of my sample were found to engage in appearance-focused content sharing on Instagram regularly.

Table 5 *Frequency of posting photos focused on nature/artwork/photography on Instagram in both groups*

	Group A	Group B	Total
More often than once a month	5	5	10
On average, about once a month	3	3	6
Every few months	1	1	2
A few times a year	3	2	5
Almost never or never	1	2	3
I don't know	0	0	0

Posting photos focused on nature/artwork/photography is also common among the sample.

Table 6 *Frequency of posting personal appearance-focused Reels on Instagram in both groups*

	Group A	Group B	Total
More often than once a month	0	0	0
On average, about once a month	1	1	2
Every few months	0	1	1
A few times a year	1	4	5
Almost never or never	11	7	18
I don't know	0	0	0

While the majority of young adult women participate in image-sharing of themselves on Instagram, not as many are comfortable to share Reels of themselves regularly. This could be because it is much easier to achieve a target pose and appearance in a static photo rather than on video. Also, most reels require a creative factor in addition to appearance, while images don't. Reel creation could be less popular as it requires more effort. The results indicate that Instagram is also commonly used for communication by young women.

Table 7 *Frequency of posting Reels focusing on nature/artwork/photography on Instagram in both groups*

	Group A	Group B	Total
More often than once a month	0	1	1
On average, about once a month	1	1	2
Every few months	0	3	3
A few times a year	2	1	3
Almost never or never	10	7	17
I don't know	0	0	0

Posting reels focusing on nature/artwork/photography is also not popular among the sample. This again indicates that Reel creation could be less popular as it requires more effort.

Table 8 *Frequency of posting links to news/videos/ Web sites in both groups*

	Group A	Group B	Total
Nearly every time I log on	0	0	0
Often	2	1	3
Once in a while	2	4	6
Rarely	4	3	7
Almost never	5	5	10
I don't know	0	0	0

Instagram is not commonly used for sharing news or other external internet content by young women. So far, it seems like Instagram is most commonly used for appearance-focused content sharing, followed by sharing nature, travel and photography content, and the least common is sharing news or websites. This is further indication of appearance-focused Instagram activity being the most common among the sample.

Table 9 *Frequency of viewing friends' photos of themselves when visiting Instagram in both groups*

	Group A	Group B	Total
Nearly every time I log on	3	3	6
Often	4	7	11
Once in a while	2	2	4
Rarely	3	1	4
Almost never	0	0	0
I don't know	1	0	1

When asked how "often" the women view friends' photos of themselves when visiting Instagram the majority's responses show the prominence of appearance-focused activities on Instagram. It shows that women don't only use Instagram to share appearance-focused content of themselves but also to view this content shared by others. In fact, 6 women check their friends' photos of themselves almost every time they log in. This could be an indicator of high appearance comparison.

Table 10 *Frequency of viewing friends' links to news/videos/Web sites when visiting Instagram in both groups*

	Group A	Group B	Total
Nearly every time I log on	2	2	4
Often	7	2	9
Once in a while	3	5	8
Rarely	0	3	3
Almost never	1	1	2
I don't know	0	0	0

When asked how "often" the women view friends' links to news stories, videos, and websites when visiting Instagram, the results indicate that while sharing such content is not a regular activity, there is more interest in what peers share in terms of news stories, web sites, and videos.

4.2. Experiment Results

The most important part of my results is the change in mood, self-esteem, and body image and body satisfaction between pre-experiment and post-experiment. From the tables given above, we can see the change that took place during the experiment and numerically compare the size and nature of this change for both groups. While all tests showed a negative impact in Group A and a positive impact in Group B as regards mood, self-esteem, body image and body satisfaction, which validates all my hypotheses on body image, body satisfaction, drive for thinness, self-esteem, mood, and risk of eating disorders, that comparison alone would not be accurate as it does not include a comparison with pre-experiment data for both groups as well, to see the difference between pre-experiment and post-experiment test scores and analyze the effect of the experiment on both groups as well as compare the changes that occurred in both groups rather than only compare post-experiment results. An analysis of this more accurate comparison is provided below.

4.2.1. Mood

Here are the comparative results of both groups' responses to the brief mood introspection scale developed by Mayer (1999).

Table 11 *Results of Brief Mood Introspection Scale*

	Group A (Average)	Group B (Average)
Pre-experiment	37.2	35.7
Post-experiment	35.8	38.8
Overall mood question (pre-experiment)	60	57
Overall mood question (post-experiment)	39	73

As seen from the table above, mood becomes slightly more unpleasant during the experiment. Group A results prove the first hypothesis in my study, that appearance-focused Instagram accounts could negatively impact mood in young women (BMIS decreases from 37.2 to 35.8). Although the change is only by 1.4 on the unpleasant-pleasant BMIS scale (which has a minimum score of 16 and maximum of 64), this change happened during only a one-week period which means high exposure to appearance focused Instagram accounts does negatively impact mood. Alone, it could be argued that this could be due to other external factors, which is why self-esteem and body image impact will also be analyzed for accurate conclusions.

This proves the first hypothesis in my study that appearance-focused Instagram accounts could negatively impact mood in young women. While I expected mood levels to stay the same for the control group, they are actually showing improvement. Again, the change is only by 3.1 but this is not a small number when putting it in the context of the short duration of the experiment. Also, when putting this into the context of the pre-experiment results for questions on the nature of use of Instagram (which showed appearance-focused activity across both groups), this means that taking a break from appearance-focused Instagram accounts improved the mood of the control group. Also, the positive change in mood is even higher than the negative change in mood found in Group A (3.1 vs 1.4). This could be because Group A also showed high appearance-focused activity in the pre-experiment questionnaire (questions 2 to 22). So, increasing the level of

exposure slightly increased a negative impact that seems to have already existed. However, for Group B, this was removed for a few hours per day and the level of improvement exceeded my expectations on the unpleasant-pleasant BMIS scale (which has a minimum score of 16 and maximum of 64), this change happened during only a one week period, which means high exposure to appearance focused Instagram accounts does negatively impact mood. Alone, it could be argued that this could be due to other external factors, which is why self-esteem and body image impact will also be analyzed for accurate conclusions. All of this confirms that appearance-focused accounts on Instagram negatively impact mood in young women, and that taking even a week off from this exposure can have positive impacts on mood levels.

When allowed to express the level of mood in a more flexible scale, participants in Group A, although previously it was found that the improvement in mood in Group B was slightly more significant than the negative impact on mood in Group A using BMIS scores on the unpleasant-pleasant scale, the results here show that the impact might have been higher than I assumed. By comparing to the same question responses for Group B, this can be further analyzed.

When asked about overall mood, the difference between pre-and post-experiment results for this question for Group B is +16 and the difference for Group A was -21. This confirms that while the positive difference was larger for Group B in the previous question, the negative difference for Group A is much larger here. This could mean that while specific mood attributes of the BMIS scale were more slightly more positively affected in Group B than were negatively affected in Group A, the overall mood perceived by participants faced a much more negative effect in Group A than the positive effects felt in Group B. Again, the positive effects in the control group were already surprising and indicate the positive effects of space from appearance-focused accounts on Instagram indeed. So, this comparison does not belittle that conclusion; it just puts great emphasis on the negative impact on mood perceived by Group A.

4.2.2. Self-Esteem

Here are results of the participants in both groups to the self-esteem scale developed by Rosenberg (1965).

Table 12 *Results of Self-Esteem Scale*

	Group A (Average)	Group B (Average)
Pre-experiment	21.2	20.5
Post-experiment	19.7	21.3

The decline in Group A's self-esteem in post-experiment proves the hypothesis that high exposure to appearance-focused accounts leads to lower self-esteem in young women. On the other hand, the increase in Group B's self-esteem score indicates that reducing exposure to appearance focused accounts on Instagram could positively impact levels of self-esteem in young women.

4.2.3. Physical Appearance Perfectionism

The results of this scale are critical as appearance perfectionism is important in showing the media effects of any platform on body satisfaction. Also, the results in this particular test as well as the Body Attitudes Test, which also examines body satisfaction, are quite interesting on the individual participant level.

Here are the results of the participants in Group A and Group B to the scale of physical appearance perfectionism developed by Yang and Stoeber (2012).

Table 13 *Results of Physical Appearance Perfectionism Scale*

	Group A (Average)	Group B (Average)
Pre-experiment	30.7	30.1
Post-experiment	34.5	27.1

These average results for the Physical Appearance Perfectionism test for Group A between pre-experiment and post-experiment indicate higher levels of appearance perfectionism and lower body image due to high exposure to appearance-focused Instagram accounts. This is seen in individual results as some participants that did not feel they "strongly agree" to statements such as "I am not satisfied with my appearance" before the experiment responded "strongly agree" to it after the experiment. As this test is one of several in this experiment that measures body satisfaction, this is the first indication that

my hypotheses are true and body image and body satisfaction are negatively impacted by high exposure to appearance-focused Instagram accounts.

On the other hand, the table shows that levels of appearance perfectionism decreased in the control group (Group B) when the women took a week away from appearance-focused Instagram accounts. This further proves my hypotheses when compared with the negative impact seen in the same section for Group A. As this test is one of the tests, I used to measure body satisfaction, this again indicates that appearance-focused accounts on Instagram negatively impact body image and body satisfaction.

4.2.4. Body Attitudes

The results of this test about body attitudes developed by Probst et al. (1995) are important in determining changes in positivity and negativity of body attitudes among the sample during the experiment.

Here are the results of the participants in Group A and Group B to the body attitudes test developed by Probst et al. (1995).

Table 14 *Results of Body Attitudes Test*

	Group A (Average)	Group B (Average)
Pre-experiment	43.9	41.5
Post-experiment	49.5	39.8

The increase in Group A's responses to negative statements in the Body Attitudes Test after the experiment proves my hypothesis that high exposure to appearance-focused accounts on Instagram negatively impacts body image and body satisfaction since the Body Attitudes Test is yet another test that I have employed to the questionnaires for body image and body satisfaction measurement. Also, the average score increasing in negativity by 5.6 further validates this. There is also a clear decrease in agreement to positive statements about body, which through the reverse Likert scoring reflects by increasing average of Group A results on this test in post-experiment, indicating more negative attitudes towards the body caused by high exposure to appearance-focused Instagram accounts.

On the other hand, in Group B we see positive changes in results between pre-experiment and post experiment as less participants in the control group (B) respond "strongly agree" to negative statements. This decrease in responses to negative statements in the Body Attitudes Test after the experiment in Group B further proves my hypothesis that high exposure to appearance-focused accounts on Instagram negatively impacts body image and body satisfaction.

A number of participants strongly agreed to negative statements about their body before the experiment and changed their responses to lesser ones in agreement in the post-experiment showing again that while the control group was expected to have similar results in post-experiment to pre-experiment, there are consistent results that show improvement. This indicates that even one week away from high exposure to appearance-focused accounts can improve body image and body satisfaction, further validating my hypothesis.

The average score changes in Group A and B between pre-experiment and post experiment also validate this. Group A had a +5.6 difference in average score on the Body Attitudes Test after the experiment while Group B had -1.7 difference. This further emphasizes the negative effect on body attitudes in Group A and the positive effect in Group B. We also see that the negative effect is larger for group A than the positive effect for B.

4.2.5. Body Image States

Here are the results of the participants in Group A and Group B to the body image states scale developed by Cash et al. (2002).

Table 15 *Results of Body Image States Scale*

	Group A (Average)	Group B (Average)
Pre-experiment	24.1	26.3
Post-experiment	22.2	29

The Body Image States Scale Cash et al., 2002) is the third test showing negative impact on body image and body satisfaction, and out of the three we looked at so far, this is the first one with a clear scoring method available for accurate quantifiable measurement

of impact through average scores of both groups and the difference between pre-experiment and post-experiment average scores for both groups to show impact of the experiment. This makes the results of the BISS very valuable as they quantifiably show that appearance-focused Instagram accounts negatively impacted participants in the experimental group (A).

On the other hand, the Body Image States Scale quantifiably shows that one week away from appearance-focused Instagram accounts positively impacted participants in the control group (B) and the positive difference is even larger than the negative one (+2.7 compared to -1.9). A similar case was seen in the quantifiable tests for mood and self-esteem test that were mentioned earlier. It has been assumed that this is because all participants in the experiment seemed to already be facing high exposure to appearance-focused accounts before the experiment, so while even more intense exposure led to negative results in Group A, we could say the experiment was magnifying existing negative impacts. However, for Group B, the trigger was removed altogether, and further emphasizing the negative effects, we see a greater positive effect in some tests.

4.2.6. Eating Attitudes

Here are the results of the participants in Group A and Group B to the *Eating Attitudes Test* (EAT26) developed by (Garner, Bohr, and Garfinkel, 1982).

Table 16 *Results of Eating Attitudes Test*

	Group A (Average)	Group B (Average)
Pre-experiment	15.9	11.7
Post-experiment	22.3	5.5

In the experimental group (A), the average Eating Attitudes Test (EAT26) (Garner, Bohr, and Garfinkel, 1982) score increases by +6.4 on the EAT26 scale. Overall, the average group's score was below the EAT-26 eating disorder cut-off of 20 (Garner, Olmsted, Bohr and Garfinkel, 1982) and exceeded the cut-off in the post-experiment (increase in score from 15.9 to 22.3). This could mean that women who did not show high drive for thinness, unhealthy eating habits and symptoms of eating disorders start showing these after the high exposure to the appearance-focused accounts on Instagram. It could

also mean that women who already showed symptoms of eating disorders (there were 3 participants with scores 20 and over in the pre-experiment and the EAT26 test indicates eating disorders for scores 20 and above) started exhibiting these symptoms more intensely due to the experiment. Potentially, the increase could have also been caused by both factors. In all cases, it is clear that my hypothesis is validated by the EAT26 test for the experimental group: high exposure to appearance-focused Instagram accounts does increase drive for thinness and potentially cause problematic relationships with food. Also, seeing women with existing scores over 20 in this relatively small sample validates Wolf's argument that the issue is very common and probably socially caused.

This shows that the risk of eating disorders increased in Group A between the pre-experiment and post-experiment questionnaires. This validates my main hypothesis: that appearance focused accounts do indeed increase the risk of eating disorders through young women by negatively impacting mood, self-esteem, body image and body satisfaction, which were all validated above.

The Behavioral Questions part of the EAT26 is not included in the score but showed interesting results for this group where some participants moved out of the "Never" response category, meaning they participated in these eating disorder symptoms and unhealthy eating habits for the first time in the past 6 months only during this experiment:

The Behavioural Questions responses could indicate that the high exposure to appearance-focused accounts triggered eating disorders for the first time in many of the participants in this group. When putting this in context with the questions about nature of Instagram use in the pre-experiment questionnaire (Q2 to Q22), it is recalled that all 26 women showed high levels of engagement in appearance focused activities on Instagram prior to the experiment which could mean they already experienced negative impacts for prolonged periods and were an "elastic" (Grogan, 1999, p.3) audience, or more likely to be negatively impacted this way. This is further emphasized when recalling some of the pre-experiment results in the same section that showed slightly higher engagement in appearance-focused activities on Instagram in Group A meaning they could have also potentially been more "elastic."

On the other hand, in the control group (B), the average EAT26 score increases by +6.2 on the EAT26 scale. This could mean that women already have eating disorder symptoms, problematic relationships with food or high drive for thinness started exhibiting these symptoms less due to less triggers because of less exposure to appearance-focused accounts on Instagram. This could apply to women diagnosed with eating disorders and those who are not. This is important to note as 1 participant in this group had a very high EAT26 score of 36! Whether or not this participant has received a professional diagnosis, it is possible that her symptoms might have been slightly improved during this week along with improvements in other girls' symptoms who don't have a higher enough score to consider as having an eating disorder (remaining 12 participants had scores below 20). In all cases, it is clear that my hypothesis is validated again by the EAT26 test for the experimental group: decreased exposure to appearance-focused Instagram accounts could decrease drive for thinness and problematic relationships with food.

Interestingly, although showing positive results so far, this same pattern was found in the control group where some participants moved out of the "Never" response category in the Behavioural Questions part of the test, meaning they participated in these eating disorder symptoms and unhealthy eating habits for the first time in the past 6 months only during this experiment:

The Behavioural Questions part of the EAT-26 for Group B could indicate that the high exposure to appearance-focused accounts is not what triggered eating disorders risk for the first time in many of the participants in both groups. Although the changes in mood, self-esteem, body image, body satisfaction and relationships with food have been positive so far, the findings in the Behavioural section of EAT26 are indeed extreme. To see the same in the control group who has been experiencing better results so far indicates that the movement from "never" in both groups is caused by external factors in this section. My theory is that this has to do with carrying out my experiment in the beginning of summer. In both groups, the responses to "never" in this section are already shockingly low in the pre-experiment, which means most of the women were already struggling. Summer is a time when body shapes are revealed more, and aesthetics of females are more focused on in Instagram content. This could be why eating disorder symptoms spiked up again in the

entire sample even for the control group who has been showing improvement in all other measurements so far including the rest of the EAT26 test itself.

4.2.7. Eating Disorders

Here are the results of the participants in Group A and Group B to the *Eating Disorders Inventory (EDI)* developed by Graner, Olmstead, and Polivy (1983).

Table 17 *Results of Disorder Inventory*

	Group A (Average)	Group B (Average)
Pre-experiment	58.3	50.6
Post-experiment	66.5	36.1

Eating Disorders Inventory (EDI) (Graner, Olmstead, and Polivy, 1983):

The average of results of the EDI test for Group A in the pre-experiment questionnaire are already higher than the cut-off for eating disorders risk: the cut-off for the EDI test is 43 (Graner, Olmstead and Polivy, 1983) and the average for Group A in the pre-experiment was 58.3. This means that on this scale a higher number of participants in Group A already showed risk of eating disorders before the experiment. The score increased to 66.5 in post-experiment, indicating a negative impact of high exposure to appearance-focused accounts on problematic relationships with food in young women. In this case, it is likely that some of the women in this group already exhibited symptoms and they worsened due to the experiment, and based on the change in response distributions, other women did not exhibit some of the symptoms and started to after the experiment.

This test is also very valuable for my study because it has two subscales that measure exactly as two operational definitions in my hypotheses: “drive for thinness” and “body dissatisfaction”.

The average total score for Group A on the Eating Disorders Inventory in the pre-experiment questionnaire was 58.3. Within this:

- The average score for Group A on the drive for thinness subscale of the EDI in the pre-experiment was 7.7.

○The average score for Group A on the body dissatisfaction subscale of the EDI in the pre-experiment was 8.9.

The average total score for Group A on the Eating Disorders Inventory in the post-experiment questionnaire was 66.5. Within this:

○The average score for Group A on the drive for thinness subscale of the EDI in the post-experiment was 8.7.

○The average score for Group A on the body dissatisfaction subscale of the EDI in the post-experiment was 8.2.

This small decrease in the body dissatisfaction subscale could show slight improvement if it was consistent with all previous results, but because it is very minor numerically and inconsistent with results of this test and previous tests, its impact is less significant. The important highlight here is the increase in drive for thinness. Combined with other data that validated my hypotheses so far, it is becoming more clear through this rich test that appearance-focused accounts did indeed have a negative impact on Group A's mood, self-esteem, body image and body dissatisfaction, in turn leading to higher drive for thinness and more problematic relationships with food, increasing this group's risk of eating disorders compared to the control group (B).

Analyzing Group B's EDI pre-experiment and post-experiment tests will help complete these conclusions. The average total score for Group B on the Eating Disorders Inventory in the pre-experiment questionnaire was 50.6. Within this:

○The average score for Group B on the drive for thinness subscale of the EDI in the pre-experiment was 3.7.

○The average score for Group B on the body dissatisfaction subscale of the EDI in the pre-experiment was 7.5.

The average total score for Group B on the Eating Disorders Inventory in the post-experiment questionnaire was 36.1.

○The average score for Group B on the drive for thinness subscale of the EDI in the post-experiment was 2.5.

○The average score for Group B on the body dissatisfaction subscale of the EDI in the post-experiment was 4.2.

The average score for control group (B) on the EDI test in the pre-experiment questionnaire was 50.6. Again, this number already exceeds the cut-off of eating disorders on the EDI scale (43) (Graner, Olmstead and Polivy, 1983).

This can help explain the mystery of the increased negative responses for both groups in the behavioral questions of the EAT26 test. This was the first time so far that Group B showed an increase in negative responses between pre-experiment and post-experiment. Also, although the overall EAT26 score for Group B showed improvement from pre-experiment to post-experiment, some participants who responded "never" to activities such as vomiting to control weight in the past 6 months, moved from this category in post-experiment, indicating that they engaged in these activities for the first time during the experiment.

My theory was that this could be an external trigger since both groups showed they are already negatively influenced and some were experiencing some symptoms; however, on all tests, Group B showed improvement rather than decline in post-experiment, while Group A showed negative impact. One possible external trigger in my opinion could be, as mentioned earlier, carrying out my experiment in the beginning of summer when body image issues tend to increase among young women.

The EDI test results help validate my theory of an external trigger for those particular participants. The EDI includes a wider range of deeper questions and measures of frequency and regularity. It shows that both Group A and Group B had concerning average scores in the pre-experiment, and yet Group A did indeed get more negatively impacted by the experiment while Group B showed improvement on both EAT26 and EDI scales in post-experiment. This validates that the participants who engaged in such activities for the first time during the experiment and indicated so in the unscored section of the EAT26 test, might have already exhibited on and off symptoms of eating disorders for a while which were now peaking due to external triggers.

Despite this, the average scores for Group A and Group B consistently showed negative influence of appearance-focused accounts on Group A and the positive effect of

the lack of these accounts on Group B. This indicates that eating disorders could be prevented or at least better managed if sufficient education and support allowed young women to protect themselves from the influence of such Instagram accounts.

SCOFF Questionnaire (Morgan, Reid, & Lacey, 2000):

Here are the results of the participants in Group A and Group B to the *SCOFF Questionnaire* developed by (Morgan, Reid, & Lacey, 2000).

Table 18 *Results of SCOFF Questionnaire*

	Group A (Average number of “yes” responses to first 5 questions)	Group B (Average number of “yes” responses to first 5 questions)
Pre-experiment	2.38	1.15
Post-experiment	2.54	1.54

In the SCOFF questionnaire, a slight negative change was found in Group A’s results as a few more participants moved their answers to “yes”. Group B also showed minor improvement but in some questions the answers shifted in a negative direction as a few participants answered “yes” when they did not in the pre-experiment.

This test is very brief, and all its results seem minor. I believe this is because it is a primary tool used to clear suspicion online rather than clarify risk and support diagnosis like the EDI and EAT-26, which both have much deeper questioning (Morgan, Reid, & Lacey, 2000). Although the results show very minor changes between the pre-experiment and post-experiment questionnaires for both groups, it is important to try to analyze why there is a small negative change in both groups. This means that even if a very small number, some participants in both groups did move some of their responses from "no" to "yes". This could be explained in the same manner as the similar situation that occurred only in the unscored Behavioral Questions part of EAT26: Both groups have concerning eating disorder test average scores in the pre-experiment and while the majority of results shows worsened symptoms in the post-experiment in Group A and improved results in Group B, in these two situations, it is likely that even with overall improvement, some participants had their existing problems triggered by external factors that led to

instantaneous engagement in activities such as making themselves sick for the first time in a while.

4.2.8. Sociocultural Attitudes Toward Appearance

Here are the results of the participants in Group A and Group B to the *Sociocultural Attitudes Toward Appearance Test (SATAQ-3)* developed by Thompson, van den Berg, Roehrig, Guarda, & Heinberg (2004).

Table 19 *Results of Sociocultural Attitudes Toward Appearance Test*

	Group A (Average)	Group B (Average)
Pre-experiment	62.7	60.1
Post-experiment	70.1	64

The Sociocultural Attitudes Toward Appearance Test is used to study the level of media effects on body image in terms of internalization of media ideals as well as pressure on body shape and appearance from media (Thompson, van den Berg, Roehrig, Guarda, & Heinberg, 2004). The responses are usually scored on a 5-point Likert scale scoring system from 1 (definitely disagree) to 5 (definitely agree). However, due to software limitation, I used a similar 4-point Likert scale scoring system from 1 (strongly disagree) to 4 (strongly agree). Same as with the 5-point scale, higher results would indicate higher media effects, in this case Instagram effects. I have replaced "TV" and "magazines" from my adaptation of the original test to "Instagram".

There is a 7.4 increase in the average Sociocultural Attitudes Toward Appearance Test score for Group A between the pre-experiment and post-experiment. While this part of the questionnaires does not measure for any specific hypothesis (mood, self-esteem, body image, body satisfaction, drive for thinness), it does provide insight on the media pressures perceived by both groups before and after the experiment. While there was no experimental measure or hypothesis for this, I expected scores to increase for Group A and stay about the same for Group B. However, the average score increased for both groups in the post-experiment, with Group A experiencing a larger increase. My analysis is that the experiment made both groups more aware of the effects of Instagram on their body image leading to more clarity and less denial the second time they answered the questions. Also,

because Group A was exposed to high exposure of appearance-focused accounts, their score increase was more significant. This adds more emphasis on the pressure Instagram puts on young women's body image.

4.3. Pre-Conclusion

Pre-Experiment Instagram Usage

In the pre-experiment phase, both the experiment group (Group A) and the control group (Group B) participated in answering Questions 2 to 22, derived from Meier and Gray's (2014) Facebook Questionnaire. These questions were administered to examine participants' usage of Instagram before and over the long term. These questions were not employed to test the hypotheses related to mood, body image, or self-esteem, were excluded from the numerical comparative analysis, and were not repeated in the post-experiment questionnaire.

A descriptive analysis was conducted on these questions to provide context regarding the general nature of Instagram use within the sample. This contextual information will support the subsequent analysis of results. The adapted questionnaire examined participants' Instagram usage, which was vital due to the weeklong experiment's short duration. This context aids in accurately analyzing results and relating them to broader effects on young women. The participants' responses to Questions 2 to 22 revealed that all 26 participants had daily internet access and active Instagram accounts, with most accounts set to private. Additionally, the majority of the participants were already close to or exceeding the defined "high exposure" level of 2 hours per day.

It was observed that appearance-focused content sharing on Instagram, particularly self-photos, was common among the participants. Nature, artwork, and photography-related posts were also frequent. However, sharing Reels, especially of themselves, was less common, possibly due to the challenge of maintaining appearance and creativity in dynamic videos. Communication via Instagram was also common. Sharing news or external internet content was less prevalent, indicating that appearance-focused activities were the most prominent. Viewing friends' photos of themselves on Instagram was also a common practice, potentially indicating a tendency toward appearance comparison.

While sharing content like news stories, videos, and websites was less common, there was greater interest in peers' shared content of this nature. This suggests a disparity between content sharing and content consumption patterns on Instagram.



Experiment Results

The experiment results revolve around the impact of appearance-focused Instagram accounts on mood, self-esteem, body image, body satisfaction, and the risk of eating disorders in young women. Group A experienced negative effects, while Group B showed positive changes. The study validates the hypotheses:

1. **Mood Impact:** Group A's mood slightly worsened during the experiment, validating the hypothesis that appearance-focused Instagram accounts negatively affect mood (BMIS decreased from 37.2 to 35.8). Group B, however, experienced improved mood (+3.1). The control group's mood enhancement exceeded the negative change in Group A.

2. **Self-esteem Impact:** Group A's self-esteem declined post-experiment, affirming that high exposure to appearance-focused accounts leads to lower self-esteem. Group B demonstrated increased self-esteem scores, suggesting reduced exposure positively affects self-esteem.

3. **Body Image Impact:** High exposure to appearance-focused accounts in Group A resulted in increased appearance perfectionism and lower body image. Conversely, Group B showed a decrease in appearance perfectionism when distancing from such accounts, confirming the negative impact.

4. **Eating Disorders Risk:** Group A's scores on the Eating Attitudes Test (EAT26) increased (+6.4), indicating increased risk. Group B exhibited similar results (+6.2), suggesting existing symptoms may have been alleviated. The findings correlate with participants' behavior, particularly those who shifted into engaging in eating disorder symptoms for the first time during the experiment.

5. **Drive for Thinness and Body Dissatisfaction:** Group A's scores for drive for thinness and body dissatisfaction increased, while Group B's scores decreased, supporting the impact of appearance-focused accounts.

6. **Media Influence:** Both groups' Sociocultural Attitudes Toward Appearance Test scores increased post-experiment, with Group A's increase being more significant. This

suggests increased awareness of Instagram's influence on body image for both groups, particularly those with high exposure to appearance-focused accounts.

The results underline that appearance-focused Instagram accounts can negatively affect mood, self-esteem, body image, and increase the risk of eating disorders in young women. Group B's positive changes suggest that reduced exposure can lead to improvements. The study suggests that educational interventions and support can help young women protect themselves from the negative impact of such accounts.



5. CONCLUSION

The popularity and widespread use of Instagram as a social media platform have brought to my attention to the issue of appearance-focused accounts on Instagram that promote unrealistic beauty standards, potentially contributing to the development of eating disorders, especially among young adult women. Research has consistently shown a link between exposure to idealized portrayals of female beauty in the media and negative effects on mood, self-esteem, body dissatisfaction, and drive for thinness. Recent studies have specifically focused on appearance-focused accounts on Instagram, which prominently feature manipulated representations of beauty that showcase unattainable body ideals and flawless appearances. Given that a significant proportion of Instagram users are young adult women, who are particularly susceptible to societal pressures, understanding the association between appearance-focused Instagram accounts and the risk of eating disorders is crucial. Eating disorders pose serious psychological and physical consequences and disproportionately affect young adult women.

This research aimed to study the relationship between appearance-focused Instagram accounts and the risk of eating disorders among young adult women, investigating their influence on body image, body satisfaction, self-esteem, mood, and drive for thinness. The main hypotheses of this study suggest that high exposure to appearance-focused accounts on Instagram negatively impacts mood, self-esteem, body image, and increases the risk of developing eating disorders. The research provides a theoretical foundation by thoroughly reviewing literature on gender and power, female body image, female beauty ideals, the relationship between media and eating disorders in women, social media, and Instagram, with a focus on feminist perspectives and the impact of media on women's perceptions of their bodies.

The Gender and Power section of the Literature Review emphasizes the interconnectedness of personal lives and societal structures, particularly in the context of gender. It challenges the notion that biological factors alone determine gender relations, highlighting the influence of larger gender structures on individual and collective behaviors. To explore the concept of body image, I performed an extensive review of literature from early 1900s to recent years (21st century) for a foundational reference for

understanding body image definitions, cultural preferences related to body weight, and body satisfaction in both males and females. Additionally, an examination of media's impact on body image is included. The historical context provided in the Literature Review establishes a chronological framework for analyzing the evolution of women's body shape ideals from various perspectives, including political, cultural, economic, and social factors. This chronological approach is essential in building a comprehensive understanding of body image in women and its connection to media influence and eating disorders. It traces the progression from early forms of media, such as art and magazines, to television, and finally, to the impact of social media.

The study also analyzes user behaviors, and an experimental study is conducted to further explore the relationship between appearance-focused Instagram accounts and eating disorders. The experiment is carried out with 26 female participants between the ages 18 and 25. The participants are randomly divided into two groups with 13 participants each. Group A is the experimental group, which follows appearance-focused Instagram accounts for 2 hours per day for a week. Group B is the control group, which follows nature and travel Instagram accounts for 2 hours per day during the same week. Pre-experiment questionnaires are completed by both groups with tests for mood, self-esteem, body image, body satisfaction, physical appearance comparison, eating disorders, eating attitudes, and drive for thinness. These same tests are provided in the post-experiment questionnaires and the difference between both questionnaires is numerically analyzed for both groups.

All experiment result analysis shows that Group A was much more negatively impacted during the experiment.

The main hypotheses of this experiment were as follows:

H1: If a young female adult is highly exposed to appearance-focused accounts on Instagram, then her mood will be negatively impacted.

This was proven by negative changes in mood in Group A between pre-experiment and post-experiment while Group B showed improvement in overall mood in post-experiment.

H2: If a young female adult is highly exposed to appearance-focused accounts on Instagram, then her self-esteem will be negatively impacted.

This was proven by lower self-esteem in Group A in post-experiment compared to pre-experiment while Group B showed improvement in self-esteem in post-experiment.

H3: If a young female adult is highly exposed to appearance-focused accounts on Instagram, then her body image, and body satisfaction will be negatively impacted.

This was proven by more negative results to tests assessing body image and body satisfaction in Group A in post-experiment compared to pre-experiment while Group B showed improvement in body image and body satisfaction in post-experiment.

H4: If negative impacts on body image and mood occur in young female adults due to high exposure to appearance-focused Instagram accounts, then they will be at higher risk of developing eating disorders due to unhealthy drive for thinness.

This was proven by increase in eating attitudes and eating disorder test scores in Group A between pre-experiment and post-experiment indicating increased risk of eating disorders during experiment, while Group B showed improvement in the same tests in post-experiment.

Combined with the literature review, and the pre-experiment context from participants, it is safe to say that appearance-focused Instagram accounts can negatively impact young adult women's mood, self-esteem, body image and body satisfaction, in turn leading to higher drive for thinness and problematic relationships with food. In this way, appearance-focused Instagram accounts could increase the risk of eating disorders in young-adult women.

I believe that education is the most powerful protection. As seen in the literature, body-affirming trends in the social media era are not as effective as the negative content on the platforms. This is why it is critical to find new, believable, and captivating ways of educating young and adult women on the risks of Instagram and other social media use on their mental and physical health. Only through comprehensive media literacy can a vulnerable audience protect themselves from the negative impacts of a platform, and this applies to this case of Instagram and young adult women. In addition to this education,

sufficient resources should be embedded in Instagram and similar platforms for easy access to professional psychiatric risk assessments of eating disorders and education on how to get a diagnosis and what to do with it. Some women may not even be aware that they are exhibiting symptoms or at risk of developing eating disorders. Only by embedding the solution into the problem can the level of awareness and support tools be sufficient to allow young adult women from the risks of Instagram use.

The risks of high-exposure appearance-focused Instagram accounts can potentially have drastic effects on mental and physical wellbeing of young adult women. Both my literature review and my experiment show that mood, self-esteem, and body satisfaction can be severely negatively influenced and in turn increase risks of developing eating disorders. in young adult women. My hope is that young and adult women both educate themselves on the risks, and public structures to support the free delivery of such education as well as easy access to support resources. My ultimate hope is that through awareness and education, more women will be encouraged to protect themselves, and more women will be encouraged to demand protection and support when Instagram or similar platforms start to impact wellbeing.

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APPENDIX

Instagram Accounts Followed for the Experiment Week

Group A (Experimental Group)

Western Female Fashion Influencers:

1. Chiara Ferragni (@chiaraFerragni) - An Italian fashion influencer and entrepreneur known for her glamorous style and fashion-forward outfits.
2. Aimee Song (@aimeesong) - A popular fashion and lifestyle influencer who shares her chic and trendy outfits, as well as travel adventures.
3. Camila Coelho (@camilacoelho) - A Brazilian fashion influencer and beauty expert known for her sophisticated style and stunning makeup looks.
4. Danielle Bernstein (@weworewhat) - A New York-based fashion influencer who showcases her unique style and fashion finds, inspiring her followers with her edgy and cool outfits.

Middle Eastern Female Fashion Influencers:

5. Karen Wazen (@karenwazen) - A Lebanese fashion influencer known for her chic and elegant style, and also for sharing glimpses of her family life.
6. Dana Hourani (@dana.hourani) - A Lebanese fashion and jewelry designer who showcases her own creations alongside her unique fashion sense.
7. Ola Farahat (@olafarahat) - An Emirati fashion influencer and entrepreneur known for her sophisticated and trendy style, often featuring high-end fashion brands.
8. Tala Samman (@myfashdiary) - A Dubai-based fashion blogger and influencer known for her vibrant and eclectic fashion choices, as well as her travel adventures.
9. Nour Arida (@nouraridaofficial) - A Lebanese fashion influencer and beauty queen known for her glamorous and feminine style, often featuring elegant evening wear.

Female Fitness Influencers:

Female fitness influencer accounts that regularly use the hashtags #fitspiration, #fitspo, or #fitinspiration (these were mentioned in several studies in Literature Review):

10. Kayla Itsines (@kayla_itsines) - Creator of the BBG workout programs, Kayla regularly shares fitness inspiration and workout routines to motivate her followers.

11. Cassey Ho (@blogilates) - With her positive and empowering content, Cassey uses the hashtags #fitspiration and #fitinspiration while sharing her Pilates workouts and healthy living tips.

12. Massy Arias (@massy.arias) - Massy regularly uses the hashtag #fitspo to inspire her followers with her strength training workouts and motivational messages.

13. Kelsey Wells (@kelseywells) - As a fitness influencer and creator of the PWR workout programs, Kelsey often includes the hashtags #fitspiration and #fitinspiration in her posts to motivate women to embrace their strength.

14. Jen Selter (@jenselter) - Known for popularizing the term "belfie," Jen regularly uses the hashtags #fitspo and #fitinspiration while sharing her fitness journey and workout routines.

Female Fitness Influencers in Middle East:

#fitspiration and #fitinspiration.

15. Raha Moharrak (@rahamoharrak) - The first Saudi woman to climb Mount Everest, Raha regularly uses the hashtags #fitspiration and #fitinspiration to share her adventurous pursuits and promote a healthy lifestyle.

16. Haya Sawan (@hayasawan) - A Kuwaiti fitness influencer who combines fitness and fashion, using hashtags like #fitspo and #fitinspiration to inspire her followers with her workouts and stylish activewear.

17. Manal Rostom (@manirostom) - An Egyptian fitness influencer and Nike Run Club Coach who uses the hashtags #fitspo and #fitinspiration to motivate her followers with her running journey and encourage body positivity.

Female Influencers (Western & Middle Eastern)

Top female influencer accounts on Instagram that represent a mix of Western and Middle Eastern cultures:

18. Huda Kattan (@hudabeauty) - Huda Kattan, an Iraqi-American beauty influencer and entrepreneur, shares beauty tips, makeup tutorials, and product recommendations.

19. Lele Pons (@lelepons) - Lele Pons, a Venezuelan-American social media star, creates comedic content, music, and lifestyle videos.

20. Dina Tokio (@dinatokio) - Dina Tokio, a British-Muslim fashion influencer of Egyptian heritage, showcases modest fashion, lifestyle, and personal insights.

21. Camila Coelho (@camilacoelho) - Camila Coelho, a Brazilian fashion influencer, shares her elegant style, beauty tips, and travel adventures.

Famous Female Appearance-Focused Accounts (Western)

22. Kylie Jenner (@kyliejenner) - Known for her makeup brand and stunning beauty looks, Kylie Jenner is one of the most famous Instagram personalities in terms of appearance-focused content.

23. Kim Kardashian West (@kimkardashian) - Kim Kardashian West gained fame for her glamorous style, makeup looks, and promoting her beauty line.

24. Nikkie de Jager (@nikkietutorials) - Nikkie de Jager is a Dutch makeup artist and influencer who gained prominence for her transformative makeup looks and tutorials.

25. Sommer Ray (@sommerray) - Sommer Ray is a fitness influencer known for her toned physique and sharing workout routines, along with fashion and beauty content.

Female Diet & Food Related Influencers (Western)

26. Rachel Mansfield (@rachlmansfield) - Rachel shares healthy and delicious recipes, along with lifestyle and wellness tips.

27. Deliciously Ella (@deliciouslyella) - Ella Mills promotes plant-based eating and shares nutritious recipes, tips, and insights into her healthy lifestyle.

28. Sarah's Day (@sarahs_day) - Sarah Stevenson shares her fitness journey, healthy recipes, and lifestyle content that emphasizes balance and well-being.

29. Jordan Younger (@thebalancedblonde) - Jordan Younger promotes a balanced and intuitive approach to eating, sharing plant-based recipes and lifestyle tips.

Diet and Food Related Female Influencers in Middle East:

30. Nour Zibdeh (@nourzibdeh) - Nour Zibdeh is a nutritionist who shares healthy recipes, nutrition tips, and guides for a balanced lifestyle.

31. Wellness With Lamaste (@wellness_with_lamaste) - A Yoga coach, health coach, and nutritionist

32. Noora Shawqi (@noorashawqi) - Noora Shawqi is a Bahraini nutrition and fitness enthusiast who shares her fitness journey, healthy recipes, and tips for a balanced lifestyle.

Female Celebrities Popular Among the Age Group of 18 to 25:

33. Zendaya (@zendaya) - Zendaya is an actress, singer, and fashion icon known for her talent, style, and advocacy for social causes.

34. Ariana Grande (@arianagrande) - Ariana Grande is a pop singer and actress known for her powerful vocals and chart-topping hits.

35. Selena Gomez (@selenagomez) - Selena Gomez is a singer, actress, and producer who shares glimpses of her life, music, and philanthropic endeavors.

36. Billie Eilish (@billieeilish) - Billie Eilish is a singer-songwriter who gained popularity for her unique musical style and distinctive fashion sense.

37. Camila Cabello (@camila_cabello) - Camila Cabello is a singer-songwriter who gained fame as a member of the group Fifth Harmony and has since pursued a successful solo career.

38. Dua Lipa (@dualipa) - Dua Lipa is a pop singer known for her catchy songs and empowering lyrics, as well as her fashion-forward style.

Middle East Female Celebrities Popular Among the Age Group of 18 to 25:

39. Yara Shahidi (@yarashahidi) - Yara Shahidi is an American actress and activist of Iranian and African American heritage, known for her roles in TV shows and movies, as well as her advocacy work.
40. Nora Fatehi (@norafatehi) - Nora Fatehi is a Canadian-Moroccan actress, dancer, and singer known for her appearances in Bollywood films and her dance performances.
41. Maya Diab (@mayadiab) - Maya Diab is a Lebanese singer, actress, and television personality, known for her vibrant music, style, and energetic performances.
42. Salma Abu Deif (@salmaabudeif) - Salma Abu Deif is an Egyptian actress and model who shares updates on her acting projects, fashion moments, and daily life.
43. Huda el Mufti (@hudaelmufti) is an Egyptian actress and model who shares updates on her acting projects, fashion moments, and daily life.

Group B (Control Group)

1. @natgeotravel - National Geographic Travel
2. @visitjordan - Visit Jordan
3. @dhofar.nature
4. @livelovebeirut - Live Love Lebanon | Beirut
5. @theoutbound - Outbound Collective
6. @experienceoman - Experience Oman
7. @wilderness_culture - Wilderness Culture
8. @beautifuldestinations - Beautiful Destinations
9. @discoverearth - Discover Earth
10. @earthpix - EarthPix
11. @natgeoadventure - National Geographic Adventure
12. @nature_adventure - Part of the Perfection Family
13. @wild.planet - Wild Planet
14. @natgeoau - National Geographic Australia
15. @ews_wwf - EmiratesNature WWF
16. @natgeo_italia - National Geographic Italia
17. @natgeoindonesia - National Geographic Indonesia
18. @wildlifeplanet - Wildlife Planet
19. @natureiran - Iran Nature
20. @natureonly - Nature Only
21. @earthofficial - Earth Official

22. @visualsofearth - Visuals of Earth
23. @natgeoespana - National Geographic España
24. @nature_bahrain
25. @nature.geography - Nature Geography
26. @trekkingtoes - Travel Adventure Exploring
27. @roamtheplanet - Roam The Planet
28. @nature - Nature
29. @earth.magazine - Travel Fanatic Adventurer
30. @natgeoindia - National Geographic India
31. @milkywayshooters - Milkyway Space Galaxy
32. @dubaitravelers
33. @natgeo_greece - National Geographic Greece
34. @our_planetdaily - Our Planet Daily
35. @landscapeme.m - Landscape Middle East Magazine
36. @natureinkuwait - Nature in Kuwait.
37. @wildernessnation - Wilderness Nation
38. @visit__algeria_ - warda
39. @nature.__brilliance - Nature Brilliance
40. @planet_.earth__ - Planet Earth
41. @loving_saudiarabia - Amazing nature of Saudi Arabia
42. @earthfocus - Earth Focus

Questionnaires

Pre-experiment questionnaire:

* 1. Are you in Group A or B for this experiment?

☐ A

☐ B

* 2. Do you have daily Internet access available (at home, school, workplace, etc.)?

☐ Yes

☐ No

* 3. On average, how frequently do you use the Internet (outside of instructor-led classroom activities, on any device - desktop, laptop, tablet, mobile phone, etc.)?

☐ Never/almost never

☐ Less than 1/2 hour per day

☐ 1/2-1 hour per day

☐ 1-2 hours per day

☐ 2-3 hours per day

☐ More than 3 hours per day

* 4. Do you have an active Instagram account?

☐ Yes

☐ No

* 5. Approximately how long have you had an active Instagram account?

* 6. In a typical week, how frequently do you use Instagram (on any device)? While daily time spent may vary, please estimate daily use as an average across the week.

☐ Never/ almost never

☐ Less than 1 hour per week

☐ Less than 1/2 hour per day

☐ Between 1/2 hour and 1 hour per day

☐ 1-2 hours per day

☐ More than 2 hours per day

* 7. Your privacy settings are currently set to:

- ☐ Public
- ☐ Private
- ☐ Custom
- ☐ I don't know

* 8. Approximate number of photos of you on Instagram

* 9. How often do you post photos of yourself on Instagram?

- ☐ More often than once a month
- ☐ On average, about once a month
- ☐ Every few months
- ☐ A few times a year
- ☐ Almost never or never
- ☐ I don't know

* 10. How often do you post photos focusing on nature/artwork/photography on Instagram?

- ☐ More often than once a month
- ☐ On average, about once a month
- ☐ Every few months
- ☐ A few times a year
- ☐ Almost never or never
- ☐ I don't know

* 11. How often do you post Reels of yourself on Instagram?

- ☐ More often than once a month
- ☐ On average, about once a month
- ☐ Every few months
- ☐ A few times a year
- ☐ Almost never or never
- ☐ I don't know

* 12. How often do you post Reels focusing on nature/artwork/photography on Instagram?

- ☐ More often than once a month
- ☐ On average, about once a month
- ☐ Every few months
- ☐ A few times a year
- ☐ Almost never or never
- ☐ I don't know

* 13. How often do you use Instagram messages when visiting Instagram?

- ☐ Nearly every time I log on
- ☐ Often
- ☐ Once in a while
- ☐ Rarely
- ☐ Almost never
- ☐ Don't know

* 14. How often do post a photo when visiting Instagram?

- ☐ Nearly every time I log on
- ☐ Often
- ☐ Once in a while
- ☐ Rarely
- ☐ Almost never
- ☐ Don't know

* 15. How often do you post a link to a news story, video, Web site, etc. when visiting Instagram?

- ☐ Nearly ever time I log on
- ☐ Often
- ☐ Once in a while
- ☐ Rarely
- ☐ Almost never
- ☐ Don't know

* 16. How often do view friends' photos that they've added of you when visiting Instagram?

- ☐ Nearly every time I log on
- ☐ Often
- ☐ Once in a while
- ☐ Rarely
- ☐ Almost never
- ☐ Don't know

* 17. How often do view friends' photos of themselves when visiting Instagram?

- ☐ Nearly every time I log on
- ☐ Often
- ☐ Once in a while
- ☐ Rarely
- ☐ Almost never
- ☐ Don't know

* 18. How often do view friends' links to news stories, videos, Web sites, etc. when visiting Instagram?

- ☐ Nearly every time I log on
- ☐ Often
- ☐ Once in a while
- ☐ Rarely
- ☐ Almost never
- ☐ Don't know

* 19. How often do you comment on friends' photos when visiting Instagram?

- ☐ Nearly every time I log on
- ☐ Often
- ☐ Once in a while
- ☐ Rarely
- ☐ Almost never
- ☐ Don't know

* 20. How often do you comment on friends' links to news stories, videos, Web sites, etc. when visiting Instagram?

- ☐ Nearly every time I log on
- ☐ Often
- ☐ Once in a while
- ☐ Rarely
- ☐ Almost never
- ☐ Don't know

* 21. How often do you tag yourself in friends' photos when visiting Instagram?

- ☐ Nearly every time I log on
- ☐ Often
- ☐ Once in a while
- ☐ Rarely
- ☐ Almost never
- ☐ Don't know

* 22. How often do you untag yourself in friends' photos when visiting Instagram?

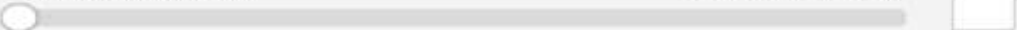
- ☐ Nearly every time I log on
- ☐ Often
- ☐ Once in a while
- ☐ Rarely
- ☐ Almost never
- ☐ Don't know

* 23. Choose the response that indicates how well each adjective or phrase describes your present mood.

	Definitely do not feel	Do not feel	Slightly feel	Definitely feel
Lively	☐	☐	☐	☐
Happy	☐	☐	☐	☐
Sad	☐	☐	☐	☐
Tired	☐	☐	☐	☐
Caring	☐	☐	☐	☐
Content	☐	☐	☐	☐
Gloomy	☐	☐	☐	☐
Jittery	☐	☐	☐	☐
Drowsy	☐	☐	☐	☐
Grouchy	☐	☐	☐	☐
Peppy	☐	☐	☐	☐
Nervous	☐	☐	☐	☐
Calm	☐	☐	☐	☐
Loving	☐	☐	☐	☐
Fed up	☐	☐	☐	☐
Active	☐	☐	☐	☐

* 24. Overall my mood is:

0 (Very Unpleasant) 10 (Very Pleasant)

☐ 

* 25. Please select the option that best represents how well you agree with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree
On the whole, I am satisfied with myself.	☐	☐	☐	☐
At times I think I am no good at all.	☐	☐	☐	☐
I feel that I have a number of good qualities.	☐	☐	☐	☐
I am able to do things as well as most other people.	☐	☐	☐	☐
I feel I do not have much to be proud of.	☐	☐	☐	☐
I certainly feel useless at times.	☐	☐	☐	☐
I feel that I'm a person of worth.	☐	☐	☐	☐
I wish I could have more respect for myself.	☐	☐	☐	☐
All in all, I am inclined to think that I am a failure.	☐	☐	☐	☐
I take a positive attitude toward myself.	☐	☐	☐	☐

* 26. Please select the option that best represents how well you agree with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree
I am not satisfied with my appearance.	☐	☐	☐	☐
I am never happy with my appearance no matter how I dress.	☐	☐	☐	☐
I worry that my appearance is not good enough.	☐	☐	☐	☐
I wish I could completely change my appearance.	☐	☐	☐	☐
My appearance is far from my expectations.	☐	☐	☐	☐
I worry about others' being critical of my appearance.	☐	☐	☐	☐
I often think about the shortcomings of my appearance.	☐	☐	☐	☐
I hope my body shape is perfect.	☐	☐	☐	☐
I hope that I look attractive.	☐	☐	☐	☐
I hope others admire my appearance.	☐	☐	☐	☐
I hope others find me attractive.	☐	☐	☐	☐
I hope I am handsome/beautiful.	☐	☐	☐	☐

* 27. Please select the option that best represents how well you agree with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree
I feel displeased when comparing my body to others.	☐	☐	☐	☐
I do not recognize my body as my own.	☐	☐	☐	☐
My body is too wide.	☐	☐	☐	☐
I am pleased with my body shape.	☐	☐	☐	☐
I feel the need to lose weight.	☐	☐	☐	☐
I see my breasts as too big.	☐	☐	☐	☐
I feel the need to conceal my body in looser clothing.	☐	☐	☐	☐
I avoid my reflection because it upsets me.	☐	☐	☐	☐
I do not struggle with relaxing.	☐	☐	☐	☐
I feel like every aspect of my body is broad.	☐	☐	☐	☐
My body negatively weighs on me.	☐	☐	☐	☐
There is a dissonance between my body and I.	☐	☐	☐	☐
At times, I feel like my body is swollen.	☐	☐	☐	☐
I feel threatened by my physical appearance.	☐	☐	☐	☐
I take great pride in my body size.	☐	☐	☐	☐
I feel like I look pregnant.	☐	☐	☐	☐
I always feel very tense.	☐	☐	☐	☐
I tend to be jealous of other people's looks.	☐	☐	☐	☐
Aspects of my physical appearance scare me.	☐	☐	☐	☐
I often scrutinize my own reflection.	☐	☐	☐	☐

For questions 27 to 32, choose the statement that best describes how you feel RIGHT NOW AT THIS VERY MOMENT. Read the items carefully to be sure the statement you choose accurately and honestly describes how you feel right now.

* 28. Right now I feel...

- ☐ Extremely dissatisfied with my physical appearance
- ☐ Mostly dissatisfied with my physical appearance
- ☐ Moderately dissatisfied with my physical appearance
- ☐ Slightly dissatisfied with my physical appearance
- ☐ Neither dissatisfied nor satisfied with my physical appearance
- ☐ Slightly satisfied with my physical appearance
- ☐ Moderately satisfied with my physical appearance
- ☐ Mostly satisfied with my physical appearance
- ☐ Extremely satisfied with my physical appearance

* 29. Right now I feel...

- ☐ Extremely satisfied with my body size and shape
- ☐ Mostly satisfied with my body size and shape
- ☐ Moderately satisfied with my body size and shape
- ☐ Slightly satisfied with my body size and shape
- ☐ Neither dissatisfied nor satisfied with my body size and shape
- ☐ Slightly dissatisfied with my body size and shape
- ☐ Moderately dissatisfied with my body size and shape
- ☐ Mostly dissatisfied with my body size and shape
- ☐ Extremely dissatisfied with my body size and shape

* 30. Right now I feel...

- ☐ Extremely satisfied with my weight
- ☐ Mostly dissatisfied with my weight
- ☐ Moderately dissatisfied with my weight
- ☐ Slightly dissatisfied with my weight
- ☐ Neither dissatisfied nor satisfied with my weight
- ☐ Slightly satisfied with my weight
- ☐ Moderately satisfied with my weight
- ☐ Mostly satisfied with my weight
- ☐ Extremely satisfied with my weight

* 31. Right now I feel...

- ☐ Extremely physically attractive
- ☐ Very physically attractive
- ☐ Moderately physically attractive
- ☐ Slightly physically attractive
- ☐ Neither attractive nor unattractive
- ☐ Slightly physically unattractive
- ☐ Moderately physically unattractive
- ☐ Very physically unattractive
- ☐ Extremely physically unattractive

* 32. Right now I feel...

- ☐ A great deal worse about my looks than I usually feel
- ☐ Much worse about my looks than I usually feel
- ☐ Somewhat worse about my looks than I usually feel
- ☐ Just slightly worse about my looks than I usually feel
- ☐ About the same about my looks as usual
- ☐ Just slightly better about my looks than I usually feel
- ☐ Somewhat better about my looks than I usually feel
- ☐ Much better about my looks than I usually feel
- ☐ A great deal better about my looks than I usually feel

* 33. Right now I feel that I look...

- ☐ A great deal better than the average person looks
- ☐ Much better than the average person looks
- ☐ Somewhat better than the average person looks
- ☐ Just slightly better than the average person looks
- ☐ About the same as the average person looks
- ☐ Just slightly worse than the average person looks
- ☐ Somewhat worse than the average person looks
- ☐ Much worse than the average person looks
- ☐ A great deal worse than the average person looks

and thought to food.

Feel uncomfortable
after eating sweets.

☐☐☐☐☐☐

Engage in dieting
behavior.

☐☐☐☐☐☐

Like my stomach to
be empty.

☐☐☐☐☐☐

Have the impulse to
vomit after meals.

☐☐☐☐☐☐

* 35. Please choose a response for the following statement:

Always

Usually

Often

Sometimes

Rarely

Never

I enjoy trying new
rich foods.

☐☐☐☐☐☐

* 36. In the past 6 months have you gone on eating binges where you feel that you may not be able to stop? (Defined as eating much more than most people would under the same circumstances and feeling that eating is out of control)

☐ Never

☐ Once a month or less

☐ 2-3 times a month

☐ Once a week

☐ 2-6 times a week

☐ Once a day or more

* 37. In the past 6 months have you ever made yourself sick (vomited) to control your weight or shape?

☐ Never

☐ Once a month or less

☐ 2-3 times a month

☐ Once a week

☐ 2-6 times a week

☐ Once a day or more

* 42. Do you make yourself sick because you feel uncomfortably full?

- ☐ Yes
☐ No

* 43. Do you worry you have lost control over how much you eat?

- ☐ Yes
☐ No

* 44. Have you recently lost more than one stone (6.35 kg) in a three-month period?

- ☐ Yes
☐ No

* 45. Do you believe yourself to be "fat" when others say you are too thin?

- ☐ Yes
☐ No

* 46. Would you say food dominates your life?

- ☐ Yes
☐ No

* 47. Are you satisfied with your eating patterns?

- ☐ Yes
☐ No

* 48. Do you ever eat in secret?

- ☐ Yes
☐ No

* 49. Please select the option that best represents how well you agree with the following statements as accurately, honestly and completely as possible. There are no right or wrong answers. All of your responses are confidential.

	Strongly Agree	Agree	Disagree	Strongly Disagree
Instagram is an important source of information about fashion and "being attractive."	☐	☐	☐	☐
I've felt pressure from Instagram to lose weight.	☐	☐	☐	☐
I would like my body to look like the people who are on	☐	☐	☐	☐

Instagram.				
I compare my body to the bodies on Instagram.	☐	☐	☐	☐
I've felt pressure from Instagram to look pretty.	☐	☐	☐	☐
I compare my appearance to the appearance of women on Instagram.	☐	☐	☐	☐
Instagram Reels are an important source of information about fashion and "being attractive."	☐	☐	☐	☐
I've felt pressure from Instagram to be thin.	☐	☐	☐	☐
I've felt pressure from Instagram to have a perfect body.	☐	☐	☐	☐
I wish I looked like the models on Instagram.	☐	☐	☐	☐
I compare my appearance to the appearance of people on Instagram.	☐	☐	☐	☐
I've felt pressure from Instagram to diet.	☐	☐	☐	☐
I wish I looked as athletic as the people on Instagram.	☐	☐	☐	☐
I compare my body to that of people in "good shape."	☐	☐	☐	☐
I've felt pressure from Instagram to exercise.	☐	☐	☐	☐
I wish I looked as athletic as sports stars.	☐	☐	☐	☐
I compare my body to that of people who are athletic.	☐	☐	☐	☐
I've felt pressure from Instagram to change my appearance.	☐	☐	☐	☐
I try to look like the people on Instagram.	☐	☐	☐	☐

Famous people are an important source of information about fashion and "being attractive."	☐	☐	☐	☐
I try to look like a sports athlete.	☐	☐	☐	☐
I try to look like celebrities on Instagram.	☐	☐	☐	☐
I try to look like fashion influencers on Instagram.	☐	☐	☐	☐
I try to look like fitness Influencers on Instagram.	☐	☐	☐	☐



Post-Experiment Questionnaire:

* 1. Are you in Group A or B for this experiment?

☐ A

☐ B

* 2. Choose the response that indicates how well each adjective or phrase describes your present mood.

	Definitely do not feel	Do not feel	Slightly feel	Definitely feel
Lively	☐	☐	☐	☐
Happy	☐	☐	☐	☐
Sad	☐	☐	☐	☐
Tired	☐	☐	☐	☐
Caring	☐	☐	☐	☐
Content	☐	☐	☐	☐
Gloomy	☐	☐	☐	☐
Jittery	☐	☐	☐	☐
Drowsy	☐	☐	☐	☐
Grouchy	☐	☐	☐	☐
Peppy	☐	☐	☐	☐
Nervous	☐	☐	☐	☐
Calm	☐	☐	☐	☐
Loving	☐	☐	☐	☐
Fed up	☐	☐	☐	☐
Active	☐	☐	☐	☐

* 3. Overall my mood is:

0 (Very Unpleasant)	10 (Very Pleasant)
☐	

* 4. Please select the option that best represents how well you agree with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree
On the whole, I am satisfied with myself.	☐	☐	☐	☐
At times I think I am no good at all.	☐	☐	☐	☐
I feel that I have a number of good qualities.	☐	☐	☐	☐
I am able to do things as well as most other people.	☐	☐	☐	☐
I feel I do not have much to be proud of.	☐	☐	☐	☐
I certainly feel useless at times.	☐	☐	☐	☐
I feel that I'm a person of worth.	☐	☐	☐	☐
I wish I could have more respect for myself.	☐	☐	☐	☐
All in all, I am inclined to think that I am a failure.	☐	☐	☐	☐
I take a positive attitude toward myself.	☐	☐	☐	☐

* 5. Please select the option that best represents how well you agree with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree
I am not satisfied with my appearance.	☐	☐	☐	☐
I am never happy with my appearance no matter how I dress.	☐	☐	☐	☐
I worry that my appearance is not good enough.	☐	☐	☐	☐
I wish I could completely change my appearance.	☐	☐	☐	☐
My appearance is far from my expectations.	☐	☐	☐	☐
I worry about others' being critical of my appearance.	☐	☐	☐	☐
I often think about the shortcomings of my appearance.	☐	☐	☐	☐
I hope my body shape is perfect.	☐	☐	☐	☐
I hope that I look attractive.	☐	☐	☐	☐
I hope others admire my appearance.	☐	☐	☐	☐
I hope others find me attractive.	☐	☐	☐	☐
I hope I am handsome/beautiful.	☐	☐	☐	☐

* 6. Please select the option that best represents how well you agree with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree
I feel displeased when comparing my body to others.	☐	☐	☐	☐
I do not recognize my body as my own.	☐	☐	☐	☐
My body is too wide.	☐	☐	☐	☐
I am pleased with my body shape.	☐	☐	☐	☐
I feel the need to lose weight.	☐	☐	☐	☐
I see my breasts as too big.	☐	☐	☐	☐
I feel the need to conceal my body in looser clothing.	☐	☐	☐	☐
I avoid my reflection because it upsets me.	☐	☐	☐	☐
I do not struggle with relaxing.	☐	☐	☐	☐
I feel like every aspect of my body is broad.	☐	☐	☐	☐
My body negatively weighs on me.	☐	☐	☐	☐
There is a dissonance between my body and I.	☐	☐	☐	☐
At times, I feel like my body is swollen.	☐	☐	☐	☐
I feel threatened by my physical appearance.	☐	☐	☐	☐
I take great pride in my body size.	☐	☐	☐	☐
I feel like I look pregnant.	☐	☐	☐	☐
I always feel very tense.	☐	☐	☐	☐
I tend to be jealous of other people's looks.	☐	☐	☐	☐
Aspects of my physical appearance scare me.	☐	☐	☐	☐
I often scrutinize my own reflection.	☐	☐	☐	☐

For questions 7 to 12, choose the statement that best describes how you feel RIGHT NOW AT THIS VERY MOMENT. Read the items carefully to be sure the statement you choose accurately and honestly describes how you feel right now.

* 7. Right now I feel...

- ☐ Extremely dissatisfied with my physical appearance
- ☐ Mostly dissatisfied with my physical appearance
- ☐ Moderately dissatisfied with my physical appearance
- ☐ Slightly dissatisfied with my physical appearance
- ☐ Neither dissatisfied nor satisfied with my physical appearance
- ☐ Slightly satisfied with my physical appearance
- ☐ Moderately satisfied with my physical appearance
- ☐ Mostly satisfied with my physical appearance
- ☐ Extremely satisfied with my physical appearance

* 8. Right now I feel...

- ☐ Extremely satisfied with my body size and shape
- ☐ Mostly satisfied with my body size and shape
- ☐ Moderately satisfied with my body size and shape
- ☐ Slightly satisfied with my body size and shape
- ☐ Neither dissatisfied nor satisfied with my body size and shape
- ☐ Slightly dissatisfied with my body size and shape
- ☐ Moderately dissatisfied with my body size and shape
- ☐ Mostly dissatisfied with my body size and shape
- ☐ Extremely dissatisfied with my body size and shape

* 9. Right now I feel...

- ☐ Extremely satisfied with my weight
- ☐ Mostly dissatisfied with my weight
- ☐ Moderately dissatisfied with my weight
- ☐ Slightly dissatisfied with my weight
- ☐ Neither dissatisfied nor satisfied with my weight
- ☐ Slightly satisfied with my weight
- ☐ Moderately satisfied with my weight
- ☐ Mostly satisfied with my weight
- ☐ Extremely satisfied with my weight

and thought to food.	☐	☐	☐	☐	☐	☐
Feel uncomfortable after eating sweets.	☐	☐	☐	☐	☐	☐
Engage in dieting behavior.	☐	☐	☐	☐	☐	☐
Like my stomach to be empty.	☐	☐	☐	☐	☐	☐
Have the impulse to vomit after meals.	☐	☐	☐	☐	☐	☐

* 14. Please choose a response for the following statement:

	Always	Usually	Often	Sometimes	Rarely	Never
I enjoy trying new rich foods.	☐	☐	☐	☐	☐	☐

* 15. In the past 6 months have you gone on eating binges where you feel that you may not be able to stop? (Defined as eating much more than most people would under the same circumstances and feeling that eating is out of control)

- ☐ Never
- ☐ Once a month or less
- ☐ 2-3 times a month
- ☐ Once a week
- ☐ 2-6 times a week
- ☐ Once a day or more

* 16. In the past 6 months have you ever made yourself sick (vomited) to control your weight or shape?

- ☐ Never
- ☐ Once a month or less
- ☐ 2-3 times a month
- ☐ Once a week
- ☐ 2-6 times a week
- ☐ Once a day or more

* 17. In the past 6 months have you ever used laxatives, diet pills or diuretics (water pills) to control your weight or shape?

- ☐ Never
- ☐ Once a month or less
- ☐ 2-3 times a month
- ☐ Once a week
- ☐ 2-6 times a week
- ☐ Once a day or more

* 18. In the past 6 months have you exercised more than 60 minutes a day to lose or to control your weight?

- ☐ Never
- ☐ Once a month or less
- ☐ 2-3 times a month
- ☐ Once a week
- ☐ 2-6 times a week
- ☐ Once a day or more

* 19. Have you lost 20 pounds (9 kilograms) or more in the past 6 months?

- ☐ Yes
- ☐ No

* 20. Please check a response for each of the following statements as accurately, honestly and completely as possible. There are no right or wrong answers. All of your responses are confidential.

[illegible]

* 21. Do you make yourself sick because you feel uncomfortably full?

- ☐ Yes
☐ No

* 22. Do you worry you have lost control over how much you eat?

- ☐ Yes
☐ No

* 23. Have you recently lost more than one stone (6.35 kg) in a three-month period?

- ☐ Yes
☐ No

* 24. Do you believe yourself to be "fat" when others say you are too thin?

- ☐ Yes
☐ No

* 25. Would you say food dominates your life?

- ☐ Yes
☐ No

* 26. Are you satisfied with your eating patterns?

- ☐ Yes
☐ No

* 27. Do you ever eat in secret?

- ☐ Yes
☐ No

* 28. Please select the option that best represents how well you agree with the following statements as accurately, honestly and completely as possible. There are no right or wrong answers. All of your responses are confidential.

	Strongly Agree	Agree	Disagree	Strongly Disagree
Instagram is an important source of information about fashion and "being attractive."	☐	☐	☐	☐
I've felt pressure from Instagram to lose weight.	☐	☐	☐	☐
I would like my body to look like the people who are on	☐	☐	☐	☐

Instagram.				
I compare my body to the bodies on Instagram.	☐	☐	☐	☐
I've felt pressure from Instagram to look pretty.	☐	☐	☐	☐
I compare my appearance to the appearance of women on Instagram.	☐	☐	☐	☐
Instagram Reels are an important source of information about fashion and "being attractive."	☐	☐	☐	☐
I've felt pressure from Instagram to be thin.	☐	☐	☐	☐
I've felt pressure from Instagram to have a perfect body.	☐	☐	☐	☐
I wish I looked like the models on Instagram.	☐	☐	☐	☐
I compare my appearance to the appearance of people on Instagram.	☐	☐	☐	☐
I've felt pressure from Instagram to diet.	☐	☐	☐	☐
I wish I looked as athletic as the people on Instagram.	☐	☐	☐	☐
I compare my body to that of people in "good shape."	☐	☐	☐	☐
I've felt pressure from Instagram to exercise.	☐	☐	☐	☐
I wish I looked as athletic as sports stars.	☐	☐	☐	☐
I compare my body to that of people who are athletic.	☐	☐	☐	☐
I've felt pressure from Instagram to change my appearance.	☐	☐	☐	☐
I try to look like the people on Instagram.	☐	☐	☐	☐

Famous people are
an important source
of information about
fashion and "being
attractive."

☐☐☐☐

I try to look like a
sports athlete.

☐☐☐☐

I try to look like
celebrities on
Instagram.

☐☐☐☐

I try to look like
fashion influencers
on Instagram.

☐☐☐☐

I try to look like
fitness Influencers
on Instagram.

☐☐☐☐

Detailed Questionnaire Results

PRE-EXPERIMENT

Group A: Pre- Experiment: Brief Mood Introspective Scale

Response	Lively	Happy	Caring	Content	Peppy	Calm	Loving	Active	TOTAL	Sad	Tired	Gloomy	Jittery	Drowsy	Grouchy	Nervous	Fed up	TOTAL	BMMI SCORES (16 to 64)
A	3	3	3	3	2	3	3	4	24	2	2	2	2	2	2	2	1	15	39
A	1	1	4	3	2	3	2	3	18	1	1	1	1	1	2	1	1	10	29
A	3	3	4	3	3	1	3	3	23	1	1	2	2	2	2	1	1	12	35
A	3	3	2	3	3	4	3	3	24	2	2	1	1	2	2	1	2	13	37
A	3	4	2	3	5	3	3	4	25	2	2	2	2	2	2	2	2	16	41
A	4	3	4	3	6	3	4	4	28	2	1	2	2	2	2	1	2	14	43
A	3	3	2	3	2	3	3	3	22	2	1	2	2	2	2	1	1	13	35
A	3	2	4	3	2	2	2	1	19	1	1	2	2	2	2	2	2	14	33
A	4	4	3	3	5	3	3	4	27	2	2	2	2	1	2	2	2	15	42
A	4	4	4	2	6	1	4	4	27	2	1	2	2	1	1	1	2	12	39
A	3	4	3	4	2	3	4	3	26	2	2	2	2	2	2	2	2	16	42
A	4	3	4	4	2	4	4	3	28	2	2	2	2	2	2	2	2	16	44
A	1	2	2	3	1	3	1	2	13	2	3	2	2	1	1	1	1	11	24

Average 37.15384615

Group B: Pre- Experiment: Brief Mood Introspective Scale

Response	Lively	Happy	Caring	Content	Peppy	Calm	Loving	Active	TOTAL	Sad	Tired	Gloomy	Jittery	Drowsy	Grouchy	Nervous	Fed up	TOTAL	BMMI SCORES (16 to 64)
B	3	3	4	3	2	2	4	2	23	2	1	2	2	1	2	2	1	12	35
B	3	3	4	4	2	3	1	4	24	2	1	2	2	1	2	2	1	13	37
B	3	3	4	3	2	3	3	2	23	2	2	2	2	2	2	2	2	16	39
B	2	1	4	1	1	1	2	2	14	1	1	1	1	1	1	1	1	8	22
B	3	3	2	3	2	4	3	3	23	2	2	2	2	2	2	2	2	16	35
B	3	3	3	3	2	3	3	2	22	2	2	2	2	2	2	2	2	18	38
B	2	2	3	2	2	3	1	2	17	1	1	2	2	1	2	2	2	13	30
B	3	3	4	3	1	3	3	3	23	2	1	2	1	1	1	2	2	12	35
B	3	4	4	4	4	3	4	3	29	2	1	2	2	2	2	2	2	15	44
B	2	3	2	3	2	3	4	2	21	1	2	2	2	2	2	1	2	14	35
B	3	2	4	3	3	2	3	3	23	2	1	2	2	2	1	2	2	13	36
B	3	4	4	3	3	2	4	2	25	2	1	2	2	2	2	1	2	14	39
B	3	4	2	3	1	3	3	4	23	1	1	2	2	1	1	2	2	12	35

Average 35.6023077

Group A: Pre- Experiment: Rosenberg's Self-Esteem Scale

Response	1	2	4	6	7	TOTAL	3	5	8	9	10	TOTAL	SCORE/30
	On the whole, I am satisfied with myself.	At times I think I am no good at all.	I am able to do things as well as most other people.	I certainly feel useless at times.	I feel that I'm a person of worth.		I feel that I have a number of good qualities.	I feel I do not have much to be proud of.	I wish I could have more respect for myself.	All in all, I am inclined to think that I am a failure.	I take a positive attitude toward myself.		
A	2	2	2	2	2	10	2	2	2	2	2	10	20
A	0	3	2	1	1	7	2	3	3	3	3	14	21
A	1	3	2	1	2	9	2	2	2	2	2	10	19
A	1	2	2	2	2	9	2	2	2	2	2	10	19
A	3	1	3	0	3	10	3	3	3	3	2	14	24
A	3	2	3	1	3	12	3	2	2	2	3	12	24
A	1	2	2	3	2	10	2	2	3	2	2	11	21
A	1	1	2	2	1	7	2	2	3	2	2	11	18
A	2	2	2	2	1	9	2	2	3	2	2	11	20
A	3	1	2	2	3	11	3	2	2	2	3	12	23
A	3	1	2	1	3	10	3	2	2	2	2	11	21
A	2	1	3	0	3	9	3	3	3	3	3	15	24
A	1	1	2	2	2	8	3	2	3	3	2	13	21

Average 21.15384615

Group B: Pre- Experiment: Rosenberg's Self-Esteem Scale

	1	2	4	6	7		3	5	8	9	10		
	On the whole, I am satisfied with myself.	At times I think I am no good at all.	I am able to do things as well as most other people.	I certainly feel useless at times.	I feel that I'm a person of worth.	TOTALS	I feel that I have a number of good qualities.	I feel I do not have much to be proud of.	I wish I could have more respect for myself.	All in all, I am inclined to think that I am a failure.	I take a positive attitude toward myself.	TOTALS	SCORE/30
B	1	2	1	2	1	7	2	2	2	2	2	10	17
B	2	1	3	1	2	9	2	2	2	2	2	10	19
B	1	2	1	2	1	7	2	2	2	2	2	10	17
B	0	3	2	3	0	8	2	3	3	3	3	14	22
B	2	2	2	1	2	9	2	2	2	2	2	10	19
B	3	1	2	1	3	10	2	3	2	3	2	12	22
B	2	3	1	3	1	10	2	3	3	2	2	12	22
B	2	2	3	0	2	9	3	3	3	3	2	14	23
B	2	2	3	2	2	11	2	2	2	2	2	10	21
B	1	3	3	2	2	11	3	2	2	2	2	11	22
B	2	2	2	1	3	10	2	2	2	3	2	11	21
B	2	2	2	2	2	10	2	3	3	2	2	12	22
B	1	1	1	2	2	7	3	2	3	2	3	13	20
												Average	20.53846154

Group A: Pre-Experiment: Physical Appearance Perfectionism Scale

Response	I am not satisfied with my appearance.	I am never happy with my appearance no matter how I dress.	I worry that my appearance is not good enough.	I wish I could completely change my appearance.	My appearance is far from my expectations.	I worry about others' being critical of my appearance.	I often think about the shortcomings of my appearance.	I hope my body shape is perfect.	I hope that I look attractive.	I hope others admire my appearance.	I hope others find me attractive.	I hope I am handsome/beautiful.	SCORE
A	3	3	2	2	3	3	3	3	3	2	3	3	33
A	3	2	2	2	4	2	3	4	4	4	4	4	38
A	3	2	3	3	2	3	3	2	3	2	2	3	31
A	3	2	2	2	2	2	1	3	2	2	2	3	26
A	1	1	1	1	1	1	2	3	2	2	2	2	19
A	1	1	3	2	2	2	3	1	1	4	3	3	26
A	3	2	2	2	2	2	3	2	3	3	2	3	29
A	3	2	3	2	3	1	2	2	3	3	2	3	29
A	3	3	3	3	3	3	3	3	3	2	3	3	35
A	3	1	3	2	2	2	2	4	4	4	4	4	35
A	2	2	2	2	2	2	3	3	3	3	3	3	30
A	3	1	2	1	2	1	2	4	4	4	4	4	32
A	3	2	3	3	2	3	2	3	3	4	4	4	36
												Average	30.69231

Group B: Pre-Experiment: Physical Appearance Perfectionism Scale

Response	I am not satisfied with my appearance.	I am never happy with my appearance no matter how I dress.	I worry that my appearance is not good enough.	I wish I could completely change my appearance.	My appearance is far from my expectations.	I worry about others' being critical of my appearance.	I often think about the shortcomings of my appearance.	I hope my body shape is perfect.	I hope that I look attractive.	I hope others admire my appearance.	I hope others find me attractive.	I hope I am handsome/beautiful.	SCORE
B	3	2	3	3	3	3	3	3	3	3	3	3	35
B	2	1	2	2	2	2	2	3	3	3	3	2	27
B	2	2	3	2	2	2	3	2	2	3	2	3	28
B	4	3	4	3	3	4	3	2	3	3	3	3	38
B	2	2	3	2	2	2	2	3	3	3	3	3	30
B	1	2	2	1	2	2	3	3	3	3	2	3	27
B	4	3	2	3	3	2	3	3	3	2	2	3	33
B	3	1	3	1	1	3	3	4	4	4	4	4	35
B	2	1	4	2	2	4	3	4	3	3	4	3	35
B	1	1	1	2	2	1	2	3	3	1	1	2	20
B	1	1	1	1	1	1	1	3	3	3	2	3	21
B	2	2	3	2	2	3	3	4	3	3	3	3	33
B	2	2	4	3	2	4	2	4	4	4	4	3	38
Average													30.76923

Response	I feel dissatisfied when comparing my body to others.	I do not recognize my body as my own.	My body is too wide.	I feel the need to lose weight.	I see my breasts as too big.	I feel the need to conceal my body in looser clothing.	I avoid my reflection because it upsets me.	I feel like every aspect of my body is flawed.	My body negatively weighs on me.	There is a disconnect between my body and I.	At times, I feel like my body is swollen.	I feel threatened if by my physical appearance I look pregnant.	I feel like I always feel very tense.	I tend to be jealous of other people's looks.	Aspects of my physical appearance scare me.	I often scrutinize my own reflection.	TOTAL	I am pleased with my body shape.	I do not struggle with relaxing.	I take great pride in my body size.	TOTAL	SCORE
A	2	2	3	3	3	2	3	2	3	2	3	2	2	2	2	3	43	2	2	2	6	44
A	4	2	4	4	4	2	3	4	4	3	4	3	3	4	3	3	55	1	3	3	5	61
A	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	40	2	2	2	4	44
A	3	1	2	3	3	2	2	3	3	2	3	2	2	1	3	2	38	2	2	1	3	43
A	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	20	1	2	1	4	24
A	3	3	1	4	3	1	3	3	4	3	4	1	1	4	3	4	44	1	2	1	4	44
A	3	2	3	4	2	4	2	2	2	2	3	1	1	3	2	1	41	2	2	2	6	47
A	3	3	2	3	2	3	3	3	2	2	2	2	2	2	3	4	43	2	2	2	6	49
A	3	2	2	3	3	4	3	4	4	4	4	3	2	1	3	2	54	2	1	2	5	54
A	3	2	1	3	3	3	3	3	3	3	1	2	1	1	1	4	27	2	1	2	5	32
A	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	44	2	2	2	6	43
A	3	1	1	4	4	1	3	3	3	2	2	2	1	1	1	1	40	2	2	1	3	35
A	3	2	1	3	3	3	3	3	2	2	2	2	1	3	1	1	44	2	2	2	6	43
Average																		45.9218				

Group B: Pre-Experiment: Body Attitudes Test

Response	I feel dissatisfied when comparing my body to others.	I do not recognize my body as my own.	My body is too wide.	I feel the need to lose weight.	I see my breasts as too big.	I feel the need to conceal my body in looser clothing.	I avoid my reflection because it upsets me.	I feel like every aspect of my body is flawed.	My body negatively weighs on me.	There is a disconnect between my body and I.	At times, I feel like my body is swollen.	I feel threatened if by my physical appearance I look pregnant.	I feel like I always feel very tense.	I tend to be jealous of other people's looks.	Aspects of my physical appearance scare me.	I often scrutinize my own reflection.	TOTAL	I am pleased with my body shape.	I do not struggle with relaxing.	I take great pride in my body size.	TOTAL	SCORE
B	3	2	3	3	3	2	3	2	3	2	3	2	2	4	4	3	46	2	2	2	6	54
B	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	20	2	1	2	5	25
B	3	3	2	3	3	2	2	2	2	2	2	2	2	2	2	2	44	2	2	2	6	50
B	4	3	4	1	1	4	3	3	3	3	3	3	3	3	3	4	48	1	2	1	4	45
B	3	2	3	3	3	3	3	2	2	2	2	2	2	2	2	3	40	2	2	2	6	46
B	2	1	1	1	1	2	2	1	1	1	1	1	1	1	2	1	24	2	2	2	6	30
B	4	4	3	1	1	4	1	4	1	3	3	3	1	3	3	4	46	2	2	2	6	50
B	3	2	3	4	1	1	1	1	2	2	2	1	1	2	3	3	31	2	2	2	6	39
B	1	2	3	4	1	2	3	2	1	1	3	1	1	2	2	1	31	2	1	2	5	30
B	1	1	1	3	3	2	1	2	1	1	1	1	2	2	1	1	23	2	2	2	6	29
B	3	2	3	3	3	1	1	1	2	2	2	2	1	2	4	2	37	2	2	2	6	38
B	3	3	3	3	3	1	1	1	2	2	2	2	4	3	4	4	37	2	2	2	6	43
Average																		41.6414				

	Am worried about being overweight	Avoid eating when I am hungry	Find myself preoccupied with food	Have gone on eating binges where I feel that I may not be able to stop	Cut my food into small pieces	Aware of the calorie content of foods that I eat	Particularly avoid food with a high carbohydrate content (i.e. bread, rice, potatoes, etc.)	Feel that others would prefer it if I ate more	Vomit after I have eaten	Feel extremely guilty after eating	Am preoccupied with a desire to be thinner	Think about burning up calories when I exercise	Other people think that I am too thin	Am preoccupied with the thought of having fat on my body
1	2	0	0	0	0	0	0	0	0	2	1	2	0	2
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	3	1	1	1	0	0	0	0	0	1	0	0	0	1
4	0	0	0	0	0	0	1	2	0	0	0	0	1	3
5	3	0	0	0	0	1	0	0	0	0	1	2	0	1
6	0	0	1	0	0	0	0	0	0	0	0	0	0	0
7	2	1	2	0	1	0	0	3	2	1	0	0	1	2
8	0	0	0	1	0	0	0	0	0	0	1	2	0	1
9	3	0	1	0	1	0	2	0	0	0	1	2	0	2
10	0	0	0	0	3	0	0	1	0	0	3	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	2	0	0
12	2	0	2	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	0	0	0	1	0	0	0

[illegible]

Group A: Pre-Experiment: Eating Disorder Inventory

	2	3	4	5	6	7	8	9	10	11	13	14	16
Response	I think that my stomach is too big.	I wish that I could return to the security of childhood.	I eat when I am upset.	I stuff myself with food.	I wish that I could be younger.	I'm thinking about dieting.	I get frightened when my feelings are too strong.	I think that my thighs are too large.	I feel ineffective as a person.	I feel extremely guilty after overeating.	Only outstanding performance is good enough in my family.	The happiest time in life is when you are a child.	I am terrified of gaining weight.
A	1	1	1	0	1	1	1	1	1	1	3	1	1
A	3	3	3	2	3	3	0	3	3	3	0	0	
A	0	3	0	0	0	0	3	0	2	0	0	3	0
A	1	0	2	1	2	0	1	0	0	0	0	2	1
A	1	2	0	0	0	3	0	0	0	2	1	0	1
A	2	0	0	0	0	1	1	3	2	1	3	3	2
A	1	0	1	1	0	0	1	3	0	0	0	0	0
A	1	1	2	1	1	0	1	0	0	0	0	3	1
A	2	2	0	0	2	2	1	2	1	2	0	2	3
A	0	0	3	0	0	0	2	0	0	0	3	0	0
A	0	0	0	0	0	0	0	0	0	0	3	0	0
A	2	3	0	0	0	2	2	1	0	2	0	2	3
A	0	3	2	2	0	1	2	3	0	2	0	3	3
	18	21	22	24	25	27	28	29	32	33	34	35	
I feel alone in the world.	I get confused about what emotion I am feeling.	I would rather be an adult than a child.	I wish I were someone else.	I exaggerate or magnify the importance of weight.	I feel inadequate.	I have gone on eating binges where I have felt that I could not stop.	As a child, I tried very hard to avoid disappointing my parents and teachers.	I am preoccupied with the desire to be thinner.	I don't know what's going on inside me.	I have trouble expressing my emotions to others.	The demands of adulthood are too great.		
1	1	0	0	0	0	0	0	1	2	1	1	1	
3	0	1	2	0	0	3	0	3	3	1	1	1	
0	3	3	2	0	0	2	0	2	0	3	3	3	
0	1	2	0	0	0	1	0	0	1	2	0	2	
0	0	1	0	2	0	0	0	1	0	0	0	2	
0	1	3	1	2	0	0	1	2	2	3	3	3	
1	0	1	0	0	0	1	0	1	0	0	0	1	
1	2	0	0	0	0	0	0	2	0	0	0	1	
2	3	2	0	1	2	2	2	2	2	2	2	2	
0	1	3	0	0	0	0	0	1	0	0	1	3	
1	3	2	0	3	0	0	0	3	3	1	1	3	
0	1	0	0	3	0	0	0	0	3	1	0	2	
3	2	0	3	0	0	0	0	3	3	3	3	3	
	36	38	40	41	43	44	45	46	47	48	49	51	53
I hate being less than best at things.	I think about bingeing (overeating).	I get confused as to whether or not I am hungry.	I have a low opinion of myself.	My parents have expected excellence of me.	I worry that my feelings will get out of control.	I think that my hips are too big.	I eat moderately in front of others and stuff myself when they're gone.	I feel bloated after eating a normal meal.	I feel that people are happiest when they are children.	If I gain a pound, I worry that I will keep gaining.	When I am upset, I don't know if I am sad, frightened or angry.	I feel that I must do things perfectly, or not do them at all.	I have the thought of trying to vomit in order to lose weight.
1	1	1	0	2	0	3	0	1	0	3	1	1	2
3	0	0	0	0	0	3	0	0	1	0	0	3	0
0	0	1	2	2	3	0	2	0	0	0	3	3	0
0	0	2	0	0	1	0	0	0	0	1	0	3	0
0	0	0	0	1	0	0	0	0	0	0	0	2	0
2	1	3	0	3	2	0	0	2	3	2	0	2	0
2	0	0	1	0	0	2	0	0	0	1	0	0	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	1	2	1	2	2	2	2	1	2	2	2	0
3	0	0	0	3	0	0	0	0	0	0	0	0	0
2	0	1	0	3	1	0	0	0	3	3	2	3	0
1	0	0	0	2	0	0	0	2	3	3	0	0	3
0	0	2	0	2	0	3	3	3	2	3	0	0	0

54	56	59	60	63	
I need to keep people at a certain distance (feel uncomfortable if someone tries to get too close).	I feel empty inside (emotionally).	I think that my buttocks are too large.	I eat or drink in secrecy.	When I am upset, I worry that I will start eating.	TOTAL
0	0	3	1	1	43
3	3	3	0	0	66
1	0	0	0	0	49
0	1	0	0	0	27
2	2	0	0	0	24
0	2	0	0	1	62
1	0	0	0	0	19
0	3	0	0	0	21
2	3	2	2	2	73
0	0	0	0	0	23
3	0	0	0	0	44
0	0	0	0	0	41
0	0	0	3	2	67

1	12	15	17	19	20	23
I eat sweets and carbohydrate-rich foods without feeling nervous.	I think that my stomach is just the right size.	I am open about my feelings.	I trust others.	I feel satisfied with the shape of my body.	I feel generally in control of things in my life.	I can communicate with others easily.
2	3	0	0	3	3	1
3	3	0	2	3	3	0
0	0	0	3	3	3	2
0	3	0	0	0	0	0
1	0	0	3	0	0	0
0	0	2	1	1	1	1
0	2	1	1	1	1	0
0	2	0	3	0	0	0
0	2	0	0	0	0	0
0	1	0	1	0	0	0
0	2	0	1	0	0	0
1	2	0	0	0	0	0
0	0	3	0	2	2	1

26	30	31	37	39	42	50	55	57	58	62	61	53	61
I can clearly identify what emotion I am feeling.	I have close relationships.	I like the shape of my buttocks.	I feel secure about myself.	I feel happy that I am not a child anymore.	I feel that I can achieve my standard.	I feel that I am a worthwhile person.	I think that my thighs are just the right size.	I can talk about personal thoughts or feelings.	The best years of your life are when you become an adult.	I have extremely high goals.	I think that my hips are just the right size.	TOTAL	SCORE
1	1	3	2	2	1	0	3	0	2	0	3	30	73
0	0	3	2	1	2	1	3	0	1	0	3	32	58
0	0	0	3	2	0	1	1	1	0	0	2	21	70
0	0	1	0	1	0	0	0	0	1	0	0	6	33
0	1	0	3	0	0	0	0	0	0	0	0	8	32
0	0	0	0	0	0	1	0	2	0	1	0	10	72
1	0	1	1	1	1	1	2	1	1	0	1	17	26
0	0	0	1	0	0	1	2	1	0	1	2	16	27
0	0	1	0	0	1	1	0	1	0	0	0	6	76
0	0	3	0	1	0	0	1	0	1	0	1	9	32
0	0	0	0	2	0	0	0	0	0	0	0	5	48
0	0	2	1	8	0	0	2	0	3	0	3	17	58
1	2	0	0	1	0	2	2	1	1	2	2	22	88

Average 18.30769

	1	7	11	16	25	32	49	
	I eat sweets and carbohydrates without feeling nervous.	I'm thinking about dieting.	I feel extremely guilty after overeating.	I am terrified of gaining weight.	I exaggerate or magnify the importance of weight.	I am preoccupied with the desire to be thinner.	If I gain a pound, I worry that I will keep gaining.	
DRIVE FOR THINNESS								SCORE
A	2	1	1	1	0	2	3	10
A	1	3	3	3	0	3	0	15
A	0	0	0	0	0	0	0	0
A	0	0	0	1	0	1	1	3
A	1	3	2	1	2	0	1	10
A	0	1	1	2	2	2	2	10
A	0	0	0	0	0	0	1	1
A	0	0	0	1	0	0	0	1
A	0	2	2	3	1	2	2	12
A	0	0	0	0	0	0	0	0
A	0	0	0	0	3	3	3	9
A	1	2	2	3	3	3	3	17
A	0	1	2	3	0	3	3	12
Average	7.692308							

	2	9	12	19	31	45	55	59	62	
	I think that my stomach is too big.	I think that my thighs are too large.	I think that my stomach is just the right size.	I feel satisfied with the shape of my body.	I like the shape of my buttocks.	I think that my hips are too big.	I think that my thighs are just the right size.	I think that my buttocks are too large.	I have extremely high goals.	
BODY DISSATISFACTION										SCORE
A	1	1	3	3	3	3	3	3	0	20
A	1	3	3	3	3	3	3	1	0	24
A	0	0	0	1	0	0	1	0	0	4
A	1	0	3	0	1	0	0	0	0	5
A	1	0	0	0	0	0	0	0	0	1
A	2	3	0	1	0	0	0	0	1	7
A	1	3	2	1	1	1	2	0	0	12
A	1	0	2	0	0	0	1	0	2	6
A	2	2	2	0	1	2	0	2	0	11
A	0	0	1	0	3	0	1	0	0	5
A	0	0		0	0	0	0	0	0	0
A	2	1	2	0	2	0	2	0	0	9
A	0	3	0	2	0	3	2	0	2	12
Average	8.923077									

	2	3	4	5	6	7	8	9	10	11	13	14	16	18	21
	I think that my stomach is too big.	I wish that I could return to the security of childhood.	I eat when I am upset.	I stuff myself with food.	I wish that I could be younger.	I'm thinking about dieting.	I get frightened when my feelings are too strong.	I think that my thighs are too large.	I feel ineffective as a person.	I feel extremely guilty after overeating.	Only outstanding performance is good enough in my family.	The happiest time in life is when you are a child.	I am terrified of gaining weight.	I feel alone in the world.	I get confused about what emotion I am feeling.
Response															
B	2	3	1	0	0	3	1	2	0	2	0	2	2	0	0
B	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
B	2	1	0	0	0	0	3	2	0	3	0	0	3	0	2
B	0	3	0	0	0	0	1	0	3	0	3	3	0	3	0
B	1	0	0	0	0	1	0	3	0	0	0	0	2	3	2
B	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0
B	0	3	0	0	3	0	3	3	3	1	0	3	0	3	3
B	0	0	1	0	0	1	2	2	0	0	0	1	2	2	2
B	0	1	0	0	2	1	0	3	0	2	1	1	3	2	0
B	0	0	2	0	2	0	0	0	0	0	1	2	0	0	1
B	0	0	0	0	3	0	0	0	0	0	0	2	0	0	1
B	0	0	0	0	0	0	1	0	0	3	2	0	0	1	1
B	2	2	3	0	0	0	0	2	1	0	0	3	3	0	1

22	24	25	27	28	29	32	33	34	35	36	38	40	41
I would rather be an adult than a child.	I wish I were someone else.	I exaggerate or magnify the importance of weight.	I feel inadequate.	I have gone on eating binges where I have felt that I could not stop.	As a child, I tried very hard to avoid disappointing my parents and teachers.	I am preoccupied with the desire to be thinner.	I don't know what's going on inside me.	I have trouble expressing my emotions to others.	The demands of adulthood are too great.	I hate being less than best at things.	I think about bingeing (overeating).	I get confused as to whether or not I am hungry.	I have a low opinion of myself.
0	2	1	0	0	0	2	0	0	0	0	0	0	1
0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	1	0	1	3	2	0	0	2	1	0
0	3	0	3	0	3	0	2	2	3	3	0	0	2
0	0	0	0	0	3	0	3	3	2	0	0	0	0
0	0	0	0	0	0	0	0	0	0	2	0	0	0
1	2	1	3	0	3	0	3	2	1	1	1	2	2
0	0	0	0	0	2	0	1	2	2	3	0	0	0
0	0	0	0	0	3	1	1	2	3	2	0	1	0
0	0	0	2	0	3	0	2	3	1	0	0	1	2
0	0	0	0	0	0	0	0	3	0	0	0	1	0
1	0	0	0	0	3	0	0	2	0	3	0	0	0
0	0	0	0	0	2	0	2	1	0	2	0	0	1

43	44	45	46	47	48	49	51	52	53	54	56	59	60	63	TOTAL
My parents have expected excellence of me.	I worry that my feelings will get out of control.	I think that my hips are too big.	I eat moderately in front of others and stuff myself when they're gone.	I feel bloated after eating a normal meal.	I feel that people are happiest when they are children.	If I gain a pound, I worry that I will keep gaining.	When I am upset, I don't know if I am sad, frightened or angry.	I feel that I must do things perfectly, or not do them at all.	I have the thought of trying to vomit in order to lose weight.	I need to keep people at a certain distance (feel uncomfortable if someone tries to get too close).	I feel empty inside (emotionally).	I think that my buttocks are too large.	I eat or drink in secrecy.	When I am upset, I worry that I will start eating.	
0	0	1	0	2	2	2	1	0	0	0	0	0	0	2	34
2	0	0	0	0	0	0	0	0	0	1	0	0	0	0	3
0	2	0	2	3	0	3	3	2	0	0	0	0	1	1	44
3	0	0	0	1	3	0	0	3	0	2	2	0	0	0	51
3	0	2	0	3	1	0	0	0	0	2	0	3	0	0	37
0	1	1	0	0	3	0	0	1	0	0	0	0	0	0	10
3	3	3	0	3	2	0	3	3	0	3	3	1	0	0	74
0	2	3	0	0	3	0	2	3	0	0	2	0	0	0	38
3	2	0	0	2	2	3	2	0	0	0	0	0	0	0	43
3	0	0	0	2	0	0	2	0	0	3	0	0	0	0	32
2	0	0	0	0	2	0	1	1	0	1	0	0	0	0	17
3	2	0	0	1	0	0	1	1	0	0	0	0	0	0	25
2	0	0	0	2	3	0	2	0	0	0	0	0	0	0	34

12	15	17	19	20	23	26	30	31	58	62	61	33	61
I think that my stomach is just the about my right size, feelings.	I am open about my right size, feelings.	I feel satisfied with the shape of my body.	I feel generally in control of things in my life.	I can communicate with others easily.	I can clearly identify what emotion I am feeling.	I have close relationships.	I like the shape of my buttocks.	The best years of your life are when you become an adult.	I have extremely high goals.	I think that my hips are just the right size.	TOTAL	SCORE	
2	0	0	1	2	0	1	0	1	1	2	22	56	
0	0	0	0	0	0	0	0	1	2	0	4	7	
1	1	0	0	2	1	1	0	1	1	0	12	56	
3	2	0	1	3	3	1	2	3	3	0	37	88	
3	2	0	1	0	1	1	0	3	0	3	22	59	
0	0	0	0	1	0	0	0	1	0	0	5	15	
0	3	3	0	1	0	1	0	3	0	0	12	86	
1	0	0	1	1	0	1	0	1	2	0	14	52	
0	0	0	0	0	0	1	0	0	0	1	9	52	
2	3	2	1	0	3	3	2	2	0	0	26	58	
0	2	2	0	0	0	2	0	0	1	0	14	31	
0	2	2	0	0	0	2	0	1	0	1	13	38	
3	1	2	1	2	0	1	0	3	0	2	26	90	
37	39	42	50	55	57						Average	50.61538	

37	39	42	50	55	57
I feel secure about myself.	I feel happy that I am not a child anymore.	I feel that I can achieve my standard.	I feel that I am a worthwhile person.	I think that my thighs are just the right size.	I can talk about personal thoughts or feelings.
2	1	3	1	2	0
0	1	0	0	0	0
1	0	1	0	1	1
3	3	1	3	2	0
0	0	0	3	3	2
0	2	0	0	0	1
0	1	0	0	0	0
1	1	1	0	0	1
1	1	1	0	3	1
2	0	0	0	2	2
2	2	0	0	0	2
0	1	0	1	0	1
1	3	1	1	2	1

Average 3.692308

Average 7.538462

Group A: Pre-Experiment: SCOFF Questionnaire

	1	2	3	4	5	6	7			
Are you in Group A or B for this experiment?	Do you make yourself sick because you feel uncomfortably full?	Do you worry you have lost control over how much you eat?	Have you recently lost more than one stone (6.35 kg) in a three month period?	Do you believe yourself to be "fat" when others say you are too thin?	Would you say food dominates your life?	Are you satisfied with your eating patterns?	Do you ever eat in secret?			
Response	Response	Response	Response	Response	Response	Number of "Yes"	Response	Response	Number of "Yes"	Total "Yes"
A	Yes	Yes	Yes	Yes	Yes	5 No	Yes		1	6
A	Yes	Yes	No	Yes	Yes	4 No	No		0	4
A	No	No	No	Yes	No	1 Yes	No		1	2
A	Yes	No	No	No	Yes	2 No	No		0	2
A	No	Yes	No	No	No	1 Yes	No		1	2
A	No	Yes	No	No	No	1 Yes	No		1	2
A	No	Yes	No	No	No	1 No	No		0	1
A	No	Yes	Yes	Yes	Yes	4 No	No		0	4
A	No	Yes	No	Yes	Yes	3 No	Yes		1	4
A	Yes	No	Yes	No	Yes	3 No	Yes		1	4
A	No	No	Yes	Yes	No	2 Yes	No		1	3
A	Yes	No	No	No	No	1 No	No		0	1
A	No	No	Yes	Yes	Yes	3 No	Yes		1	4
					Average Mode	2.384615 1	Average Mode	0.61538462 1	4 Average Mode 3 4	

Group B: Pre-Experiment: SCOFF Questionnaire

Are you in Group A or B for this experiment?	Do you make yourself sick because you feel uncomfortably full?	Do you worry you have lost control over how much you eat?	Have you recently lost more than one stone (6.35 kg) in a three month period?	Do you believe yourself to be "fat" when others say you are too thin?	Would you say food dominates your life?	Are you satisfied with your eating patterns?	Do you ever eat in secret?			
Response	Response	Response	Response	Response	Response	Number of "Yes"	Response	Response	Number of "Yes"	Total "Yes"
B	No	Yes	No	No	Yes	2 No	No		0	2
B	No	No	No	No	No	0 Yes	Yes		2	2
B	Yes	Yes	No	Yes	No	3 No	Yes		1	4
B	No	No	No	No	Yes	1 No	No		0	1
B	Yes	Yes	No	Yes	No	3 Yes	No		1	4
B	No	No	No	No	No	0 Yes	No		1	1
B	No	No	No	Yes	No	1 No	No		0	1
B	No	No	No	Yes	No	1 No	No		0	1
B	No	Yes	No	Yes	No	2 Yes	Yes		2	4
B	No	No	Yes	Yes	No	2 No	No		0	2
B	No	No	No	No	No	0 Yes	No		1	1
B	No	No	No	No	No	0 Yes	No		1	1
B	No	No	No	No	No	0 No	No		0	0
					Average Mode	1.153846 0	Average Mode	0.692308 0	0 Average Mode 1.846154 1	

Pet Behavior Analysis - Q3 2023										Overall Performance Metrics										BMS Score
Response	Lively	Happy	Caring	Content	Playful	Calm	Loving	Active	TOTAL	Sad	Tired	Gloomy	Jittery	Drowsy	Grouchy	Nervous	Fed up	TOTAL		BMS Score
A		3	3	3	3	2	3	3	3	23	2	2	2	2	2	2	2	2	16	39
A		3	3	3	3	3	2	3	3	23	2	1	2	2	2	2	1	2	14	87
A		3	3	4	3	2	3	3	4	25	2	1	2	2	2	2	2	2	15	40
A		2	3	3	2	2	3	3	3	21	2	1	1	2	2	2	2	2	14	85
A		3	3	4	3	3	2	4	3	25	2	1	2	2	1	2	2	2	14	39
A		3	3	3	2	2	2	2	2	19	2	2	1	1	2	2	2	1	13	32
A		3	2	4	2	2	2	3	1	19	2	2	2	2	2	2	2	1	15	34
A		3	3	3	3	3	2	4	3	24	2	1	2	2	2	2	1	1	13	87
A		3	4	4	3	3	2	4	3	26	2	1	2	2	2	2	1	2	14	40
A		1	1	2	2	4	4	2	3	19	1	2	1	2	2	2	2	2	14	83
A		3	3	4	3	3	3	3	3	25	2	1	2	2	1	1	2	2	13	38
A		2	3	2	2	2	2	3	3	19	2	1	1	1	2	2	1	1	11	30
A		3	2	3	2	1	3	3	2	19	1	1	2	2	2	1	1	2	12	31
Grand Total																				35.7692

Group B: Pre- Experiment: Brief Mood Introspective Scale

Response	Lively	Happy	Caring	Content	Jittery	Peppy	Calm	Loving	Active	TOTALS	Sad	Tired	Gloomy	Jittery	Drowsy	Grouchy	Nervous	Fed up	TOTALS	BIMS Scores
B	4	4	2	4	1	3	4	4	4	30	1	1	1	1	1	1	1	1	8	38
B	4	4	3	3	2	2	3	3	3	27	2	2	2	2	2	2	2	2	16	43
B	4	4	3	4	1	2	1	4	4	27	1	1	1	1	1	1	1	1	8	35
B	4	4	3	4	2	2	4	4	3	30	2	2	2	2	2	2	2	1	15	45
B	2	3	3	3	2	2	3	3	2	23	2	1	2	2	2	2	2	2	15	38
B	4	3	2	2	1	1	3	3	3	23	2	2	1	1	1	1	1	2	11	33
B	1	1	3	2	3	2	2	2	2	18	2	2	2	2	2	2	2	2	16	34
B	2	3	3	3	2	3	3	3	3	25	2	2	2	2	2	2	2	2	16	41
B	3	4	3	4	2	3	2	3	2	26	2	2	2	2	2	2	2	2	16	42
B	3	3	4	3	2	1	4	4	3	27	1	1	2	2	1	1	2	2	13	39
B	3	3	2	4	3	1	4	3	3	24	1	2	2	2	2	1	2	2	14	38
B	4	3	4	1	1	3	3	4	3	26	2	1	2	1	1	1	2	2	12	38
B	3	3	4	3	3	3	2	3	3	27	1	2	2	2	2	2	1	1	13	40

Average 38.74523

Group A: Pre- Experiment: Rosenberg's Self-Esteem Scale

	1	2	4	6	7		3	5	8	9	10		
Response	On the whole, I am satisfied with myself.	At times I think I am no good at all.	I am able to do things as well as most other people.	I certainly feel useless at times.	I feel that I'm a person of worth.	TOTAL	I feel that I have a number of good qualities.	I feel I do not have much to be proud of.	I wish I could have more respect for myself.	All in all, I am inclined to think that I am a failure.	I take a positive attitude toward myself.	TOTAL	SCORE
A	2	2	2	1	0	7	2	2	2	2	2	10	17
A	2	2	2	2	2	10	2	2	3	3	2	12	22
A	0	2	2	1	2	7	2	2	3	2	3	12	19
A	1	3	1	2	2	9	2	2	2	3	2	11	20
A	3	1	2	1	3	10	3	2	2	2	3	12	22
A	1	2	1	2	1	7	2	2	2	2	2	10	17
A	2	2	3	2	2	11	2	2	3	2	2	11	22
A	1	2	1	2	2	8	2	2	2	2	2	10	18
A	1	1	2	1	2	7	2	2	2	2	2	10	17
A	3	2	1	0	0	6	2	2	2	3	3	12	18
A	2	1	2	3	2	10	2	2	3	2	3	12	22
A	2	3	1	2	2	10	2	2	3	3	2	12	22
A	2	2	2	2	2	10	2	2	2	2	2	10	20

Average 19.69231

Group B: Pre- Experiment: Rosenberg's Self-Esteem Scale

	1	2	4	6	7		3	5	8	9	10		
Response	On the whole, I am satisfied with myself.	At times I think I am no good at all.	I am able to do things as well as most other people.	I certainly feel useless at times.	I feel that I'm a person of worth.	TOTAL	I feel that I have a number of good qualities.	I feel I do not have much to be proud of.	I wish I could have more respect for myself.	All in all, I am inclined to think that I am a failure.	I take a positive attitude toward myself.	TOTAL	SCORE
B	3	0	3	2	3	11	3	3	2	3	3	14	25
B	3	0	3	1	3	10	3	3	2	2	3	13	23
B	2	1	2	1	2	8	3	2	2	2	2	11	19
B	3	0	3	0	3	9	3	3	3	3	3	15	24
B	2	2	1	2	2	9	2	2	2	2	2	10	19
B	2	2	3	0	3	10	3	3	3	3	2	14	24
B	1	2	1	2	0	6	2	2	2	2	2	10	16
B	2	2	2	2	2	10	2	2	2	2	2	10	20
B	2	2	2	2	2	10	2	2	2	2	2	10	20
B	3	0	2	2	3	10	2	3	2	3	2	12	22
B	2	3	3	2	3	13	3	2	2	2	3	12	25
B	2	1	3	2	3	11	3	2	2	2	2	11	22
B	2	0	2	1	3	8	2	2	2	2	2	10	18

Average 21.30769

Group A: Pre-Experiment: Physical Appearance Perfectionism Scale

Response	I am not satisfied with my appearance.	I am never happy with my appearance no matter how I dress.	I worry that my appearance is not good enough.	I wish I could completely change my appearance.	My appearance is far from my expectations.	I worry about others' being critical of my appearance.	I often think about the shortcomings of my appearance.	I hope my body shape is perfect.	I hope that I look attractive.	I hope others admire my appearance.	I hope others find me attractive.	I hope I am handsome/beautiful.	SCORE
A	3	3	2	3	3	3	3	2	3	4	3	3	35
A	3	2	4	4	4	4	4	4	4	4	4	4	45
A	4	4	4	4	3	3	3	4	4	4	4	4	44
A	3	2	3	2	2	2	2	2	3	3	3	3	30
A	1	1	2	1	1	1	2	4	3	4	4	4	29
A	3	2	3	3	3	3	3	3	3	3	3	3	35
A	2	1	1	2	3	3	2	3	3	4	4	4	32
A	3	3	3	3	3	3	3	3	3	3	3	4	37
A	3	2	4	2	3	3	3	4	4	4	4	3	39
A	4	1	1	2	4	2	4	4	2	4	2	2	32
A	2	2	2	3	3	3	3	3	3	3	3	3	33
A	2	2	4	2	2	4	3	2	4	4	4	4	37
A	2	2	2	2	2	2	2	2	2	2	2	3	25
Average													34.84615

Group B: Pre-Experiment: Physical Appearance Perfectionism Scale

Response	I am not satisfied with my appearance.	I am never happy with my appearance no matter how I dress.	I worry that my appearance is not good enough.	I wish I could completely change my appearance.	My appearance is far from my expectations.	I worry about others' being critical of my appearance.	I often think about the shortcomings of my appearance.	I hope my body shape is perfect.	I hope that I look attractive.	I hope others admire my appearance.	I hope others find me attractive.	I hope I am handsome/beautiful.	SCORE
B	1	1	1	1	1	1	2	2	2	3	2	3	21
B	1	1	3	3	3	3	3	3	3	3	3	3	32
B	2	2	2	2	2	2	3	2	3	3	3	3	30
B	2	2	2	2	2	2	2	2	2	2	3	3	27
B	2	1	2	1	1	1	2	3	2	3	3	3	26
B	1	1	1	1	1	1	3	3	2	3	3	2	24
B	3	2	3	3	3	3	3	3	2	3	3	3	34
B	2	2	3	3	2	3	3	3	3	3	3	3	33
B	2	2	3	2	2	2	3	2	4	4	4	4	35
B	1	1	1	1	1	1	2	2	3	3	1	1	20
B	1	1	1	1	2	1	1	1	2	1	1	2	15
B	1	1	3	2	3	3	2	4	3	2	3	3	30
B	1	2	2	2	2	2	2	1	2	2	3	3	25
Average													27.07692

Group A: Pre-Experiment: Body Attitudes Test

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20		4	5	6	7		
	I feel displeased at when comparing my body to others.	I do not recognize my body as my own.	My body is too tall.	I feel the need to lose weight.	I see my breasts as big.	I feel the need to cover my body in loose clothing.	I avoid my reflection because it annoys me.	I feel like every aspect of my body is too big.	My body is negative yours are small.	There is a discrepancy between my body and I.	At times, I feel like my body is enormous.	I feel threatened if by my physical appearance I look pregnant.	I feel like I always feel very heavy.	I tend to be jealous of other people's bodies.	Aspects of my physical appearance bother me.	I often wonder how my own reflections look.											
Response																					TOTAL					TOTAL	SCORE
A	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	47	2	2	2	2	4	54
A	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	2	2	2	2	6	57
A	4	2	4	4	4	3	2	4	4	4	4	4	4	4	4	4	4	4	4	3	58	2	2	2	1	5	64
A	3	3	3	4	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	44	3	2	2	2	6	56
A	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	44	3	2	2	1	4	50
A	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	46	1	1	2	1	5	53
A	4	3	4	4	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	64	2	2	2	2	6	70
A	3	3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	46	2	2	2	2	6	52
A	4	4	4	2	3	3	3	4	3	2	2	3	3	2	4	2	4	4	4	4	49	1	1	2	2	4	54
A	3	3	2	2	2	3	2	3	2	3	2	3	3	2	4	3	3	3	3	3	38	4	1	2	2	5	44
A	4	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	49	2	2	2	2	6	56
A	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	47	2	2	2	2	6	52
48.40254																											

Group B: Pre-Experiment: Body Attitudes Test

[illegible]

Group 2: Pre-Experiment: Body Image State Scale										
	1	3	5		2	4	6			
Response	Response	Response	Response	TOTAL	Response	Response	Response	TOTAL	SCORE	
B	5	5	7	17	5	5	5	15	32	
B	9	8	8	25	2	2	3	7	32	
B	8	8	9	25	3	3	4	10	35	
B	8	7	8	23	2	3	5	10	33	
B	8	8	5	21	2	3	5	10	31	
B	8	8	5	21	2	2	2	6	27	
B	2	2	5	9	2	3	5	10	19	
B	2	4	3	9	2	4	4	10	19	
B	8	2	5	15	5	3	5	13	28	
B	8	8	8	24	2	2	2	6	30	
B	7	4	7	18	2	5	5	12	30	
B	2	9	9	20	2	3	3	8	28	
B	8	9	8	25	2	3	3	8	33	
Average									29	

Group A: Pre-Experiment: Eating Attitudes Test (EAT-26)

Response	Am terrified about being overweight	Avoid eating when I am hungry	Find myself preoccupied with food	Have gone on eating binges where I feel that I may not be able to stop	Cut my food into small pieces	Aware of the calorie content of foods that I eat	Particularly avoid food with a high carbohydrate content (i.e. bread, rice, potatoes, etc.)	Feel that others would prefer it if I ate more	Vomit after I have eaten	Feel extremely guilty after eating	Am preoccupied with a desire to be thinner	Think about burning up calories when I exercise	Other people think that I am too thin
A	0	0	0	0	0	1	0	1	2	1	1	1	0
A	0	0	0	0	0	0	0	0	0	0	0	0	1
A	1	3	0	0	0	0	3	0	2	3	1	3	0
A	0	0	1	1	0	0	0	0	0	0	2	1	0
A	3	0	1	1	1	0	0	0	0	0	2	0	0
A	2	0	2	0	0	0	0	0	0	1	2	2	0
A	1	0	0	0	0	0	0	0	0	0	2	1	0
A	1	2	0	0	1	2	0	0	0	0	0	1	0
A	0	0	3	0	1	3	0	1	0	0	0	2	1
A	1	2	2	0	1	2	0	2	0	1	0	0	2
A	1	1	0	0	0	0	3	1	1	0	0	0	1
A	1	0	1	0	0	0	0	0	0	3	2	1	0
A	0	0	0	1	0	2	3	0	2	3	1	1	0
Am preoccupied with the thought of having fat on my body	Take longer than others to eat my meals	Avoid foods with sugar in them	Eat diet foods	Feel that food controls my life	Display self-control around food	Feel that others pressure me to eat	Give too much time and thought to food	Feel uncomfortable after eating sweets	Engage in dieting behavior	Like my stomach to be empty	Have the impulse to vomit after meals	I enjoy trying new rich foods	SCORE
1	1	1	1	1	1	2	1	1	2	1	0	0	21
0	0	0	0	0	0	0	1	0	0	0	0	1	5
3	1	2	2	2	2	2	0	0	3	3	1	0	44
0	0	0	0	0	0	0	0	0	0	0	2	0	8
0	2	0	0	0	0	0	0	0	0	1	1	0	12
1	0	0	0	0	2	0	0	1	0	0	2	0	15
0	0	0	0	0	0	1	0	1	1	0	1	0	12
3	0	3	0	0	3	0	0	3	3	0	0	3	0
2	3	0	0	0	3	0	3	1	0	0	1	0	46
0	2	0	1	0	2	0	0	3	0	3	0	1	0
1	2	3	0	0	0	2	2	0	0	3	0	0	23
0	0	0	0	0	3	0	1	1	2	0	3	0	23
0	0	0	1	1	1	2	1	1	1	2	1	1	29
Average: 22.30769													
with 8.20 and above now													

Group B: Pre-Experiment: Eating Attitudes Test (EAT-26)

Response	Am terrified about being overweight	Avoid eating when I am hungry	Find myself preoccupied with food	Have gone on eating binges where I feel that I may not be able to stop	Cut my food into small pieces	Aware of the calorie content of foods that I eat	Particularly avoid food with a high carbohydrate content (i.e. bread, rice, potatoes, etc.)	Feel that others would prefer it if I ate more	Vomit after I have eaten	Feel extremely guilty after eating	Am preoccupied with a desire to be thinner	Think about burning up calories when I exercise	Other people think that I am too thin
B	0	0	0	0	0	0	0	0	0	0	0	0	0
B	0	0	0	0	0	0	0	0	0	0	0	0	0
B	1	1	0	0	0	0	0	0	0	0	0	1	0
B	0	0	0	0	0	0	0	0	0	0	0	0	0
B	1	1	1	0	0	0	0	0	0	0	0	0	0
B	1	0	0	0	0	0	0	0	0	0	0	0	0
B	0	0	0	0	0	0	0	0	0	0	0	0	0
B	1	0	1	0	0	1	0	1	0	0	0	2	0
B	3	0	0	1	1	0	2	0	0	1	1	2	0
B	0	0	0	0	0	0	0	0	0	0	0	0	0
B	0	0	0	0	3	0	0	1	0	0	1	1	0
B	1	0	0	0	2	0	0	0	0	0	0	3	0
B	0	0	0	0	0	1	1	1	0	0	0	0	0
Am preoccupied with the thought of having fat on my body	Take longer than others to eat my meals	Avoid foods with sugar in them	Eat diet foods	Feel that food controls my life	Display self-control around food	Feel that others pressure me to eat	Give too much time and thought to food	Feel uncomfortable after eating sweets	Engage in dieting behavior	Like my stomach to be empty	Have the impulse to vomit after meals	I enjoy trying new rich foods	SCORE
0	0	0	0	0	0	0	1	0	1	1	0	0	3
0	0	0	0	0	0	0	0	0	0	0	0	1	1
0	1	0	0	0	0	0	0	0	0	0	0	1	5
0	0	0	0	0	0	0	0	0	0	0	0	1	1
0	2	0	0	0	0	0	0	0	0	2	1	0	8
0	0	0	0	0	0	0	0	0	0	0	0	0	1
0	0	0	0	0	0	3	0	0	0	0	0	0	6
0	0	0	0	0	0	0	2	0	1	0	0	0	9
1	2	0	0	0	0	1	0	0	0	0	0	0	15
0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	3	1	0	0	0	0	0	0	0	0	0	0	10
0	3	0	0	0	0	0	0	0	0	0	0	0	9
0	0	1	1	1	0	0	0	0	0	0	0	0	4
5.538462													

Group A: Pre-Experiment: Eating Disorder Inventory

	2	3	4	5	6	7	8	9	10	11	13	14	16	18	21	22	24	25	27
	I think that my stomach is too big.	I wish that I could return to the security of childhood if I am upset.	I stuff myself with food.	I wish that I could be younger.	I'm thinking about dieting.	I get frightened when my feelings are too strong.	I think that my thighs are too large.	I feel ineffective as a person.	I feel extremely guilty after overeating.	Only outstanding performance is good enough in my family.	The happiest time in life is when you are a child.	I am terrified of gaining weight.	I feel alone in the world.	I get confused about what emotion I am feeling.	I would rather be an adult than a child.	I wish I were someone else.	I exaggerate or magnify the importance of weight.	I feel inadequate.	
A	2	0	0	0	1	2	1	0	1	1	1	2	0	1	1	0	1	1	
A	0	0	0	0	0	0	3	0	2	0	0	0	2	3	0	0	2	0	
A	3	3	0	0	3	3	0	3	3	3	0	3	3	3	0	0	3	0	
A	1	0	1	1	0	0	0	2	1	0	0	0	0	0	0	0	0	2	
A	0	0	2	1	0	2	2	1	2	2	3	2	1	1	1	2	0	1	
A	1	1	2	1	2	1	0	0	1	1	1	0	1	0	1	0	1	2	
A	0	0	1	0	0	0	3	0	0	2	3	0	2	1	2	3	0	0	
A	3	3	3	3	3	3	3	3	1	3	3	3	3	0	0	0	0	1	
A	0	3	1	1	2	0	2	0	0	3	0	2	0	0	2	0	0	2	
A	1	0	2	0	1	0	3	0	3	0	0	3	3	3	0	3	2	0	
A	0	3	0	0	3	1	1	1	3	3	3	3	3	1	3	0	0	3	
A	0	3	1	0	0	0	3	3	1	1	0	3	3	3	0	0	3	0	
A	0	2	2	0	0	0	0	0	3	2	1	1	0	0	3	0	0	1	

	28	29	32	33	34	35	36	38	40	41	42	44	45	46	47	48	49	51	52	53
	I have gone on eating binges where I have felt that I could not stop.	As a child, I tried very hard to avoid disappointing my parents and teachers.	I am preoccupied with the desire to be thinner.	I don't know what's going on inside me.	I have trouble expressing my emotions to others.	The demands of adulthood are too great.	I hate being less than best at things.	I think about bingeing (over-eating).	I get confused as to whether or not I am hungry.	I have a low opinion of myself.	My parents have expected excellence of me.	I worry that my feelings will get out of control.	I think that my hips are too big.	I feel moderately in front of others and stuff myself when they're gone.	I feel bloated after eating a normal meal.	I feel that people are happier when they are children.	If I gain a pound, I worry that I will keep gaining.	When I am upset, I don't know if I am sad, frightened or angry.	I feel that I must do things perfectly, or not do them at all.	I have the thought of trying to vomit in order to lose weight.
2	0	0	0	1	1	0	1	0	1	1	1	0	1	1	1	0	1	1	0	0
0	1	0	2	3	1	0	0	0	0	3	3	3	0	0	1	0	0	3	3	0
0	0	3	3	0	3	3	3	1	0	0	1	0	0	0	0	3	3	0	2	3
0	1	1	0	0	0	2	1	0	2	0	1	2	0	0	0	0	0	0	2	0
2	2	1	2	3	1	2	0	2	0	3	1	0	0	1	2	0	2	1	1	0
0	0	2	1	2	0	0	0	1	1	1	1	0	0	0	1	1	2	2	2	0
0	3	0	0	3	3	3	0	0	0	3	3	0	0	3	0	3	3	3	0	1
2	3	3	0	0	2	2	3	0	0	2	3	3	3	0	0	1	3	0	0	3
0	3	0	1	1	0	3	1	2	0	2	2	2	0	0	0	3	0	2	2	0
3	0	0	1	0	3	0	0	0	2	3	0	1	0	2	0	2	3	0	0	0
0	3	1	0	2	3	2	0	3	1	3	1	0	0	0	0	1	3	3	3	0
0	3	0	3	3	3	3	3	0	3	2	3	2	1	3	3	2	3	2	0	0
1	3	3	2	1	0	0	0	2	0	1	0	0	3	1	1	0	2	0	3	0

	54	56	59	60	63	
	I need to keep people at a certain distance (feel uncomfortable if someone tries to get too close).	I feel empty inside (emotionally).	I think that my buttocks are too large.	I eat or drink in secrecy.	When I am upset, I worry that I will start eating.	TOTAL
1	0	1	1	1	1	33
2	2	0	0	0	0	39
3	0	0	0	0	2	66
0	0	2	0	0	0	22
0	2	0	0	3	55	
1	2	1	0	0	38	
1	1	0	0	3	52	
1	0	0	0	3	72	
0	0	0	0	0	39	
0	0	0	0	2	48	
0	3	0	0	0	64	
2	0	0	2	0	69	
0	1	2	1	0	43	

1	12	15	17	19	20	23	26	30	31	37	39	42	50
I eat sweets and carbohydrates without feeling nervous.	I think that my stomach is just the right size.	I am open about my feelings.	I trust others.	I feel satisfied with the shape of my body.	I feel generally in control of things in my life.	I can communicate with others easily.	I can clearly identify what emotion I am feeling.	I have close relationships.	I like the shape of my buttocks.	I feel secure about myself.	I feel happy that I am not a child anymore.	I feel that I can achieve my standards.	I feel that I am a worthwhile person.
0	1	1	0	0	1	1	0	1	0	1	0	0	0
3	0	1	3	0	3	2	2	0	0	3	2	0	0
3	2	0	1	3	0	0	0	0	3	2	0	2	1
0	1	1	2	0	2	1	1	1	1	1	1	1	1
0	0	2	2	0	1	2	1	0	0	0	0	0	0
2	2	0	1	2	1	1	2	0	1	1	2	2	1
1	2	1	1	0	0	0	1	0	0	0	0	0	0
3	2	0	1	3	1	1	1	0	3	1	1	0	0
0	2	1	1	2	0	0	1	0	1	1	2	0	0
0	1	2	2	1	0	2	0	2	0	0	0	1	1
0	0	1	1	0	0	0	0	0	0	0	2	0	0
1	0	3	0	0	1	1	1	2	0	0	1	0	0
1	2	0	2	0	0	1	0	3	0	3	0	0	2

55	57	58	62	61	53	61
I think that my thighs are just the right size.	I can talk about personal thoughts or feelings.	The best years of your life are when you become an adult.	I have extremely high goals.	I think that my hips are just the right size.	TOTAL	SCORE
1	0	0	0	1	8	41
3	0	1	0	2	25	64
2	2	2	0	2	25	91
2	1	1	0	2	20	42
1	0	0	0	0	9	64
2	1	1	1	2	25	63
2	0	0	0	3	11	63
2	1	1	0	3	24	96
2	1	2	0	2	18	57
1	0	2	1	1	17	65
1	2	0	0	1	8	72
3	0	0	0	3	16	85
1	0	0	2	1	18	61

Average 66.46154

	1	7	11	16	25	32	49			2	8	12	19	31	41	55	59		62		
DRIVE FOR THINNESS	I eat sweets and carbohydrates without feeling nervous.	I'm thinking about dieting.	I feel extremely guilty after overeating.	I am terrified of gaining weight.	I exaggerate or magnify the importance of weight.	I am preoccupied with the desire to be thinner.	If I gain a pound, I worry that I will keep gaining.	SCORE	BODY DISSATISFACTION	I think that my stomach is too big.	I think that my thighs are too large.	I think that my stomach is just the right size.	I feel satisfied with the shape of my body.	I like the shape of my buttocks.	I think that my hips are too big.	I think that my thighs are just the right size.	I think that my buttocks are too large.	I have extremely high goals.	SCORE		
	A	0	2	1	0	1	0	1		5	A	2	0	1	0	0	1	1	1	0	6
	A	3	0	0	0	0	0	0		3	A	0	0	0	0	0	0	3	0	0	3
	A	3	3	3	3	3	3	3		21	A	3	3	2	3	3	0	2	0	0	18
	A	0	0	0	0	0	1	0		1	A	1	2	1	0	1	2	2	2	0	11
	A	0	2	2	1	2	1	0		8	A	0	1	0	0	0	0	1	0	0	2
	A	2	1	1	1	1	2	1		9	A	1	0	2	2	1	0	2	1	1	10
	A	1	0	2	2	0	0	3		8	A	0	0	2	0	0	0	2	0	0	4
	A	3	3	3	3	1	3	3		19	A	3	3	2	3	3	3	2	0	0	19
	A	0	0	0	0	2	0	0		2	A	0	0	2	2	1	0	2	0	0	7
Average	8.692308																				

Average 8.692308

Average 8.230769

Group B: Pre-Experiment: Eating Disorder Inventory

[illegible]

1	12	15	17	19	20	23	26	30	31	37	39	42
I eat sweets and carbohydrates without feeling nervous.	I think that my stomach is just the right size.	I am open about my feelings.	I trust others.	I feel satisfied with the shape of my body.	I feel generally in control of things in my life.	I can communicate with others easily.	I can clearly identify what emotion I am feeling.	I have close relationships.	I like the shape of my buttocks.	I feel secure about myself.	I feel happy that I am not a child anymore.	I feel that I can achieve my standards.
2	0	0	0	0	0	0	0	0	0	1	1	0
1	1	1	2	0	0	0	0	0	0	0	0	0
1	1	1	0	0	0	1	1	0	0	0	1	0
1	1	1	1	1	1	1	1	1	1	0	1	1
0	1	1	1	0	0	1	1	0	0	0	0	0
0	1	2	1	1	1	1	1	1	1	1	1	0
0	3	0	0	2	2	2	1	0	3	2	3	1
0	1	1	1	0	0	0	1	2	2	0	1	1
1	1	0	0	1	0	0	1	0	0	0	1	0
0	0	1	1	0	0	0	1	0	0	0	1	0
0	2	2	3	0	2	3	3	2	0	1	0	0
0	2	0	0	0	0	0	0	0	1	0	3	0
2	0	2	2	0	0	1	1	1	1	0	2	0

50	55	57	58	62	61	53	61
I feel that I am a worthwhile person.	I think that my thighs are just the right size.	I can talk about personal thoughts or feelings.	The best years of your life are when you become an adult.	I have extremely high goals.	I think that my hips are just the right size.	TOTAL	SCORE
0	2	2	2	0	2	12	34
0	0	0	0	0	0	5	14
0	0	0	0	0	0	6	18
1	1	1	1	1	2	19	22
0	1	1	1	0	1	9	40
0	1	0	1	1	1	16	31
3	2	0	3	0	2	29	74
0	0	1	0	1	0	12	49
0	2	1	0	0	1	9	37
0	0	0	0	0	0	4	16
0	2	2	1	0	0	23	56
0	2	0	2	0	2	12	46
0	0	1	1	0	0	14	32

Average 36.07692

	1	7	11	16	25	32	49		1	9	12	19	31	45	55	59	62				
DRIVE FOR THINNESS	I eat sweets and carbohydrates without feeling nervous.	I'm thinking about dieting.	I feel extremely guilty after overeating.	I am terrified of gaining weight.	I exaggerate or magnify the importance of weight.	I am preoccupied with the desire to be thinner.	If I gain a pound, I worry that I will keep gaining.	SCORE	BODY DISSATISFACTION	I think that my stomach is too big.	I think that my thighs are too large.	I think that my stomach is just the right size.	I feel satisfied with the shape of my body.	I like the shape of my buttocks.	I think that my hips are too big.	I think that my thighs are just the right size.	I think that my buttocks are too large.	I have extremely high goals.	SCORE		
	8	2	0	0	1	0	0	1		4	8	1	0	0	0	1	2	0	0	4	
	8	1	0	0	0	1	0	0		2	8	0	0	1	0	0	0	0	0	1	
	8	1	0	0	0	0	0	0		1	8	0	0	1	0	0	0	0	0	1	
	8	1	0	0	0	0	0	0		3	4	0	0	1	1	1	0	1	0	5	
	8	0	0	1	2	0	0	0		8	6	2	1	1	0	0	0	1	0	1	5
	8	0	0	0	0	0	0	0		0	8	0	0	1	1	1	1	1	0	0	5
	8	0	0	0	0	0	0	0		0	8	0	0	3	2	3	0	2	0	0	6
	8	0	1	1	1	1	0	1		0	4	8	0	1	1	0	2	0	0	0	10
	8	1	0	0	2	0	0	3		6	8	0	2	1	1	0	2	0	0	1	5
8	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	6		
8	0	0	0	0	0	0	0	0	8	0	0	2	0	0	0	2	0	0	0		
8	0	1	0	0	0	1	2	4	8	0	1	2	0	1	1	2	0	0	4		
8	2	0	0	0	0	0	0	2	8	0	0	0	0	1	0	0	0	0	7		

Average 2.538462

Average 4.230769

Group A: Pre-Experiment: SCOFF Questionnaire

Are you in Group A or B for this experiment?	Do you make yourself sick because you feel uncomfortably full?	Do you worry you have lost control over how much you eat?	Have you recently lost more than one stone (6.35 kg) in a three-month period?	Do you believe yourself to be "fat" when others say you are too thin?	Would you say food dominates your life?					
Response	Response	Response	Response	Response	Response	Number of "Yes"	Response	Response	Number of "Yes"	Total "Yes"
A	No	No	No	No	No	0	Yes	No	1	1
A	No	No	No	Yes	No	1	Yes	Yes	2	3
A	Yes	Yes	No	Yes	Yes	4	No	No	0	4
A	No	Yes	No	No	Yes	2	No	No	0	2
A	No	Yes	No	No	Yes	2	No	Yes	1	3
A	No	No	No	Yes	Yes	2	No	No	0	2
A	No	Yes	No	Yes	No	2	No	No	0	2
A	Yes	Yes	Yes	Yes	Yes	5	No	Yes	1	6
A	Yes	No	Yes	No	Yes	3	No	No	0	3
A	Yes	No	Yes	Yes	No	3	No	No	0	3
A	No	No	Yes	Yes	No	2	Yes	No	1	3
A	No	Yes	Yes	Yes	Yes	4	No	Yes	1	5
A	Yes	No	Yes	No	Yes	3	No	Yes	1	4
Average Mode						2.538462		Average Mode	0.615385	3.153846
						2			1	3

Group B: Pre-Experiment: SCOFF Questionnaire

Are you in Group A or B for this experiment?	Do you make yourself sick because you feel uncomfortably full?	Do you worry you have lost control over how much you eat?	Have you recently lost more than one stone (6.35 kg) in a three-month period?	Do you believe yourself to be "fat" when others say you are too thin?	Would you say food dominates your life?					
Response	Response	Response	Response	Response	Response	Number of "Yes"	Response	Response	Number of "Yes"	Total "Yes"
B	Yes	Yes	No	Yes	No	3	Yes	Yes	2	5
B	Yes	Yes	No	Yes	Yes	4	No	Yes	1	5
B	No	Yes	No	No	No	1	Yes	Yes	2	3
B	No	No	Yes	Yes	No	2	No	Yes	1	3
B	Yes	Yes	No	Yes	No	3	No	Yes	1	4
B	No	No	No	No	No	0	No	No	0	0
B	No	No	No	No	Yes	1	No	No	0	1
B	Yes	No	No	Yes	Yes	3	No	No	0	3
B	No	Yes	No	Yes	No	2	Yes	Yes	2	4
B	No	No	No	No	No	0	No	No	0	0
B	No	No	No	Yes	No	1	No	Yes	1	2
B	No	No	No	No	No	0	No	No	0	0
B	No	No	No	No	No	0	Yes	No	1	1
Average Mode						1.538462		Average Mode	0.846154	2.384615
						0			1	3

Group A: Pre-Experiment: Sociocultural Attitudes Towards Appearance

Questionnaire

Response	Instagram is an important source of information about fashion and being attractive in to look weight	I would like my body to look like the people who are on Instagram	I compare my body to the bodies on Instagram	I've felt pressure from Instagram to look pretty	I compare my appearance to the appearance of women on Instagram	Instagram is an important source of information about fashion and being attractive in to look thin	I've felt pressure from Instagram to have a perfect body	I wish I looked like the models on Instagram	I compare my appearance to the appearance of people on Instagram	I've felt pressure from Instagram to do what the people on Instagram do to stay attractive	I compare my body to that of people in Instagram in to exercise	I wish I looked as athletic as sports stars	I compare my body to that of people who are athletic	I've felt pressure from Instagram to change my appearance	I try to look like the people on Instagram	Famous people are an important source of information about fashion and being attractive	I try to look like a sports athlete	I try to look like celebrities on Instagram	I try to look like fashion influencers on Instagram	I try to look like fitness influencers on Instagram	SCORE
1	4	2	3	2	4	4	2	3	4	2	3	4	3	4	3	2	2	4	3	3	81
2	4	2	4	1	4	4	1	2	1	1	1	1	1	1	1	4	4	2	4	3	70
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	90
4	3	2	3	2	3	2	3	2	3	2	3	2	3	2	3	2	2	3	3	3	66
5	3	1	2	1	3	1	2	1	4	1	1	1	1	1	1	1	1	1	1	1	41
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	71
7	4	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	40
8	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	86
9	3	2	3	3	3	3	2	4	3	3	3	4	3	4	3	3	4	3	3	3	71
10	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	37
11	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	69
12	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	96
13	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	36

Average = 70.00%

Group B: Pre-Experiment: Sociocultural Attitudes Towards Appearance

Questionnaire

Response	Instagram is an important source of information about fashion and being attractive in to look weight	I would like my body to look like the people who are on Instagram	I compare my body to the bodies on Instagram	I've felt pressure from Instagram to look pretty	I compare my appearance to the appearance of women on Instagram	Instagram is an important source of information about fashion and being attractive in to look thin	I've felt pressure from Instagram to have a perfect body	I wish I looked like the models on Instagram	I compare my appearance to the appearance of people on Instagram	I've felt pressure from Instagram to do what the people on Instagram do to stay attractive	I compare my body to that of people in Instagram in to exercise	I wish I looked as athletic as sports stars	I compare my body to that of people who are athletic	I've felt pressure from Instagram to change my appearance	I try to look like the people on Instagram	Famous people are an important source of information about fashion and being attractive	I try to look like a sports athlete	I try to look like celebrities on Instagram	I try to look like fashion influencers on Instagram	I try to look like fitness influencers on Instagram	SCORE
1	4	2	3	2	4	4	2	3	4	2	3	4	3	4	3	2	2	4	3	3	81
2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	96
3	4	4	2	3	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	69
4	4	4	2	3	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	96
5	4	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	37
6	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	71
7	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	37
8	3	2	3	3	3	2	3	3	3	3	3	4	3	4	3	3	4	3	3	3	67
9	3	2	3	3	3	1	3	2	3	2	3	2	3	2	3	2	2	3	2	2	54
10	4	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	37
11	3	2	2	3	3	3	1	2	1	1	1	1	1	1	1	1	1	1	1	1	37
12	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	37

Average = 54

Statistics of Results Data

Pre-experiment Questionnaire Q1-22 (Instagram use) for Entire Sample

Are you in Group A or B for this experiment?

ANSWER CHOICES	RESPONSES	
A	50.00%	13
B	50.00%	13
TOTAL		26

Do you have daily Internet access available (at home, school, workplace, etc.?)

ANSWER CHOICES	RESPONSES	
Yes	100.00%	26
No	0.00%	0
TOTAL		26

On average, how frequently do you use the Internet (outside of instructor-led classroom activities, on any device - desktop, laptop, tablet, mobile phone, etc.)?

ANSWER CHOICES	RESPONSES	
Never/almost never	0.00%	0
Less than 1/2 hour per day	0.00%	0
1/2-1 hour per day	0.00%	0
1-2 hours per day	0.00%	0
2-3 hours per day	23.08%	6
More than 3 hours per day	76.92%	20
TOTAL		26

Do you have an active Instagram account?

ANSWER CHOICES	RESPONSES	
Yes	100.00%	26
No	0.00%	0
TOTAL		26

In a typical week, how frequently do you use Instagram (on any device)? While daily time spent may vary, please estimate daily use as an average across the week.

ANSWER CHOICES	RESPONSES	
Never/ almost never	0.00%	0
Less than 1 hour per week	0.00%	0
Less than 1/2 hour per day	3.85%	1
Between 1/2 hour and 1 hour per day	11.54%	3
1-2 hours per day	42.31%	11
More than 2 hours per day	42.31%	11
TOTAL		26

Your privacy settings are currently set to:

ANSWER CHOICES	RESPONSES	
Public	3.85%	1
Private	92.31%	24
Custom	0.00%	0
I don't know	3.85%	1
TOTAL		26

How often do you post photos of yourself on Instagram?

ANSWER CHOICES	RESPONSES	
More often than once a month	30.77%	8
On average, about once a month	26.92%	7
Every few months	23.08%	6
A few times a year	11.54%	3
Almost never or never	3.85%	1
I don't know	3.85%	1
TOTAL		26

How often do you post photos focusing on nature/artwork/photography on Instagram?

ANSWER CHOICES	RESPONSES	
More often than once a month	38.46%	10
On average, about once a month	23.08%	6
Every few months	7.69%	2
A few times a year	19.23%	5
Almost never or never	11.54%	3
I don't know	0.00%	0
TOTAL		26

How often do you post Reels of yourself on Instagram?

ANSWER CHOICES	RESPONSES	
More often than once a month	0.00%	0
On average, about once a month	7.69%	2
Every few months	3.85%	1
A few times a year	19.23%	5
Almost never or never	69.23%	18
I don't know	0.00%	0
TOTAL		26

How often do you post Reels focusing on nature/artwork/photography on Instagram?

ANSWER CHOICES	RESPONSES	
More often than once a month	3.85%	1
On average, about once a month	7.69%	2
Every few months	11.54%	3
A few times a year	11.54%	3
Almost never or never	65.38%	17
I don't know	0.00%	0
TOTAL		26

How often do you use Instagram messages when visiting Instagram?

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	38.46%	10
Often	50.00%	13
Once in a while	7.69%	2
Rarely	3.85%	1
Almost never	0.00%	0
Don't know	0.00%	0
TOTAL		26

How often do post a photo when visiting Instagram?

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	19.23%	5
Once in a while	42.31%	11
Rarely	26.92%	7
Almost never	11.54%	3
Don't know	0.00%	0
TOTAL		26

How often do you post a link to a news story, video, Web site, etc. when visiting Instagram?

ANSWER CHOICES	RESPONSES	
Nearly ever time I log on	0.00%	0
Often	11.54%	3
Once in a while	23.08%	6
Rarely	26.92%	7
Almost never	38.46%	10
Don't know	0.00%	0
TOTAL		26

How often do view friends' photos that they've added of you when visiting Instagram?

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	7.69%	2
Often	50.00%	13
Once in a while	30.77%	8
Rarely	7.69%	2
Almost never	3.85%	1
Don't know	0.00%	0
TOTAL		26

How often do view friends' photos of themselves when visiting Instagram?

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	23.08%	6
Often	42.31%	11
Once in a while	15.38%	4
Rarely	15.38%	4
Almost never	0.00%	0
Don't know	3.85%	1
TOTAL		26

How often do view friends' links to news stories, videos, Web sites, etc. when visiting Instagram?

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	15.38%	4
Often	34.62%	9
Once in a while	30.77%	8
Rarely	11.54%	3
Almost never	7.69%	2
Don't know	0.00%	0
TOTAL		26

How often do you comment on friends' photos when visiting Instagram?

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	30.77%	8
Once in a while	34.62%	9
Rarely	26.92%	7
Almost never	7.69%	2
Don't know	0.00%	0
TOTAL		26

How often do you comment on friends' links to news stories, videos, Web sites, etc. when visiting Instagram?

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	3.85%	1
Often	19.23%	5
Once in a while	26.92%	7
Rarely	11.54%	3
Almost never	34.62%	9
Don't know	3.85%	1
TOTAL		26

How often do you tag yourself in friends' photos when visiting Instagram?

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	11.54%	3
Once in a while	15.38%	4
Rarely	26.92%	7
Almost never	38.46%	10
Don't know	7.69%	2
TOTAL		26

How often do you untag yourself in friends' photos when visiting Instagram?

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	3.85%	1
Once in a while	3.85%	1
Rarely	19.23%	5
Almost never	65.38%	17
Don't know	7.69%	2
TOTAL		26

Pre-experiment Questionnaire Q1 to Q22 (Instagram Usage) - Group A compared to Group B

Are you in Group A or B for this experiment?

Group A

ANSWER CHOICES	RESPONSES
A	100.00% 13
B	0.00% 0
TOTAL	13

Group B

ANSWER CHOICES	RESPONSES
A	0.00% 0
B	100.00% 13
TOTAL	13

Do you have daily Internet access available (at home, school, workplace, etc.?)

Group A

ANSWER CHOICES	RESPONSES
Yes	100.00% 13
No	0.00% 0
TOTAL	13

Group B

ANSWER CHOICES	RESPONSES
Yes	100.00% 13
No	0.00% 0
TOTAL	13

On average, how frequently do you use the Internet (outside of instructor-led classroom activities, on any device - desktop, laptop, tablet, mobile phone, etc.)?

Group A

ANSWER CHOICES	RESPONSES	
Never/almost never	0.00%	0
Less than 1/2 hour per day	0.00%	0
1/2-1 hour per day	0.00%	0
1-2 hours per day	0.00%	0
2-3 hours per day	15.38%	2
More than 3 hours per day	84.62%	11
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Never/almost never	0.00%	0
Less than 1/2 hour per day	0.00%	0
1/2-1 hour per day	0.00%	0
1-2 hours per day	0.00%	0
2-3 hours per day	30.77%	4
More than 3 hours per day	69.23%	9
TOTAL		13

Do you have an active Instagram account?

Group A

ANSWER CHOICES	RESPONSES	
Yes	100.00%	13
No	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Yes	100.00%	13
No	0.00%	0
TOTAL		13

In a typical week, how frequently do you use Instagram (on any device)? While daily time spent may vary, please estimate daily use as an average across the week.

Group A

ANSWER CHOICES	RESPONSES	
Never/ almost never	0.00%	0
Less than 1 hour per week	0.00%	0
Less than 1/2 hour per day	0.00%	0
Between 1/2 hour and 1 hour per day	7.69%	1
1-2 hours per day	46.15%	6
More than 2 hours per day	46.15%	6
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Never/ almost never	0.00%	0
Less than 1 hour per week	0.00%	0
Less than 1/2 hour per day	7.69%	1
Between 1/2 hour and 1 hour per day	15.38%	2
1-2 hours per day	38.46%	5
More than 2 hours per day	38.46%	5
TOTAL		13

Your privacy settings are currently set to:

Group A

ANSWER CHOICES	RESPONSES	
Public	7.69%	1
Private	84.62%	11
Custom	0.00%	0
I don't know	7.69%	1
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Public	0.00%	0
Private	100.00%	13
Custom	0.00%	0
I don't know	0.00%	0
TOTAL		13

How often do you post photos of yourself on Instagram?

Group A

ANSWER CHOICES	RESPONSES	
More often than once a month	38.46%	5
On average, about once a month	30.77%	4
Every few months	23.08%	3
A few times a year	7.69%	1
Almost never or never	0.00%	0
I don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
More often than once a month	23.08%	3
On average, about once a month	23.08%	3
Every few months	23.08%	3
A few times a year	15.38%	2
Almost never or never	7.69%	1
I don't know	7.69%	1
TOTAL		13

How often do you post photos focusing on nature/artwork/photography on Instagram?

Group A

ANSWER CHOICES	RESPONSES	
More often than once a month	38.46%	5
On average, about once a month	23.08%	3
Every few months	7.69%	1
A few times a year	23.08%	3
Almost never or never	7.69%	1
I don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
More often than once a month	38.46%	5
On average, about once a month	23.08%	3
Every few months	7.69%	1
A few times a year	15.38%	2
Almost never or never	15.38%	2
I don't know	0.00%	0
TOTAL		13

How often do you post Reels of yourself on Instagram?

Group A

ANSWER CHOICES	RESPONSES	
More often than once a month	0.00%	0
On average, about once a month	7.69%	1
Every few months	0.00%	0
A few times a year	7.69%	1
Almost never or never	84.62%	11
I don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
More often than once a month	0.00%	0
On average, about once a month	7.69%	1
Every few months	7.69%	1
A few times a year	30.77%	4
Almost never or never	53.85%	7
I don't know	0.00%	0
TOTAL		13

How often do you post Reels focusing on nature/artwork/photography on Instagram?

Group A

ANSWER CHOICES	RESPONSES	
More often than once a month	0.00%	0
On average, about once a month	7.69%	1
Every few months	0.00%	0
A few times a year	15.38%	2
Almost never or never	76.92%	10
I don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
More often than once a month	7.69%	1
On average, about once a month	7.69%	1
Every few months	23.08%	3
A few times a year	7.69%	1
Almost never or never	53.85%	7
I don't know	0.00%	0
TOTAL		13

How often do you use Instagram messages when visiting Instagram?

Group A

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	38.46%	5
Often	46.15%	6
Once in a while	7.69%	1
Rarely	7.69%	1
Almost never	0.00%	0
Don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	38.46%	5
Often	53.85%	7
Once in a while	7.69%	1
Rarely	0.00%	0
Almost never	0.00%	0
Don't know	0.00%	0
TOTAL		13

How often do post a photo when visiting Instagram?

Group A

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	15.38%	2
Once in a while	53.85%	7
Rarely	23.08%	3
Almost never	7.69%	1
Don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	23.08%	3
Once in a while	30.77%	4
Rarely	30.77%	4
Almost never	15.38%	2
Don't know	0.00%	0
TOTAL		13

How often do you post a link to a news story, video, Web site, etc. when visiting Instagram?

Group A

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	15.38%	2
Once in a while	15.38%	2
Rarely	30.77%	4
Almost never	38.46%	5
Don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	7.69%	1
Once in a while	30.77%	4
Rarely	23.08%	3
Almost never	38.46%	5
Don't know	0.00%	0
TOTAL		13

How often do view friends' photos that they've added of you when visiting Instagram?

Group A

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	53.85%	7
Once in a while	38.46%	5
Rarely	7.69%	1
Almost never	0.00%	0
Don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	15.38%	2
Often	46.15%	6
Once in a while	23.08%	3
Rarely	7.69%	1
Almost never	7.69%	1
Don't know	0.00%	0
TOTAL		13

How often do view friends' photos of themselves when visiting Instagram?

Group A

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	23.08%	3
Often	30.77%	4
Once in a while	15.38%	2
Rarely	23.08%	3
Almost never	0.00%	0
Don't know	7.69%	1
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	23.08%	3
Often	53.85%	7
Once in a while	15.38%	2
Rarely	7.69%	1
Almost never	0.00%	0
Don't know	0.00%	0
TOTAL		13

How often do view friends' links to news stories, videos, Web sites, etc. when visiting Instagram?

Group A

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	15.38%	2
Often	53.85%	7
Once in a while	23.08%	3
Rarely	0.00%	0
Almost never	7.69%	1
Don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	15.38%	2
Often	15.38%	2
Once in a while	38.46%	5
Rarely	23.08%	3
Almost never	7.69%	1
Don't know	0.00%	0
TOTAL		13

How often do you comment on friends' photos when visiting Instagram?

Group A

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	23.08%	3
Once in a while	38.46%	5
Rarely	23.08%	3
Almost never	15.38%	2
Don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	38.46%	5
Once in a while	30.77%	4
Rarely	30.77%	4
Almost never	0.00%	0
Don't know	0.00%	0
TOTAL		13

How often do you comment on friends' links to news stories, videos, Web sites, etc. when visiting Instagram?

Group A

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	7.69%	1
Often	15.38%	2
Once in a while	30.77%	4
Rarely	7.69%	1
Almost never	38.46%	5
Don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	23.08%	3
Once in a while	23.08%	3
Rarely	15.38%	2
Almost never	30.77%	4
Don't know	7.69%	1
TOTAL		13

How often do you tag yourself in friends' photos when visiting Instagram?

Group A

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	0.00%	0
Once in a while	30.77%	4
Rarely	30.77%	4
Almost never	38.46%	5
Don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	23.08%	3
Once in a while	0.00%	0
Rarely	23.08%	3
Almost never	38.46%	5
Don't know	15.38%	2
TOTAL		13

How often do you untag yourself in friends' photos when visiting Instagram?

Group A

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	0.00%	0
Once in a while	0.00%	0
Rarely	23.08%	3
Almost never	76.92%	10
Don't know	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Nearly every time I log on	0.00%	0
Often	7.69%	1
Once in a while	7.69%	1
Rarely	15.38%	2
Almost never	53.85%	7
Don't know	15.38%	2
TOTAL		13

Post-experiment Questionnaire Group A compared to Group B

Choose the response that indicates how well each adjective or phrase describes your present mood.

Group A

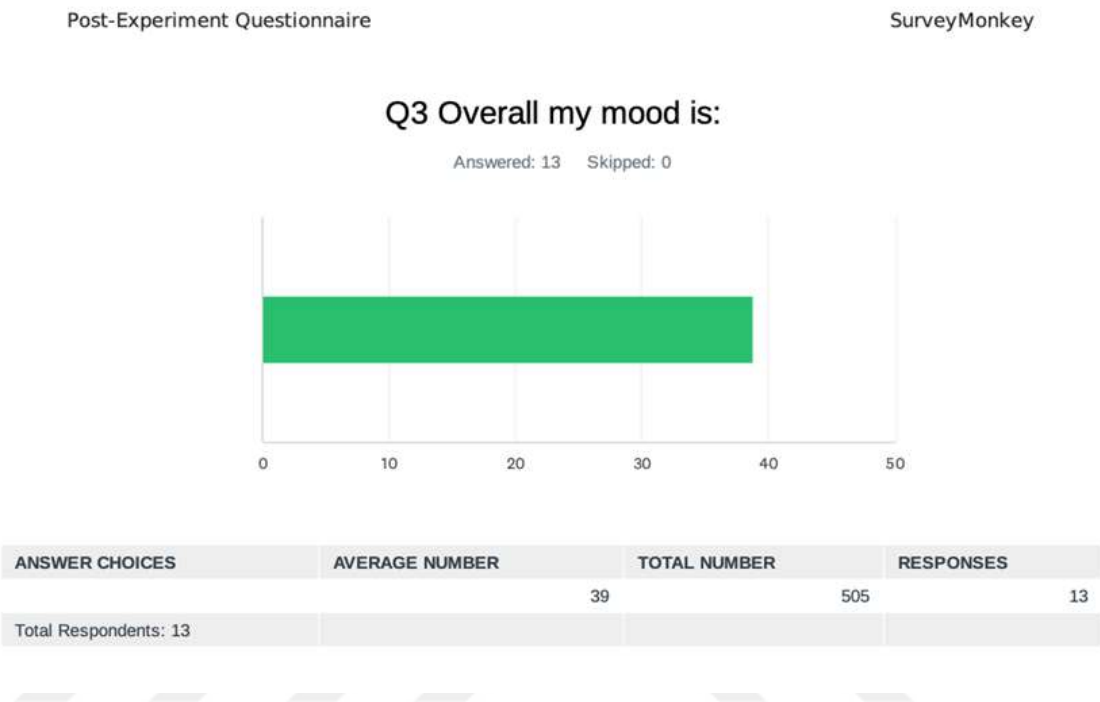
Post-Experiment Questionnaire				SurveyMonkey	
	DEFINITELY DO NOT FEEL	DO NOT FEEL	SLIGHTLY FEEL	DEFINITELY FEEL	TOTAL
Lively	7.69% 1	15.38% 2	76.92% 10	0.00% 0	13
Happy	7.69% 1	15.38% 2	69.23% 9	7.69% 1	13
Sad	7.69% 1	30.77% 4	53.85% 7	7.69% 1	13
Tired	0.00% 0	7.69% 1	23.08% 3	69.23% 9	13
Caring	0.00% 0	15.38% 2	46.15% 6	38.46% 5	13
Content	0.00% 0	46.15% 6	53.85% 7	0.00% 0	13
Gloomy	15.38% 2	23.08% 3	46.15% 6	15.38% 2	13
Jittery	7.69% 1	15.38% 2	69.23% 9	7.69% 1	13
Drowsy	0.00% 0	30.77% 4	53.85% 7	15.38% 2	13
Grouchy	7.69% 1	38.46% 5	46.15% 6	7.69% 1	13
Peppy	7.69% 1	46.15% 6	38.46% 5	7.69% 1	13
Nervous	0.00% 0	38.46% 5	23.08% 3	38.46% 5	13
Calm	0.00% 0	53.85% 7	38.46% 5	7.69% 1	13
Loving	0.00% 0	15.38% 2	61.54% 8	23.08% 3	13
Fed up	7.69% 1	7.69% 1	61.54% 8	23.08% 3	13
Active	7.69% 1	15.38% 2	69.23% 9	7.69% 1	13

Group B

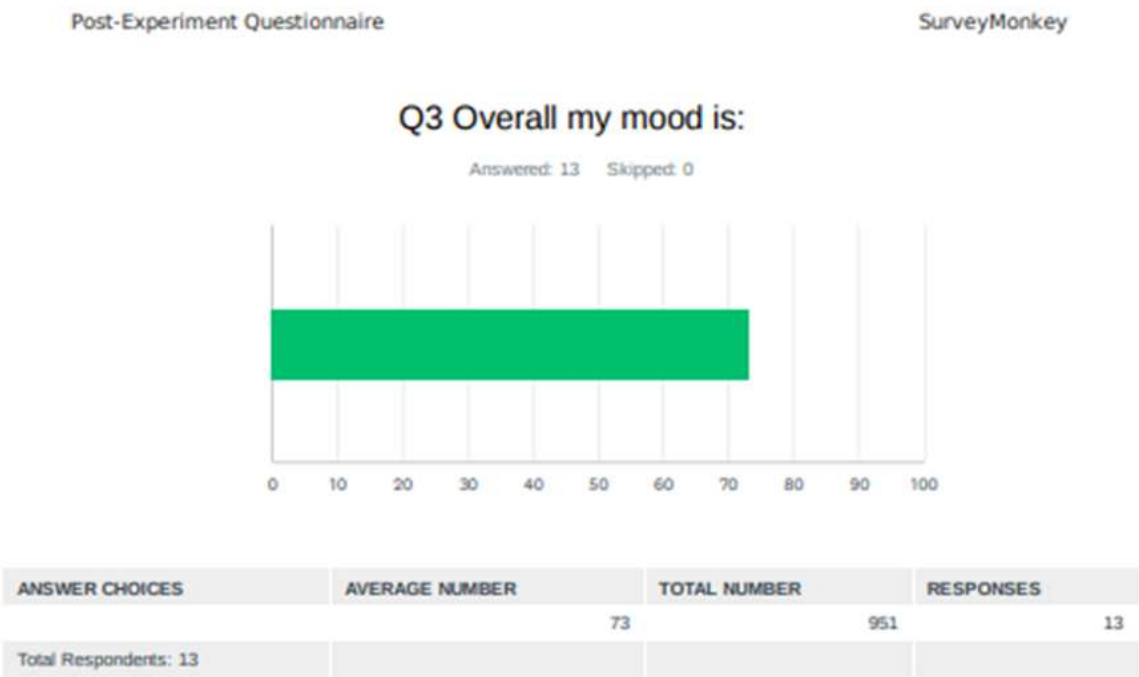
Post-Experiment Questionnaire				SurveyMonkey	
	DEFINITELY DO NOT FEEL	DO NOT FEEL	SLIGHTLY FEEL	DEFINITELY FEEL	TOTAL
Lively	7.69% 1	15.38% 2	30.77% 4	46.15% 6	13
Happy	7.69% 1	0.00% 0	53.85% 7	38.46% 5	13
Sad	23.08% 3	46.15% 6	15.38% 2	15.38% 2	13
Tired	23.08% 3	23.08% 3	38.46% 5	15.38% 2	13
Caring	7.69% 1	15.38% 2	53.85% 7	23.08% 3	13
Content	7.69% 1	15.38% 2	38.46% 5	38.46% 5	13
Gloomy	23.08% 3	46.15% 6	30.77% 4	0.00% 0	13
Jittery	30.77% 4	46.15% 6	23.08% 3	0.00% 0	13
Drowsy	30.77% 4	38.46% 5	23.08% 3	7.69% 1	13
Grouchy	46.15% 6	46.15% 6	7.69% 1	0.00% 0	13
Peppy	23.08% 3	38.46% 5	38.46% 5	0.00% 0	13
Nervous	23.08% 3	53.85% 7	15.38% 2	7.69% 1	13
Calm	7.69% 1	23.08% 3	38.46% 5	30.77% 4	13
Loving	0.00% 0	7.69% 1	53.85% 7	38.46% 5	13
Fed up	23.08% 3	38.46% 5	30.77% 4	7.69% 1	13
Active	0.00% 0	20.77% 4	53.85% 7	15.28% 2	13

Overall, my mood is:

Group A



Group B



Please select the option that best represents how well you agree with the following statements.

Group A

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
On the whole, I am satisfied with myself.	15.38% 2	46.15% 6	30.77% 4	7.69% 1	13
At times I think I am no good at all.	15.38% 2	61.54% 8	23.08% 3	0.00% 0	13
I feel that I have a number of good qualities.	7.69% 1	76.92% 10	15.38% 2	0.00% 0	13
I am able to do things as well as most other people.	7.69% 1	53.85% 7	38.46% 5	0.00% 0	13
I feel I do not have much to be proud of.	0.00% 0	46.15% 6	53.85% 7	0.00% 0	13
I certainly feel useless at times.	7.69% 1	53.85% 7	30.77% 4	7.69% 1	13
I feel that I'm a person of worth.	7.69% 1	69.23% 9	7.69% 1	15.38% 2	13
I wish I could have more respect for myself.	30.77% 4	38.46% 5	23.08% 3	7.69% 1	13
All in all, I am inclined to think that I am a failure.	23.08% 3	30.77% 4	38.46% 5	7.69% 1	13
I take a positive attitude toward myself.	30.77% 4	30.77% 4	38.46% 5	0.00% 0	13

Group B

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
On the whole, I am satisfied with myself.	30.77% 4	61.54% 8	7.69% 1	0.00% 0	13
At times I think I am no good at all.	7.69% 1	38.46% 5	15.38% 2	38.46% 5	13
I feel that I have a number of good qualities.	53.85% 7	46.15% 6	0.00% 0	0.00% 0	13
I am able to do things as well as most other people.	46.15% 6	38.46% 5	15.38% 2	0.00% 0	13
I feel I do not have much to be proud of.	0.00% 0	23.08% 3	38.46% 5	38.46% 5	13
I certainly feel useless at times.	0.00% 0	61.54% 8	23.08% 3	15.38% 2	13
I feel that I'm a person of worth.	61.54% 8	30.77% 4	0.00% 0	7.69% 1	13
I wish I could have more respect for myself.	7.69% 1	53.85% 7	30.77% 4	7.69% 1	13
All in all, I am inclined to think that I am a failure.	0.00% 0	15.38% 2	53.85% 7	30.77% 4	13
I take a positive attitude toward myself.	30.77% 4	38.46% 5	30.77% 4	0.00% 0	13

Please select the option that best represents how well you agree with the following statements.

Group A

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I am not satisfied with my appearance.	15.38% 2	46.15% 6	30.77% 4	7.69% 1	13
I am never happy with my appearance no matter how I dress.	7.69% 1	15.38% 2	53.85% 7	23.08% 3	13
I worry that my appearance is not good enough.	30.77% 4	23.08% 3	30.77% 4	15.38% 2	13
I wish I could completely change my appearance.	7.69% 1	38.46% 5	46.15% 6	7.69% 1	13
My appearance is far from my expectations.	15.38% 2	53.85% 7	23.08% 3	7.69% 1	13
I worry about others' being critical of my appearance.	15.38% 2	53.85% 7	30.77% 4	0.00% 0	13
I often think about the shortcomings of my appearance.	15.38% 2	53.85% 7	30.77% 4	0.00% 0	13
I hope my body shape is perfect.	38.46% 5	30.77% 4	30.77% 4	0.00% 0	13
I hope that I look attractive.	30.77% 4	53.85% 7	15.38% 2	0.00% 0	13
I hope others admire my appearance.	61.54% 8	30.77% 4	7.69% 1	0.00% 0	13
I hope others find me attractive.	46.15% 6	38.46% 5	15.38% 2	0.00% 0	13
I hope I am handsome/beautiful.	46.15% 6	46.15% 6	7.69% 1	0.00% 0	13

Group B

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I am not satisfied with my appearance.	0.00% 0	7.69% 1	38.46% 5	53.85% 7	13
I am never happy with my appearance no matter how I dress.	0.00% 0	0.00% 0	46.15% 6	53.85% 7	13
I worry that my appearance is not good enough.	0.00% 0	38.46% 5	30.77% 4	30.77% 4	13
I wish I could completely change my appearance.	0.00% 0	23.08% 3	38.46% 5	38.46% 5	13
My appearance is far from my expectations.	0.00% 0	23.08% 3	46.15% 6	30.77% 4	13
I worry about others' being critical of my appearance.	0.00% 0	53.85% 7	38.46% 5	7.69% 1	13
I often think about the shortcomings of my appearance.	0.00% 0	38.46% 5	46.15% 6	15.38% 2	13
I hope my body shape is perfect.	15.38% 2	30.77% 4	46.15% 6	7.69% 1	13
I hope that I look attractive.	7.69% 1	69.23% 9	23.08% 3	0.00% 0	13
I hope others admire my appearance.	7.69% 1	61.54% 8	15.38% 2	15.38% 2	13
I hope others find me attractive.	7.69% 1	69.23% 9	7.69% 1	15.38% 2	13
I hope I am handsome/beautiful.	0.00% 0	84.62% 11	15.38% 2	0.00% 0	13

Please select the option that best represents how well you agree with the following statements.

Group A

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I feel displeased when comparing my body to others.	30.77% 4	61.54% 8	0.00% 0	7.69% 1	13
I do not recognize my body as my own.	15.38% 2	15.38% 2	61.54% 8	7.69% 1	13
My body is too wide.	23.08% 3	30.77% 4	30.77% 4	15.38% 2	13
I am pleased with my body shape.	15.38% 2	38.46% 5	46.15% 6	0.00% 0	13
I feel the need to lose weight.	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13
I see my breasts as too big.	7.69% 1	15.38% 2	46.15% 6	30.77% 4	13
I feel the need to conceal my body in looser clothing.	7.69% 1	61.54% 8	15.38% 2	15.38% 2	13
I avoid my reflection because it upsets me.	15.38% 2	23.08% 3	53.85% 7	7.69% 1	13
I do not struggle with relaxing.	7.69% 1	38.46% 5	38.46% 5	15.38% 2	13
I feel like every aspect of my body is broad.	15.38% 2	46.15% 6	15.38% 2	23.08% 3	13
My body negatively weighs on me.	15.38% 2	30.77% 4	38.46% 5	15.38% 2	13
There is a dissonance between my body and I.	15.38% 2	38.46% 5	46.15% 6	0.00% 0	13
At times, I feel like my body is swollen.	7.69% 1	61.54% 8	23.08% 3	7.69% 1	13
I feel threatened by my physical appearance.	15.38% 2	30.77% 4	30.77% 4	23.08% 3	13
I take great pride in my body size.	7.69% 1	23.08% 3	53.85% 7	15.38% 2	13
I feel like I look pregnant.	7.69% 1	15.38% 2	61.54% 8	15.38% 2	13
I always feel very tense.	15.38% 2	61.54% 8	15.38% 2	7.69% 1	13
I tend to be jealous of other people's looks.	23.08% 3	15.38% 2	61.54% 8	0.00% 0	13
Aspects of my physical appearance scare me.	23.08% 3	46.15% 6	15.38% 2	15.38% 2	13
I often scrutinize my own reflection.	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13

Group B

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I feel displeased when comparing my body to others.	0.00% 0	38.46% 5	53.85% 7	7.69% 1	13
I do not recognize my body as my own.	0.00% 0	15.38% 2	69.23% 9	15.38% 2	13
My body is too wide.	0.00% 0	23.08% 3	30.77% 4	46.15% 6	13
I am pleased with my body shape.	7.69% 1	69.23% 9	23.08% 3	0.00% 0	13
I feel the need to lose weight.	7.69% 1	46.15% 6	30.77% 4	15.38% 2	13
I see my breasts as too big.	0.00% 0	15.38% 2	46.15% 6	38.46% 5	13
I feel the need to conceal my body in looser clothing.	0.00% 0	23.08% 3	61.54% 8	15.38% 2	13
I avoid my reflection because it upsets me.	0.00% 0	23.08% 3	46.15% 6	30.77% 4	13
I do not struggle with relaxing.	0.00% 0	69.23% 9	23.08% 3	7.69% 1	13
I feel like every aspect of my body is broad.	0.00% 0	7.69% 1	61.54% 8	30.77% 4	13
My body negatively weighs on me.	0.00% 0	23.08% 3	53.85% 7	23.08% 3	13
There is a dissonance between my body and I.	0.00% 0	15.38% 2	53.85% 7	30.77% 4	13
At times, I feel like my body is swollen.	0.00% 0	30.77% 4	38.46% 5	30.77% 4	13
I feel threatened by my physical appearance.	0.00% 0	15.38% 2	61.54% 8	23.08% 3	13
I take great pride in my body size.	7.69% 1	46.15% 6	38.46% 5	7.69% 1	13
I feel like I look pregnant.	0.00% 0	7.69% 1	61.54% 8	30.77% 4	13
I always feel very tense.	0.00% 0	23.08% 3	61.54% 8	15.38% 2	13
I tend to be jealous of other people's looks.	0.00% 0	38.46% 5	53.85% 7	7.69% 1	13
Aspects of my physical appearance scare me.	0.00% 0	15.38% 2	61.54% 8	23.08% 3	13
I often scrutinize my own reflection.	0.00% 0	38.46% 5	46.15% 6	15.38% 2	13

Right now, I feel...

Group A

ANSWER CHOICES	RESPONSES	
Extremely dissatisfied with my physical appearance	7.69%	1
Mostly dissatisfied with my physical appearance	23.08%	3
Moderately dissatisfied with my physical appearance	7.69%	1
Slightly dissatisfied with my physical appearance	30.77%	4
Neither dissatisfied nor satisfied with my physical appearance	15.38%	2
Slightly satisfied with my physical appearance	0.00%	0
Moderately satisfied with my physical appearance	0.00%	0
Mostly satisfied with my physical appearance	7.69%	1
Extremely satisfied with my physical appearance	7.69%	1
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Extremely dissatisfied with my physical appearance	0.00%	0
Mostly dissatisfied with my physical appearance	23.08%	3
Moderately dissatisfied with my physical appearance	0.00%	0
Slightly dissatisfied with my physical appearance	0.00%	0
Neither dissatisfied nor satisfied with my physical appearance	7.69%	1
Slightly satisfied with my physical appearance	0.00%	0
Moderately satisfied with my physical appearance	7.69%	1
Mostly satisfied with my physical appearance	53.85%	7
Extremely satisfied with my physical appearance	7.69%	1
TOTAL		13

Right now, I feel...

Group A

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my body size and shape	7.69%	1
Mostly satisfied with my body size and shape	23.08%	3
Moderately satisfied with my body size and shape	7.69%	1
Slightly satisfied with my body size and shape	7.69%	1
Neither dissatisfied nor satisfied with my body size and shape	15.38%	2
Slightly dissatisfied with my body size and shape	0.00%	0
Moderately dissatisfied with my body size and shape	7.69%	1
Mostly dissatisfied with my body size and shape	23.08%	3
Extremely dissatisfied with my body size and shape	7.69%	1
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my body size and shape	0.00%	0
Mostly satisfied with my body size and shape	69.23%	9
Moderately satisfied with my body size and shape	7.69%	1
Slightly satisfied with my body size and shape	0.00%	0
Neither dissatisfied nor satisfied with my body size and shape	15.38%	2
Slightly dissatisfied with my body size and shape	0.00%	0
Moderately dissatisfied with my body size and shape	0.00%	0
Mostly dissatisfied with my body size and shape	7.69%	1
Extremely dissatisfied with my body size and shape	0.00%	0
TOTAL		13

Right now, I feel...

Group A

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my weight	0.00%	0
Mostly dissatisfied with my weight	38.46%	5
Moderately dissatisfied with my weight	7.69%	1
Slightly dissatisfied with my weight	7.69%	1
Neither dissatisfied nor satisfied with my weight	15.38%	2
Slightly satisfied with my weight	15.38%	2
Moderately satisfied with my weight	0.00%	0
Mostly satisfied with my weight	15.38%	2
Extremely satisfied with my weight	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my weight	15.38%	2
Mostly dissatisfied with my weight	15.38%	2
Moderately dissatisfied with my weight	0.00%	0
Slightly dissatisfied with my weight	15.38%	2
Neither dissatisfied nor satisfied with my weight	7.69%	1
Slightly satisfied with my weight	0.00%	0
Moderately satisfied with my weight	7.69%	1
Mostly satisfied with my weight	38.46%	5
Extremely satisfied with my weight	0.00%	0
TOTAL		13

Right now, I feel...

Group A

ANSWER CHOICES	RESPONSES	
Extremely physically attractive	0.00%	0
Very physically attractive	7.69%	1
Moderately physically attractive	15.38%	2
Slightly physically attractive	7.69%	1
Neither attractive nor unattractive	23.08%	3
Slightly physically unattractive	0.00%	0
Moderately physically unattractive	23.08%	3
Very physically unattractive	23.08%	3
Extremely physically unattractive	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Extremely physically attractive	0.00%	0
Very physically attractive	23.08%	3
Moderately physically attractive	46.15%	6
Slightly physically attractive	7.69%	1
Neither attractive nor unattractive	15.38%	2
Slightly physically unattractive	0.00%	0
Moderately physically unattractive	7.69%	1
Very physically unattractive	0.00%	0
Extremely physically unattractive	0.00%	0
TOTAL		13

Right now, I feel...

Group A

ANSWER CHOICES	RESPONSES	
A great deal worse about my looks than I usually feel	15.38%	2
Much worse about my looks than I usually feel	0.00%	0
Somewhat worse about my looks than I usually feel	7.69%	1
Just slightly worse about my looks than I usually feel	15.38%	2
About the same about my looks as usual	23.08%	3
Just slightly better about my looks than I usually feel	7.69%	1
Somewhat better about my looks than I usually feel	7.69%	1
Much better about my looks than I usually feel	15.38%	2
A great deal better about my looks than I usually feel	7.69%	1
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
A great deal worse about my looks than I usually feel	0.00%	0
Much worse about my looks than I usually feel	0.00%	0
Somewhat worse about my looks than I usually feel	7.69%	1
Just slightly worse about my looks than I usually feel	0.00%	0
About the same about my looks as usual	30.77%	4
Just slightly better about my looks than I usually feel	0.00%	0
Somewhat better about my looks than I usually feel	15.38%	2
Much better about my looks than I usually feel	30.77%	4
A great deal better about my looks than I usually feel	15.38%	2
TOTAL		13

Right now, I feel...

Group A

ANSWER CHOICES	RESPONSES	
A great deal better than the average person looks	7.69%	1
Much better than the average person looks	7.69%	1
Somewhat better than the average person looks	7.69%	1
Just slightly better than the average person looks	15.38%	2
About the same as the average person looks	15.38%	2
Just slightly worse than the average person looks	7.69%	1
Somewhat worse than the average person looks	23.08%	3
Much worse than the average person looks	0.00%	0
A great deal worse than the average person looks	15.38%	2
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
A great deal better than the average person looks	0.00%	0
Much better than the average person looks	15.38%	2
Somewhat better than the average person looks	23.08%	3
Just slightly better than the average person looks	15.38%	2
About the same as the average person looks	46.15%	6
Just slightly worse than the average person looks	0.00%	0
Somewhat worse than the average person looks	0.00%	0
Much worse than the average person looks	0.00%	0
A great deal worse than the average person looks	0.00%	0
TOTAL		13

Please check a response for each of the following statements as accurately, honestly and completely as possible. There are no right or wrong answers. All of your responses are confidential.

Group A

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Am terrified about being overweight.	46.15% 6	7.69% 1	7.69% 1	15.38% 2	15.38% 2	7.69% 1	13	1.62
Avoid eating when I am hungry.	7.69% 1	15.38% 2	7.69% 1	30.77% 4	30.77% 4	7.69% 1	13	0.62
Find myself preoccupied with food.	23.08% 3	23.08% 3	15.38% 2	15.38% 2	0.00% 0	23.08% 3	13	1.31
Have gone on eating binges where I feel that I may not be able to stop.	15.38% 2	0.00% 0	15.38% 2	23.08% 3	23.08% 3	23.08% 3	13	0.62
Cut my food into small pieces.	0.00% 0	7.69% 1	38.46% 5	23.08% 3	15.38% 2	15.38% 2	13	0.54
Aware of the calorie content of foods that I eat.	30.77% 4	15.38% 2	0.00% 0	7.69% 1	23.08% 3	23.08% 3	13	1.23
Particularly avoid food with a high carbohydrate content (i.e. bread, rice, potatoes, etc.)	15.38% 2	7.69% 1	15.38% 2	23.08% 3	15.38% 2	23.08% 3	13	0.77
Feel that others would prefer it if I ate more.	0.00% 0	15.38% 2	15.38% 2	7.69% 1	23.08% 3	38.46% 5	13	0.46
Vomit after I have eaten.	7.69% 1	15.38% 2	7.69% 1	0.00% 0	30.77% 4	38.46% 5	13	0.62
Feel extremely guilty after eating.	15.38% 2	15.38% 2	23.08% 3	38.46% 5	0.00% 0	7.69% 1	13	1.00
Am preoccupied with a desire to be thinner.	15.38% 2	30.77% 4	23.08% 3	7.69% 1	15.38% 2	7.69% 1	13	1.31
Think about burning up calories when I exercise.	23.08% 3	15.38% 2	23.08% 3	15.38% 2	7.69% 1	15.38% 2	13	1.23
Other people think that I am too thin.	15.38% 2	15.38% 2	7.69% 1	15.38% 2	7.69% 1	38.46% 5	13	0.85
Am preoccupied with the thought of having fat on my body.	15.38% 2	7.69% 1	23.08% 3	23.08% 3	7.69% 1	23.08% 3	13	0.85
Take longer than others to eat my meals.	7.69% 1	23.08% 3	15.38% 2	7.69% 1	23.08% 3	23.08% 3	13	0.85
Avoid foods with sugar in them.	15.38% 2	7.69% 1	7.69% 1	23.08% 3	30.77% 4	15.38% 2	13	0.69
Eat diet foods.	0.00% 0	7.69% 1	23.08% 3	15.38% 2	38.46% 5	15.38% 2	13	0.38
Feel that food controls my life.	23.08% 3	15.38% 2	15.38% 2	15.38% 2	15.38% 2	15.38% 2	13	1.15
Display self-control around food.	0.00% 0	38.46% 5	7.69% 1	30.77% 4	7.69% 1	15.38% 2	13	0.85
Feel that others pressure me to eat.	0.00% 0	15.38% 2	30.77% 4	23.08% 3	7.69% 1	23.08% 3	13	0.62
Give too much time and thought to food.	15.38% 2	0.00% 0	46.15% 6	23.08% 3	0.00% 0	15.38% 2	13	0.92
Feel uncomfortable after eating sweets.	15.38% 2	15.38% 2	7.69% 1	7.69% 1	38.46% 5	15.38% 2	13	0.85
Engage in dieting behavior.	15.38% 2	7.69% 1	15.38% 2	15.38% 2	38.46% 5	7.69% 1	13	0.77
Like my stomach to be empty.	23.08% 3	15.38% 2	30.77% 4	15.38% 2	0.00% 0	15.38% 2	13	1.31
Have the impulse to vomit after meals.	23.08% 3	0.00% 0	7.69% 1	0.00% 0	38.46% 5	30.77% 4	13	0.77

Group B

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Am terrified about being overweight.	7.69% 1	0.00% 0	38.46% 5	7.69% 1	15.38% 2	30.77% 4	13	0.62
Avoid eating when I am hungry.	0.00% 0	0.00% 0	15.38% 2	23.08% 3	23.08% 3	38.46% 5	13	0.15
Find myself preoccupied with food.	0.00% 0	0.00% 0	15.38% 2	38.46% 5	15.38% 2	30.77% 4	13	0.15
Have gone on eating binges where I feel that I may not be able to stop.	0.00% 0	0.00% 0	7.69% 1	30.77% 4	23.08% 3	38.46% 5	13	0.08
Cut my food into small pieces.	7.69% 1	7.69% 1	7.69% 1	46.15% 6	15.38% 2	15.38% 2	13	0.46
Aware of the calorie content of foods that I eat.	0.00% 0	0.00% 0	15.38% 2	30.77% 4	7.69% 1	46.15% 6	13	0.15
Particularly avoid food with a high carbohydrate content (i.e. bread, rice, potatoes, etc.)	0.00% 0	7.69% 1	7.69% 1	23.08% 3	23.08% 3	38.46% 5	13	0.23
Feel that others would prefer it if I ate more.	0.00% 0	0.00% 0	15.38% 2	53.85% 7	0.00% 0	30.77% 4	13	0.15
Vomit after I have eaten.	0.00% 0	0.00% 0	0.00% 0	15.38% 2	15.38% 2	69.23% 9	13	0.00
Feel extremely guilty after eating.	0.00% 0	0.00% 0	7.69% 1	15.38% 2	46.15% 6	30.77% 4	13	0.08
Am preoccupied with a desire to be thinner.	0.00% 0	0.00% 0	15.38% 2	30.77% 4	30.77% 4	23.08% 3	13	0.15
Think about burning up calories when I exercise.	7.69% 1	15.38% 2	15.38% 2	23.08% 3	7.69% 1	30.77% 4	13	0.69
Other people think that I am too thin.	7.69% 1	0.00% 0	0.00% 0	46.15% 6	15.38% 2	30.77% 4	13	0.23
Am preoccupied with the thought of having fat on my body.	0.00% 0	0.00% 0	7.69% 1	23.08% 3	53.85% 7	15.38% 2	13	0.08
Take longer than others to eat my meals.	15.38% 2	15.38% 2	7.69% 1	38.46% 5	7.69% 1	15.38% 2	13	0.85
Avoid foods with sugar in them.	0.00% 0	0.00% 0	15.38% 2	46.15% 6	7.69% 1	30.77% 4	13	0.15
Eat diet foods.	0.00% 0	0.00% 0	7.69% 1	46.15% 6	7.69% 1	38.46% 5	13	0.08
Feel that food controls my life.	0.00% 0	0.00% 0	0.00% 0	38.46% 5	30.77% 4	30.77% 4	13	0.00
Display self-control around food.	0.00% 0	0.00% 0	7.69% 1	38.46% 5	23.08% 3	30.77% 4	13	0.08
Feel that others pressure me to eat.	7.69% 1	0.00% 0	0.00% 0	53.85% 7	23.08% 3	15.38% 2	13	0.23
Give too much time and thought to food.	0.00% 0	7.69% 1	7.69% 1	30.77% 4	38.46% 5	15.38% 2	13	0.23
Feel uncomfortable after eating sweets.	0.00% 0	0.00% 0	0.00% 0	53.85% 7	23.08% 3	23.08% 3	13	0.00
Engage in dieting behavior.	0.00% 0	0.00% 0	15.38% 2	38.46% 5	15.38% 2	30.77% 4	13	0.15
Like my stomach to be empty.	0.00% 0	7.69% 1	7.69% 1	38.46% 5	30.77% 4	15.38% 2	13	0.23
Have the impulse to vomit after meals.	0.00% 0	0.00% 0	7.69% 1	15.38% 2	23.08% 3	53.85% 7	13	0.08

Please choose a response for the following statement:

Group A

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
I enjoy trying new rich foods.	23.08% 3	46.15% 6	15.38% 2	15.38% 2	0.00% 0	0.00% 0	13	0.15

Group B

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
I enjoy trying new rich foods.	46.15% 6	7.69% 1	23.08% 3	23.08% 3	0.00% 0	0.00% 0	13	0.23

In the past 6 months have you gone on eating binges where you feel that you may not be able to stop? (Defined as eating much more than most people would under the same circumstances and feeling that eating is out of control)

Group A

ANSWER CHOICES	RESPONSES
Never	15.38% 2
Once a month or less	23.08% 3
2-3 times a month	30.77% 4
Once a week	15.38% 2
2-6 times a week	15.38% 2
Once a day or more	0.00% 0
TOTAL	13

Group B

ANSWER CHOICES	RESPONSES
Never	38.46% 5
Once a month or less	46.15% 6
2-3 times a month	7.69% 1
Once a week	7.69% 1
2-6 times a week	0.00% 0
Once a day or more	0.00% 0
TOTAL	13

In the past 6 months have you ever made yourself sick (vomited) to control your weight or shape?

Group A

ANSWER CHOICES	RESPONSES	
Never	69.23%	9
Once a month or less	7.69%	1
2-3 times a month	0.00%	0
Once a week	0.00%	0
2-6 times a week	23.08%	3
Once a day or more	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Never	84.62%	11
Once a month or less	15.38%	2
2-3 times a month	0.00%	0
Once a week	0.00%	0
2-6 times a week	0.00%	0
Once a day or more	0.00%	0
TOTAL		13

In the past 6 months have you ever used laxatives, diet pills or diuretics (water pills) to control your weight or shape?

Group A

ANSWER CHOICES	RESPONSES	
Never	61.54%	8
Once a month or less	23.08%	3
2-3 times a month	7.69%	1
Once a week	0.00%	0
2-6 times a week	7.69%	1
Once a day or more	0.00%	0
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Never	84.62%	11
Once a month or less	15.38%	2
2-3 times a month	0.00%	0
Once a week	0.00%	0
2-6 times a week	0.00%	0
Once a day or more	0.00%	0
TOTAL		13

In the past 6 months have you exercised more than 60 minutes a day to lose or to control your weight?

Group A

ANSWER CHOICES	RESPONSES	
Never	23.08%	3
Once a month or less	23.08%	3
2-3 times a month	23.08%	3
Once a week	7.69%	1
2-6 times a week	15.38%	2
Once a day or more	7.69%	1
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Never	46.15%	6
Once a month or less	38.46%	5
2-3 times a month	7.69%	1
Once a week	0.00%	0
2-6 times a week	7.69%	1
Once a day or more	0.00%	0
TOTAL		13

Have you lost 20 pounds (9 kilograms) or more in the past 6 months?

Group A

ANSWER CHOICES		RESPONSES	
Yes		38.46%	5
No		61.54%	8
TOTAL			13

Group B

ANSWER CHOICES		RESPONSES	
Yes		23.08%	3
No		76.92%	10
TOTAL			13

Please check a response for each of the following statements as accurately, honestly, and completely as possible. There are no right or wrong answers. All of your responses are confidential.

Group A

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL
I eat sweets and carbohydrates without feeling nervous.	0.00% 0	15.38% 2	30.77% 4	23.08% 3	7.69% 1	23.08% 3	13
I think that my stomach is too big.	15.38% 2	7.69% 1	23.08% 3	23.08% 3	23.08% 3	7.69% 1	13
I wish that I could return to the security of childhood.	38.46% 5	7.69% 1	7.69% 1	30.77% 4	7.69% 1	7.69% 1	13
I eat when I am upset.	7.69% 1	30.77% 4	30.77% 4	23.08% 3	7.69% 1	0.00% 0	13
I stuff myself with food.	7.69% 1	0.00% 0	30.77% 4	23.08% 3	30.77% 4	7.69% 1	13
I wish that I could be younger.	23.08% 3	15.38% 2	15.38% 2	15.38% 2	7.69% 1	23.08% 3	13
I'm thinking about dieting.	15.38% 2	15.38% 2	15.38% 2	30.77% 4	7.69% 1	15.38% 2	13
I get frightened when my feelings are too strong.	38.46% 5	15.38% 2	15.38% 2	15.38% 2	15.38% 2	0.00% 0	13
I think that my thighs are too large.	23.08% 3	7.69% 1	15.38% 2	30.77% 4	0.00% 0	23.08% 3	13
I feel ineffective as a person.	30.77% 4	15.38% 2	38.46% 5	15.38% 2	0.00% 0	0.00% 0	13
I feel extremely guilty after overeating.	23.08% 3	23.08% 3	23.08% 3	15.38% 2	7.69% 1	7.69% 1	13
I think that my stomach is just the right size.	15.38% 2	15.38% 2	0.00% 0	23.08% 3	46.15% 6	0.00% 0	13
Only outstanding performance is good enough in my family.	30.77% 4	7.69% 1	23.08% 3	38.46% 5	0.00% 0	0.00% 0	13
The happiest time in life is when you are a child.	38.46% 5	23.08% 3	7.69% 1	23.08% 3	0.00% 0	7.69% 1	13
I am open about my feelings.	7.69% 1	7.69% 1	15.38% 2	46.15% 6	15.38% 2	7.69% 1	13
I am terrified of gaining weight.	38.46% 5	7.69% 1	15.38% 2	23.08% 3	7.69% 1	7.69% 1	13
I trust others.	0.00% 0	7.69% 1	7.69% 1	46.15% 6	30.77% 4	7.69% 1	13
I feel alone in the world.	23.08% 3	7.69% 1	30.77% 4	30.77% 4	7.69% 1	0.00% 0	13
I feel satisfied with the shape of my body.	0.00% 0	30.77% 4	30.77% 4	7.69% 1	15.38% 2	15.38% 2	13
I feel generally in control of things in my life.	23.08% 3	15.38% 2	7.69% 1	38.46% 5	7.69% 1	7.69% 1	13
I get confused about what emotion I am feeling.	23.08% 3	15.38% 2	23.08% 3	30.77% 4	0.00% 0	7.69% 1	13
I would rather be an adult than a child.	15.38% 2	7.69% 1	0.00% 0	61.54% 8	0.00% 0	15.38% 2	13
I can communicate with others easily.	0.00% 0	7.69% 1	23.08% 3	46.15% 6	23.08% 3	0.00% 0	13
I wish I were someone else.	15.38%	15.38%	15.38%	38.46%	7.69%	7.69%	

Continued...

Group A

	2	2	2	5	1	1	13
I exaggerate or magnify the importance of weight.	15.38% 2	23.08% 3	23.08% 3	15.38% 2	15.38% 2	7.69% 1	13
I can clearly identify what emotion I am feeling.	15.38% 2	7.69% 1	15.38% 2	46.15% 6	15.38% 2	0.00% 0	13
I feel inadequate.	0.00% 0	15.38% 2	15.38% 2	46.15% 6	23.08% 3	0.00% 0	13
I have gone on eating binges where I have felt that I could not stop.	7.69% 1	23.08% 3	7.69% 1	23.08% 3	23.08% 3	15.38% 2	13
As a child, I tried very hard to avoid disappointing my parents and teachers.	46.15% 6	7.69% 1	15.38% 2	30.77% 4	0.00% 0	0.00% 0	13
I have close relationships.	23.08% 3	23.08% 3	15.38% 2	15.38% 2	15.38% 2	7.69% 1	13
I like the shape of my buttocks.	7.69% 1	15.38% 2	38.46% 5	23.08% 3	0.00% 0	15.38% 2	13
I am preoccupied with the desire to be thinner	23.08% 3	7.69% 1	23.08% 3	15.38% 2	23.08% 3	7.69% 1	13
I don't know what's going on inside me.	15.38% 2	30.77% 4	23.08% 3	30.77% 4	0.00% 0	0.00% 0	13
I have trouble expressing my emotions to others.	30.77% 4	7.69% 1	30.77% 4	23.08% 3	7.69% 1	0.00% 0	13
The demands of adulthood are too great.	38.46% 5	15.38% 2	15.38% 2	30.77% 4	0.00% 0	0.00% 0	13
I hate being less than best at things.	30.77% 4	30.77% 4	7.69% 1	23.08% 3	7.69% 1	0.00% 0	13
I feel secure about myself.	7.69% 1	7.69% 1	23.08% 3	38.46% 5	7.69% 1	15.38% 2	13
I think about bingeing (over-eating).	7.69% 1	7.69% 1	23.08% 3	30.77% 4	7.69% 1	23.08% 3	13
I feel happy that I am not a child anymore.	23.08% 3	7.69% 1	15.38% 2	23.08% 3	30.77% 4	0.00% 0	13
I get confused as to whether or not I am hungry.	15.38% 2	15.38% 2	15.38% 2	38.46% 5	7.69% 1	7.69% 1	13
I have a low opinion of myself.	7.69% 1	23.08% 3	30.77% 4	30.77% 4	7.69% 1	0.00% 0	13
I feel that I can achieve my standards.	30.77% 4	7.69% 1	30.77% 4	15.38% 2	15.38% 2	0.00% 0	13
My parents have expected excellence of me.	46.15% 6	15.38% 2	23.08% 3	0.00% 0	15.38% 2	0.00% 0	13
I worry that my feelings will get out of control.	23.08% 3	15.38% 2	23.08% 3	23.08% 3	7.69% 1	7.69% 1	13
I think that my hips are too big.	30.77% 4	7.69% 1	7.69% 1	15.38% 2	15.38% 2	23.08% 3	13
I eat moderately in front of others and stuff myself when they're gone.	7.69% 1	0.00% 0	15.38% 2	23.08% 3	38.46% 5	15.38% 2	13
I feel bloated after eating a normal meal.	15.38% 2	7.69% 1	30.77% 4	38.46% 5	0.00% 0	7.69% 1	13
I feel that people are happiest when they are	23.08%	15.38%	15.38%	38.46%	7.69%	0.00%	

Continued...

Group A

children.	3	2	2	5	1	0	13
If I gain a pound, I worry that I will keep gaining.	38.46% 5	15.38% 2	15.38% 2	23.08% 3	0.00% 0	7.69% 1	13
I feel that I am a worthwhile person.	23.08% 3	7.69% 1	30.77% 4	30.77% 4	7.69% 1	0.00% 0	13
When I am upset, I don't know if I am sad, frightened or angry.	30.77% 4	30.77% 4	7.69% 1	15.38% 2	7.69% 1	7.69% 1	13
I feel that I must do things perfectly, or not do them at all.	30.77% 4	30.77% 4	7.69% 1	30.77% 4	0.00% 0	0.00% 0	13
I have the thought of trying to vomit in order to lose weight.	15.38% 2	0.00% 0	0.00% 0	15.38% 2	30.77% 4	38.46% 5	13
I need to keep people at a certain distance (feel uncomfortable if someone tries to get too close).	7.69% 1	15.38% 2	30.77% 4	15.38% 2	23.08% 3	7.69% 1	13
I think that my thighs are just the right size.	0.00% 0	0.00% 0	0.00% 0	38.46% 5	46.15% 6	15.38% 2	13
I feel empty inside (emotionally).	7.69% 1	23.08% 3	15.38% 2	30.77% 4	15.38% 2	7.69% 1	13
I can talk about personal thoughts or feelings.	7.69% 1	15.38% 2	30.77% 4	30.77% 4	15.38% 2	0.00% 0	13
The best years of your life are when you become an adult.	15.38% 2	7.69% 1	23.08% 3	30.77% 4	23.08% 3	0.00% 0	13
I think that my buttocks are too large.	0.00% 0	15.38% 2	15.38% 2	7.69% 1	46.15% 6	15.38% 2	13
I eat or drink in secrecy.	0.00% 0	7.69% 1	15.38% 2	15.38% 2	38.46% 5	23.08% 3	13
I think that my hips are just the right size.	7.69% 1	0.00% 0	0.00% 0	30.77% 4	38.46% 5	23.08% 3	13
I have extremely high goals.	23.08% 3	38.46% 5	15.38% 2	15.38% 2	7.69% 1	0.00% 0	13
When I am upset, I worry that I will start eating.	23.08% 3	15.38% 2	7.69% 1	30.77% 4	7.69% 1	15.38% 2	13

Group B

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL
I eat sweets and carbohydrates without feeling nervous.	15.38% 2	7.69% 1	30.77% 4	30.77% 4	15.38% 2	0.00% 0	13
I think that my stomach is too big.	0.00% 0	7.69% 1	7.69% 1	23.08% 3	46.15% 6	15.38% 2	13
I wish that I could return to the security of childhood.	15.38% 2	7.69% 1	7.69% 1	46.15% 6	15.38% 2	7.69% 1	13
I eat when I am upset.	0.00% 0	15.38% 2	15.38% 2	46.15% 6	0.00% 0	23.08% 3	13
I stuff myself with food.	0.00% 0	0.00% 0	0.00% 0	53.85% 7	30.77% 4	15.38% 2	13
I wish that I could be younger.	0.00% 0	7.69% 1	15.38% 2	53.85% 7	7.69% 1	15.38% 2	13
I'm thinking about dieting.	0.00% 0	0.00% 0	15.38% 2	15.38% 2	46.15% 6	23.08% 3	13
I get frightened when my feelings are too strong.	0.00% 0	7.69% 1	23.08% 3	46.15% 6	15.38% 2	7.69% 1	13
I think that my thighs are too large.	0.00% 0	7.69% 1	23.08% 3	30.77% 4	15.38% 2	23.08% 3	13
I feel ineffective as a person.	0.00% 0	7.69% 1	15.38% 2	30.77% 4	30.77% 4	15.38% 2	13
I feel extremely guilty after overeating.	0.00% 0	0.00% 0	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
I think that my stomach is just the right size.	0.00% 0	23.08% 3	0.00% 0	53.85% 7	15.38% 2	7.69% 1	13
Only outstanding performance is good enough in my family.	0.00% 0	25.00% 3	41.67% 5	25.00% 3	8.33% 1	0.00% 0	12
The happiest time in life is when you are a child.	7.69% 1	23.08% 3	23.08% 3	46.15% 6	0.00% 0	0.00% 0	13
I am open about my feelings.	7.69% 1	15.38% 2	7.69% 1	46.15% 6	23.08% 3	0.00% 0	13
I am terrified of gaining weight.	0.00% 0	15.38% 2	15.38% 2	23.08% 3	30.77% 4	15.38% 2	13
I trust others.	7.69% 1	15.38% 2	15.38% 2	38.46% 5	15.38% 2	7.69% 1	13
I feel alone in the world.	15.38% 2	0.00% 0	23.08% 3	30.77% 4	23.08% 3	7.69% 1	13
I feel satisfied with the shape of my body.	7.69% 1	30.77% 4	30.77% 4	23.08% 3	7.69% 1	0.00% 0	13
I feel generally in control of things in my life.	0.00% 0	30.77% 4	38.46% 5	15.38% 2	15.38% 2	0.00% 0	13
I get confused about what emotion I am feeling.	7.69% 1	7.69% 1	46.15% 6	30.77% 4	7.69% 1	0.00% 0	13
I would rather be an adult than a child.	0.00% 0	0.00% 0	15.38% 2	53.85% 7	30.77% 4	0.00% 0	13
I can communicate with others easily.	0.00% 0	30.77% 4	15.38% 2	38.46% 5	7.69% 1	7.69% 1	13
I wish I were someone else.	7.69%	0.00%	15.38%	30.77%	15.38%	30.77%	

Continued...

Group B

	1	0	2	4	2	4	13
I exaggerate or magnify the importance of weight.	0.00% 0	0.00% 0	7.69% 1	61.54% 8	23.08% 3	7.69% 1	13
I can clearly identify what emotion I am feeling.	0.00% 0	0.00% 0	23.08% 3	69.23% 9	0.00% 0	7.69% 1	13
I feel inadequate.	7.69% 1	0.00% 0	7.69% 1	38.46% 5	30.77% 4	15.38% 2	13
I have gone on eating binges where I have felt that I could not stop.	0.00% 0	0.00% 0	9.09% 1	36.36% 4	18.18% 2	36.36% 4	11
As a child, I tried very hard to avoid disappointing my parents and teachers.	38.46% 5	7.69% 1	23.08% 3	30.77% 4	0.00% 0	0.00% 0	13
I have close relationships.	15.38% 2	30.77% 4	15.38% 2	23.08% 3	15.38% 2	0.00% 0	13
I like the shape of my buttocks.	7.69% 1	23.08% 3	23.08% 3	30.77% 4	7.69% 1	7.69% 1	13
I am preoccupied with the desire to be thinner	0.00% 0	0.00% 0	15.38% 2	30.77% 4	38.46% 5	15.38% 2	13
I don't know what's going on inside me.	7.69% 1	23.08% 3	15.38% 2	38.46% 5	15.38% 2	0.00% 0	13
I have trouble expressing my emotions to others.	7.69% 1	0.00% 0	38.46% 5	30.77% 4	23.08% 3	0.00% 0	13
The demands of adulthood are too great.	7.69% 1	15.38% 2	7.69% 1	23.08% 3	38.46% 5	7.69% 1	13
I hate being less than best at things.	15.38% 2	30.77% 4	15.38% 2	30.77% 4	7.69% 1	0.00% 0	13
I feel secure about myself.	7.69% 1	30.77% 4	30.77% 4	23.08% 3	7.69% 1	0.00% 0	13
I think about bingeing (over-eating).	0.00% 0	0.00% 0	7.69% 1	30.77% 4	23.08% 3	38.46% 5	13
I feel happy that I am not a child anymore.	0.00% 0	0.00% 0	23.08% 3	53.85% 7	7.69% 1	15.38% 2	13
I get confused as to whether or not I am hungry.	0.00% 0	15.38% 2	15.38% 2	30.77% 4	30.77% 4	7.69% 1	13
I have a low opinion of myself.	0.00% 0	7.69% 1	7.69% 1	38.46% 5	38.46% 5	7.69% 1	13
I feel that I can achieve my standards.	15.38% 2	23.08% 3	38.46% 5	23.08% 3	0.00% 0	0.00% 0	13
My parents have expected excellence of me.	23.08% 3	15.38% 2	46.15% 6	7.69% 1	0.00% 0	7.69% 1	13
I worry that my feelings will get out of control.	0.00% 0	0.00% 0	50.00% 6	33.33% 4	8.33% 1	8.33% 1	12
I think that my hips are too big.	0.00% 0	0.00% 0	23.08% 3	15.38% 2	30.77% 4	30.77% 4	13
I eat moderately in front of others and stuff myself when they're gone.	0.00% 0	0.00% 0	7.69% 1	7.69% 1	53.85% 7	30.77% 4	13
I feel bloated after eating a normal meal.	7.69% 1	30.77% 4	7.69% 1	30.77% 4	23.08% 3	0.00% 0	13
I feel that people are happiest when they are	15.38%	7.69%	15.38%	46.15%	15.38%	0.00%	

Continued...

Group B

children.	2	1	2	6	2	0	13
If I gain a pound, I worry that I will keep gaining.	23.08% 3	7.69% 1	7.69% 1	30.77% 4	7.69% 1	23.08% 3	13
I feel that I am a worthwhile person.	23.08% 3	38.46% 5	23.08% 3	7.69% 1	0.00% 0	7.69% 1	13
When I am upset, I don't know if I am sad, frightened or angry.	0.00% 0	38.46% 5	30.77% 4	30.77% 4	0.00% 0	0.00% 0	13
I feel that I must do things perfectly, or not do them at all.	7.69% 1	15.38% 2	69.23% 9	7.69% 1	0.00% 0	0.00% 0	13
I have the thought of trying to vomit in order to lose weight.	0.00% 0	7.69% 1	7.69% 1	0.00% 0	46.15% 6	38.46% 5	13
I need to keep people at a certain distance (feel uncomfortable if someone tries to get too close).	23.08% 3	15.38% 2	15.38% 2	7.69% 1	30.77% 4	7.69% 1	13
I think that my thighs are just the right size.	7.69% 1	7.69% 1	23.08% 3	23.08% 3	38.46% 5	0.00% 0	13
I feel empty inside (emotionally).	0.00% 0	15.38% 2	7.69% 1	38.46% 5	30.77% 4	7.69% 1	13
I can talk about personal thoughts or feelings.	0.00% 0	23.08% 3	23.08% 3	38.46% 5	15.38% 2	0.00% 0	13
The best years of your life are when you become an adult.	0.00% 0	7.69% 1	30.77% 4	38.46% 5	15.38% 2	7.69% 1	13
I think that my buttocks are too large.	0.00% 0	0.00% 0	0.00% 0	15.38% 2	69.23% 9	15.38% 2	13
I eat or drink in secrecy.	0.00% 0	7.69% 1	7.69% 1	7.69% 1	46.15% 6	30.77% 4	13
I think that my hips are just the right size.	8.33% 1	0.00% 0	33.33% 4	25.00% 3	33.33% 4	0.00% 0	12
I have extremely high goals.	15.38% 2	23.08% 3	38.46% 5	23.08% 3	0.00% 0	0.00% 0	13
When I am upset, I worry that I will start eating.	0.00% 0	7.69% 1	7.69% 1	23.08% 3	30.77% 4	30.77% 4	13

Do you make yourself sick because you feel uncomfortably full?

Group A

ANSWER CHOICES	RESPONSES	
Yes	38.46%	5
No	61.54%	8
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Do you worry you have lost control over how much you eat?

Group A

ANSWER CHOICES	RESPONSES	
Yes	46.15%	6
No	53.85%	7
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Have you recently lost more than one stone (6.35 kg) in a three- month period?

Group A

ANSWER CHOICES	RESPONSES	
Yes	46.15%	6
No	53.85%	7
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Yes	7.69%	1
No	92.31%	12
TOTAL		13

Do you believe yourself to be "fat" when others say you are too thin?

Group A

ANSWER CHOICES	RESPONSES	
Yes	61.54%	8
No	38.46%	5
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Yes	53.85%	7
No	46.15%	6
TOTAL		13

Would you say food dominates your life?

Group A

ANSWER CHOICES	RESPONSES	
Yes	61.54%	8
No	38.46%	5
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Yes	23.08%	3
No	76.92%	10
TOTAL		13

Are you satisfied with your eating patterns?

Group A

ANSWER CHOICES	RESPONSES	
Yes	23.08%	3
No	76.92%	10
TOTAL		13

Group B

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Do you ever eat in secret?

Group A

ANSWER CHOICES		RESPONSES	
Yes		38.46%	5
No		61.54%	8
TOTAL			13

Group B

ANSWER CHOICES		RESPONSES	
Yes		53.85%	7
No		46.15%	6
TOTAL			13

Please select the option that best represents how well you agree with the following statements as accurately, honestly and completely as possible. There are no right or wrong answers. All of your responses are confidential.

Group A

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Instagram is an important source of information about fashion and "being attractive."	38.46% 5	38.46% 5	23.08% 3	0.00% 0	13
I've felt pressure from Instagram to lose weight.	23.08% 3	23.08% 3	38.46% 5	15.38% 2	13
I would like my body to look like the people who are on Instagram.	30.77% 4	53.85% 7	7.69% 1	7.69% 1	13
I compare my body to the bodies on Instagram.	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13
I've felt pressure from Instagram to look pretty.	30.77% 4	46.15% 6	15.38% 2	7.69% 1	13
I compare my appearance to the appearance of women on Instagram.	30.77% 4	46.15% 6	15.38% 2	7.69% 1	13
Instagram Reels are an important source of information about fashion and "being attractive."	30.77% 4	38.46% 5	30.77% 4	0.00% 0	13
I've felt pressure from Instagram to be thin.	30.77% 4	30.77% 4	23.08% 3	15.38% 2	13
I've felt pressure from Instagram to have a perfect body.	30.77% 4	38.46% 5	15.38% 2	15.38% 2	13
I wish I looked like the models on Instagram.	30.77% 4	46.15% 6	23.08% 3	0.00% 0	13
I compare my appearance to the appearance of people on Instagram.	23.08% 3	61.54% 8	7.69% 1	7.69% 1	13
I've felt pressure from Instagram to diet.	30.77% 4	7.69% 1	46.15% 6	15.38% 2	13
I wish I looked as athletic as the people on Instagram.	23.08% 3	46.15% 6	30.77% 4	0.00% 0	13
I compare my body to that of people in "good shape."	23.08% 3	61.54% 8	7.69% 1	7.69% 1	13
I've felt pressure from Instagram to exercise.	30.77% 4	38.46% 5	15.38% 2	15.38% 2	13
I wish I looked as athletic as sports stars.	30.77% 4	46.15% 6	15.38% 2	7.69% 1	13
I compare my body to that of people who are athletic.	23.08% 3	38.46% 5	23.08% 3	15.38% 2	13
I've felt pressure from Instagram to change my appearance.	30.77% 4	53.85% 7	15.38% 2	0.00% 0	13
I try to look like the people on Instagram.	38.46% 5	23.08% 3	30.77% 4	7.69% 1	13
Famous people are an important source of information about fashion and "being attractive."	38.46% 5	30.77% 4	30.77% 4	0.00% 0	13
I try to look like a sports athlete.	23.08% 3	38.46% 5	23.08% 3	15.38% 2	13
I try to look like celebrities on Instagram.	30.77% 4	53.85% 7	7.69% 1	7.69% 1	13
I try to look like fashion influencers on Instagram.	38.46% 5	38.46% 5	23.08% 3	0.00% 0	13
I try to look like fitness Influencers on Instagram.	23.08% 3	38.46% 5	23.08% 3	15.38% 2	13

Group B

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Instagram is an important source of information about fashion and "being attractive."	46.15% 6	46.15% 6	7.69% 1	0.00% 0	13
I've felt pressure from Instagram to lose weight.	38.46% 5	15.38% 2	23.08% 3	23.08% 3	13
I would like my body to look like the people who are on Instagram.	15.38% 2	46.15% 6	38.46% 5	0.00% 0	13
I compare my body to the bodies on Instagram.	15.38% 2	46.15% 6	23.08% 3	15.38% 2	13
I've felt pressure from Instagram to look pretty.	15.38% 2	53.85% 7	30.77% 4	0.00% 0	13
I compare my appearance to the appearance of women on Instagram.	15.38% 2	46.15% 6	38.46% 5	0.00% 0	13
Instagram Reels are an important source of information about fashion and "being attractive."	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13
I've felt pressure from Instagram to be thin.	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
I've felt pressure from Instagram to have a perfect body.	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
I wish I looked like the models on Instagram.	15.38% 2	46.15% 6	30.77% 4	7.69% 1	13
I compare my appearance to the appearance of people on Instagram.	15.38% 2	46.15% 6	30.77% 4	7.69% 1	13
I've felt pressure from Instagram to diet.	15.38% 2	30.77% 4	23.08% 3	30.77% 4	13
I wish I looked as athletic as the people on Instagram.	15.38% 2	53.85% 7	15.38% 2	15.38% 2	13
I compare my body to that of people in "good shape."	15.38% 2	69.23% 9	15.38% 2	0.00% 0	13
I've felt pressure from Instagram to exercise.	15.38% 2	53.85% 7	23.08% 3	7.69% 1	13
I wish I looked as athletic as sports stars.	23.08% 3	23.08% 3	38.46% 5	15.38% 2	13
I compare my body to that of people who are athletic.	15.38% 2	30.77% 4	38.46% 5	15.38% 2	13
I've felt pressure from Instagram to change my appearance.	15.38% 2	53.85% 7	23.08% 3	7.69% 1	13
I try to look like the people on Instagram.	15.38% 2	46.15% 6	23.08% 3	15.38% 2	13
Famous people are an important source of information about fashion and "being attractive."	23.08% 3	46.15% 6	30.77% 4	0.00% 0	13
I try to look like a sports athlete.	15.38% 2	23.08% 3	38.46% 5	23.08% 3	13
I try to look like celebrities on Instagram.	15.38% 2	23.08% 3	46.15% 6	15.38% 2	13
I try to look like fashion influencers on Instagram.	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
I try to look like fitness influencers on Instagram.	15.38% 2	23.08% 3	38.46% 5	23.08% 3	13

Group A Pre-experiment Questionnaire Compared To Post-Experiment Questionnaire

Choose the response that indicates how well each adjective or phrase describes your present mood.

Pre-Experiment Questionnaire			SurveyMonkey		
	DEFINITELY DO NOT FEEL	DO NOT FEEL	SLIGHTLY FEEL	DEFINITELY FEEL	TOTAL
Lively	15.38% 2	0.00% 0	53.85% 7	30.77% 4	13
Happy	7.69% 1	15.38% 2	46.15% 6	30.77% 4	13
Sad	0.00% 0	38.46% 5	38.46% 5	23.08% 3	13
Tired	0.00% 0	15.38% 2	30.77% 4	53.85% 7	13
Caring	0.00% 0	30.77% 4	23.08% 3	46.15% 6	13
Content	7.69% 1	7.69% 1	69.23% 9	15.38% 2	13
Gloomy	0.00% 0	30.77% 4	53.85% 7	15.38% 2	13
Jittery	7.69% 1	46.15% 6	38.46% 5	7.69% 1	13
Drowsy	7.69% 1	38.46% 5	38.46% 5	15.38% 2	13
Grouchy	15.38% 2	61.54% 8	23.08% 3	0.00% 0	13
Peppy	7.69% 1	46.15% 6	30.77% 4	15.38% 2	13
Nervous	7.69% 1	23.08% 3	23.08% 3	46.15% 6	13
Calm	15.38% 2	7.69% 1	61.54% 8	15.38% 2	13
Loving	7.69% 1	15.38% 2	46.15% 6	30.77% 4	13
Fed up	15.38% 2	15.38% 2	46.15% 6	23.08% 3	13
Active	7.69% 1	7.69% 1	46.15% 6	38.46% 5	13

Post-Experiment Questionnaire			SurveyMonkey		
	DEFINITELY DO NOT FEEL	DO NOT FEEL	SLIGHTLY FEEL	DEFINITELY FEEL	TOTAL
Lively	7.69% 1	15.38% 2	76.92% 10	0.00% 0	13
Happy	7.69% 1	15.38% 2	69.23% 9	7.69% 1	13
Sad	7.69% 1	30.77% 4	53.85% 7	7.69% 1	13
Tired	0.00% 0	7.69% 1	23.08% 3	69.23% 9	13
Caring	0.00% 0	15.38% 2	46.15% 6	38.46% 5	13
Content	0.00% 0	46.15% 6	53.85% 7	0.00% 0	13
Gloomy	15.38% 2	23.08% 3	46.15% 6	15.38% 2	13
Jittery	7.69% 1	15.38% 2	69.23% 9	7.69% 1	13
Drowsy	0.00% 0	30.77% 4	53.85% 7	15.38% 2	13
Grouchy	7.69% 1	38.46% 5	46.15% 6	7.69% 1	13
Peppy	7.69% 1	46.15% 6	38.46% 5	7.69% 1	13
Nervous	0.00% 0	38.46% 5	23.08% 3	38.46% 5	13
Calm	0.00% 0	53.85% 7	38.46% 5	7.69% 1	13
Loving	0.00% 0	15.38% 2	61.54% 8	23.08% 3	13
Fed up	7.69% 1	7.69% 1	61.54% 8	23.08% 3	13
Active	7.69% 1	15.38% 2	69.23% 9	7.69% 1	13

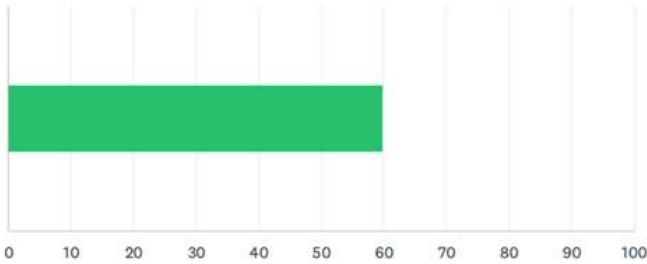
Overall, my mood is:

Pre-Experiment Questionnaire

SurveyMonkey

Q24 Overall my mood is:

Answered: 13 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	60	780	13
Total Respondents: 13			

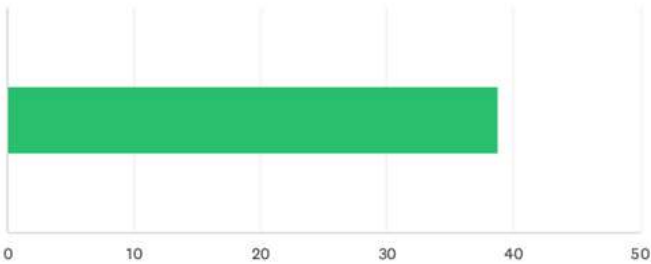


Post-Experiment Questionnaire

SurveyMonkey

Q3 Overall my mood is:

Answered: 13 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	39	505	13
Total Respondents: 13			

Please select the option that best represents how well you agree with the following statements.

Pre-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
On the whole, I am satisfied with myself.	30.77% 4	23.08% 3	38.46% 5	7.69% 1	13
At times I think I am no good at all.	15.38% 2	38.46% 5	46.15% 6	0.00% 0	13
I feel that I have a number of good qualities.	46.15% 6	46.15% 6	7.69% 1	0.00% 0	13
I am able to do things as well as most other people.	23.08% 3	76.92% 10	0.00% 0	0.00% 0	13
I feel I do not have much to be proud of.	7.69% 1	38.46% 5	38.46% 5	15.38% 2	13
I certainly feel useless at times.	7.69% 1	46.15% 6	30.77% 4	15.38% 2	13
I feel that I'm a person of worth.	38.46% 5	38.46% 5	23.08% 3	0.00% 0	13
I wish I could have more respect for myself.	38.46% 5	38.46% 5	7.69% 1	15.38% 2	13
All in all, I am inclined to think that I am a failure.	7.69% 1	15.38% 2	53.85% 7	23.08% 3	13
I take a positive attitude toward myself.	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13

Post-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
On the whole, I am satisfied with myself.	15.38% 2	46.15% 6	30.77% 4	7.69% 1	13
At times I think I am no good at all.	15.38% 2	61.54% 8	23.08% 3	0.00% 0	13
I feel that I have a number of good qualities.	7.69% 1	76.92% 10	15.38% 2	0.00% 0	13
I am able to do things as well as most other people.	7.69% 1	53.85% 7	38.46% 5	0.00% 0	13
I feel I do not have much to be proud of.	0.00% 0	46.15% 6	53.85% 7	0.00% 0	13
I certainly feel useless at times.	7.69% 1	53.85% 7	30.77% 4	7.69% 1	13
I feel that I'm a person of worth.	7.69% 1	69.23% 9	7.69% 1	15.38% 2	13
I wish I could have more respect for myself.	30.77% 4	38.46% 5	23.08% 3	7.69% 1	13
All in all, I am inclined to think that I am a failure.	23.08% 3	30.77% 4	38.46% 5	7.69% 1	13
I take a positive attitude toward myself.	30.77% 4	30.77% 4	38.46% 5	0.00% 0	13

Please select the option that best represents how well you agree with the following statements.

Pre-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I am not satisfied with my appearance.	0.00% 0	76.92% 10	7.69% 1	15.38% 2	13
I am never happy with my appearance no matter how I dress.	0.00% 0	15.38% 2	53.85% 7	30.77% 4	13
I worry that my appearance is not good enough.	0.00% 0	46.15% 6	46.15% 6	7.69% 1	13
I wish I could completely change my appearance.	0.00% 0	23.08% 3	61.54% 8	15.38% 2	13
My appearance is far from my expectations.	7.69% 1	23.08% 3	61.54% 8	7.69% 1	13
I worry about others' being critical of my appearance.	0.00% 0	30.77% 4	46.15% 6	23.08% 3	13
I often think about the shortcomings of my appearance.	0.00% 0	53.85% 7	38.46% 5	7.69% 1	13
I hope my body shape is perfect.	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13
I hope that I look attractive.	23.08% 3	53.85% 7	15.38% 2	7.69% 1	13
I hope others admire my appearance.	38.46% 5	23.08% 3	38.46% 5	0.00% 0	13
I hope others find me attractive.	30.77% 4	30.77% 4	38.46% 5	0.00% 0	13
I hope I am handsome/beautiful.	30.77% 4	61.54% 8	7.69% 1	0.00% 0	13

Post-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I am not satisfied with my appearance.	15.38% 2	46.15% 6	30.77% 4	7.69% 1	13
I am never happy with my appearance no matter how I dress.	7.69% 1	15.38% 2	53.85% 7	23.08% 3	13
I worry that my appearance is not good enough.	30.77% 4	23.08% 3	30.77% 4	15.38% 2	13
I wish I could completely change my appearance.	7.69% 1	38.46% 5	46.15% 6	7.69% 1	13
My appearance is far from my expectations.	15.38% 2	53.85% 7	23.08% 3	7.69% 1	13
I worry about others' being critical of my appearance.	15.38% 2	53.85% 7	30.77% 4	0.00% 0	13
I often think about the shortcomings of my appearance.	15.38% 2	53.85% 7	30.77% 4	0.00% 0	13
I hope my body shape is perfect.	38.46% 5	30.77% 4	30.77% 4	0.00% 0	13
I hope that I look attractive.	30.77% 4	53.85% 7	15.38% 2	0.00% 0	13
I hope others admire my appearance.	61.54% 8	30.77% 4	7.69% 1	0.00% 0	13
I hope others find me attractive.	46.15% 6	38.46% 5	15.38% 2	0.00% 0	13
I hope I am handsome/beautiful.	46.15% 6	46.15% 6	7.69% 1	0.00% 0	13

Please select the option that best represents how well you agree with the following statements.

Pre-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I feel displeased when comparing my body to others.	7.69% 1	61.54% 8	23.08% 3	7.69% 1	13
I do not recognize my body as my own.	0.00% 0	15.38% 2	61.54% 8	23.08% 3	13
My body is too wide.	7.69% 1	15.38% 2	38.46% 5	38.46% 5	13
I am pleased with my body shape.	15.38% 2	30.77% 4	46.15% 6	7.69% 1	13
I feel the need to lose weight.	30.77% 4	38.46% 5	15.38% 2	15.38% 2	13
I see my breasts as too big.	15.38% 2	15.38% 2	30.77% 4	38.46% 5	13
I feel the need to conceal my body in looser clothing.	15.38% 2	7.69% 1	46.15% 6	30.77% 4	13
I avoid my reflection because it upsets me.	0.00% 0	30.77% 4	30.77% 4	38.46% 5	13
I do not struggle with relaxing.	15.38% 2	30.77% 4	53.85% 7	0.00% 0	13
I feel like every aspect of my body is broad.	15.38% 2	15.38% 2	53.85% 7	15.38% 2	13
My body negatively weighs on me.	15.38% 2	23.08% 3	53.85% 7	7.69% 1	13
There is a dissonance between my body and I.	15.38% 2	15.38% 2	61.54% 8	7.69% 1	13
At times, I feel like my body is swollen.	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
I feel threatened by my physical appearance.	7.69% 1	30.77% 4	46.15% 6	15.38% 2	13
I take great pride in my body size.	15.38% 2	15.38% 2	53.85% 7	15.38% 2	13
I feel like I look pregnant.	0.00% 0	0.00% 0	53.85% 7	46.15% 6	13
I always feel very tense.	7.69% 1	46.15% 6	30.77% 4	15.38% 2	13
I tend to be jealous of other people's looks.	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
Aspects of my physical appearance scare me.	7.69% 1	23.08% 3	30.77% 4	38.46% 5	13
I often scrutinize my own reflection.	15.38% 2	46.15% 6	23.08% 3	15.38% 2	13

Post-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I feel displeased when comparing my body to others.	30.77% 4	61.54% 8	0.00% 0	7.69% 1	13
I do not recognize my body as my own.	15.38% 2	15.38% 2	61.54% 8	7.69% 1	13
My body is too wide.	23.08% 3	30.77% 4	30.77% 4	15.38% 2	13
I am pleased with my body shape.	15.38% 2	38.46% 5	46.15% 6	0.00% 0	13
I feel the need to lose weight.	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13
I see my breasts as too big.	7.69% 1	15.38% 2	46.15% 6	30.77% 4	13
I feel the need to conceal my body in looser clothing.	7.69% 1	61.54% 8	15.38% 2	15.38% 2	13
I avoid my reflection because it upsets me.	15.38% 2	23.08% 3	53.85% 7	7.69% 1	13
I do not struggle with relaxing.	7.69% 1	38.46% 5	38.46% 5	15.38% 2	13
I feel like every aspect of my body is broad.	15.38% 2	46.15% 6	15.38% 2	23.08% 3	13
My body negatively weighs on me.	15.38% 2	30.77% 4	38.46% 5	15.38% 2	13
There is a dissonance between my body and I.	15.38% 2	38.46% 5	46.15% 6	0.00% 0	13
At times, I feel like my body is swollen.	7.69% 1	61.54% 8	23.08% 3	7.69% 1	13
I feel threatened by my physical appearance.	15.38% 2	30.77% 4	30.77% 4	23.08% 3	13
I take great pride in my body size.	7.69% 1	23.08% 3	53.85% 7	15.38% 2	13
I feel like I look pregnant.	7.69% 1	15.38% 2	61.54% 8	15.38% 2	13
I always feel very tense.	15.38% 2	61.54% 8	15.38% 2	7.69% 1	13
I tend to be jealous of other people's looks.	23.08% 3	15.38% 2	61.54% 8	0.00% 0	13
Aspects of my physical appearance scare me.	23.08% 3	46.15% 6	15.38% 2	15.38% 2	13
I often scrutinize my own reflection.	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely dissatisfied with my physical appearance	7.69%	1
Mostly dissatisfied with my physical appearance	7.69%	1
Moderately dissatisfied with my physical appearance	30.77%	4
Slightly dissatisfied with my physical appearance	15.38%	2
Neither dissatisfied nor satisfied with my physical appearance	0.00%	0
Slightly satisfied with my physical appearance	23.08%	3
Moderately satisfied with my physical appearance	0.00%	0
Mostly satisfied with my physical appearance	7.69%	1
Extremely satisfied with my physical appearance	7.69%	1
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely dissatisfied with my physical appearance	7.69%	1
Mostly dissatisfied with my physical appearance	23.08%	3
Moderately dissatisfied with my physical appearance	7.69%	1
Slightly dissatisfied with my physical appearance	30.77%	4
Neither dissatisfied nor satisfied with my physical appearance	15.38%	2
Slightly satisfied with my physical appearance	0.00%	0
Moderately satisfied with my physical appearance	0.00%	0
Mostly satisfied with my physical appearance	7.69%	1
Extremely satisfied with my physical appearance	7.69%	1
TOTAL		13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my body size and shape	0.00%	0
Mostly satisfied with my body size and shape	15.38%	2
Moderately satisfied with my body size and shape	23.08%	3
Slightly satisfied with my body size and shape	23.08%	3
Neither dissatisfied nor satisfied with my body size and shape	15.38%	2
Slightly dissatisfied with my body size and shape	7.69%	1
Moderately dissatisfied with my body size and shape	0.00%	0
Mostly dissatisfied with my body size and shape	0.00%	0
Extremely dissatisfied with my body size and shape	15.38%	2
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my body size and shape	7.69%	1
Mostly satisfied with my body size and shape	23.08%	3
Moderately satisfied with my body size and shape	7.69%	1
Slightly satisfied with my body size and shape	7.69%	1
Neither dissatisfied nor satisfied with my body size and shape	15.38%	2
Slightly dissatisfied with my body size and shape	0.00%	0
Moderately dissatisfied with my body size and shape	7.69%	1
Mostly dissatisfied with my body size and shape	23.08%	3
Extremely dissatisfied with my body size and shape	7.69%	1
TOTAL		13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my weight	0.00%	0
Mostly dissatisfied with my weight	15.38%	2
Moderately dissatisfied with my weight	15.38%	2
Slightly dissatisfied with my weight	30.77%	4
Neither dissatisfied nor satisfied with my weight	7.69%	1
Slightly satisfied with my weight	7.69%	1
Moderately satisfied with my weight	0.00%	0
Mostly satisfied with my weight	23.08%	3
Extremely satisfied with my weight	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my weight	0.00%	0
Mostly dissatisfied with my weight	38.46%	5
Moderately dissatisfied with my weight	7.69%	1
Slightly dissatisfied with my weight	7.69%	1
Neither dissatisfied nor satisfied with my weight	15.38%	2
Slightly satisfied with my weight	15.38%	2
Moderately satisfied with my weight	0.00%	0
Mostly satisfied with my weight	15.38%	2
Extremely satisfied with my weight	0.00%	0
TOTAL		13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely physically attractive	0.00%	0
Very physically attractive	15.38%	2
Moderately physically attractive	15.38%	2
Slightly physically attractive	15.38%	2
Neither attractive nor unattractive	15.38%	2
Slightly physically unattractive	23.08%	3
Moderately physically unattractive	7.69%	1
Very physically unattractive	0.00%	0
Extremely physically unattractive	7.69%	1
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely physically attractive	0.00%	0
Very physically attractive	7.69%	1
Moderately physically attractive	15.38%	2
Slightly physically attractive	7.69%	1
Neither attractive nor unattractive	23.08%	3
Slightly physically unattractive	0.00%	0
Moderately physically unattractive	23.08%	3
Very physically unattractive	23.08%	3
Extremely physically unattractive	0.00%	0
TOTAL		13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
A great deal worse about my looks than I usually feel	7.69%	1
Much worse about my looks than I usually feel	0.00%	0
Somewhat worse about my looks than I usually feel	23.08%	3
Just slightly worse about my looks than I usually feel	7.69%	1
About the same about my looks as usual	46.15%	6
Just slightly better about my looks than I usually feel	0.00%	0
Somewhat better about my looks than I usually feel	7.69%	1
Much better about my looks than I usually feel	7.69%	1
A great deal better about my looks than I usually feel	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
A great deal worse about my looks than I usually feel	15.38%	2
Much worse about my looks than I usually feel	0.00%	0
Somewhat worse about my looks than I usually feel	7.69%	1
Just slightly worse about my looks than I usually feel	15.38%	2
About the same about my looks as usual	23.08%	3
Just slightly better about my looks than I usually feel	7.69%	1
Somewhat better about my looks than I usually feel	7.69%	1
Much better about my looks than I usually feel	15.38%	2
A great deal better about my looks than I usually feel	7.69%	1
TOTAL		13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
A great deal better than the average person looks	7.69%	1
Much better than the average person looks	7.69%	1
Somewhat better than the average person looks	15.38%	2
Just slightly better than the average person looks	23.08%	3
About the same as the average person looks	38.46%	5
Just slightly worse than the average person looks	7.69%	1
Somewhat worse than the average person looks	0.00%	0
Much worse than the average person looks	0.00%	0
A great deal worse than the average person looks	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
A great deal better than the average person looks	7.69%	1
Much better than the average person looks	7.69%	1
Somewhat better than the average person looks	7.69%	1
Just slightly better than the average person looks	15.38%	2
About the same as the average person looks	15.38%	2
Just slightly worse than the average person looks	7.69%	1
Somewhat worse than the average person looks	23.08%	3
Much worse than the average person looks	0.00%	0
A great deal worse than the average person looks	15.38%	2
TOTAL		13

Please check a response for each of the following statements as accurately, honestly and completely as possible. There are no right or wrong answers. All of your responses are confidential.

Pre-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Am terrified about being overweight.	30.77% 4	15.38% 2	23.08% 3	15.38% 2	7.69% 1	7.69% 1	13	1.46
Avoid eating when I am hungry.	0.00% 0	15.38% 2	7.69% 1	23.08% 3	7.69% 1	46.15% 6	13	0.38
Find myself preoccupied with food.	7.69% 1	0.00% 0	61.54% 8	23.08% 3	7.69% 1	0.00% 0	13	0.85
Have gone on eating binges where I feel that I may not be able to stop.	0.00% 0	7.69% 1	15.38% 2	38.46% 5	38.46% 5	0.00% 0	13	0.31
Cut my food into small pieces.	0.00% 0	7.69% 1	23.08% 3	30.77% 4	0.00% 0	38.46% 5	13	0.38
Aware of the calorie content of foods that I eat.	15.38% 2	7.69% 1	15.38% 2	7.69% 1	23.08% 3	30.77% 4	13	0.77
Particularly avoid food with a high carbohydrate content (i.e. bread, rice, potatoes, etc.)	7.69% 1	0.00% 0	15.38% 2	15.38% 2	30.77% 4	30.77% 4	13	0.38
Feel that others would prefer it if I ate more.	7.69% 1	0.00% 0	0.00% 0	15.38% 2	15.38% 2	61.54% 8	13	0.23
Vomit after I have eaten.	0.00% 0	7.69% 1	0.00% 0	7.69% 1	7.69% 1	76.92% 10	13	0.15
Feel extremely guilty after eating.	7.69% 1	23.08% 3	0.00% 0	23.08% 3	7.69% 1	38.46% 5	13	0.69
Am preoccupied with a desire to be thinner.	15.38% 2	15.38% 2	7.69% 1	38.46% 5	7.69% 1	15.38% 2	13	0.85
Think about burning up calories when I exercise.	15.38% 2	30.77% 4	23.08% 3	0.00% 0	0.00% 0	30.77% 4	13	1.31
Other people think that I am too thin.	15.38% 2	0.00% 0	15.38% 2	15.38% 2	15.38% 2	38.46% 5	13	0.62
Am preoccupied with the thought of having fat on my body.	7.69% 1	7.69% 1	30.77% 4	30.77% 4	7.69% 1	15.38% 2	13	0.69
Take longer than others to eat my meals.	15.38% 2	7.69% 1	7.69% 1	7.69% 1	38.46% 5	23.08% 3	13	0.69
Avoid foods with sugar in them.	7.69% 1	15.38% 2	7.69% 1	15.38% 2	30.77% 4	23.08% 3	13	0.62
Eat diet foods.	0.00% 0	15.38% 2	23.08% 3	0.00% 0	46.15% 6	15.38% 2	13	0.54
Feel that food controls my life.	15.38% 2	0.00% 0	23.08% 3	23.08% 3	38.46% 5	0.00% 0	13	0.69
Display self-control around food.	0.00% 0	23.08% 3	30.77% 4	30.77% 4	7.69% 1	7.69% 1	13	0.77
Feel that others pressure me to eat.	0.00% 0	0.00% 0	15.38% 2	7.69% 1	38.46% 5	38.46% 5	13	0.15
Give too much time and thought to food.	7.69% 1	15.38% 2	7.69% 1	38.46% 5	23.08% 3	7.69% 1	13	0.62
Feel uncomfortable after eating sweets.	7.69% 1	15.38% 2	15.38% 2	15.38% 2	38.46% 5	7.69% 1	13	0.69
Engage in dieting behavior.	0.00% 0	15.38% 2	23.08% 3	0.00% 0	38.46% 5	23.08% 3	13	0.54
Like my stomach to be empty.	15.38% 2	7.69% 1	30.77% 4	30.77% 4	0.00% 0	15.38% 2	13	0.92
Have the impulse to vomit after meals.	7.69% 1	0.00% 0	0.00% 0	15.38% 2	7.69% 1	69.23% 9	13	0.23

Post-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Am terrified about being overweight.	46.15% 6	7.69% 1	7.69% 1	15.38% 2	15.38% 2	7.69% 1	13	1.62
Avoid eating when I am hungry.	7.69% 1	15.38% 2	7.69% 1	30.77% 4	30.77% 4	7.69% 1	13	0.62
Find myself preoccupied with food.	23.08% 3	23.08% 3	15.38% 2	15.38% 2	0.00% 0	23.08% 3	13	1.31
Have gone on eating binges where I feel that I may not be able to stop.	15.38% 2	0.00% 0	15.38% 2	23.08% 3	23.08% 3	23.08% 3	13	0.62
Cut my food into small pieces.	0.00% 0	7.69% 1	38.46% 5	23.08% 3	15.38% 2	15.38% 2	13	0.54
Aware of the calorie content of foods that I eat.	30.77% 4	15.38% 2	0.00% 0	7.69% 1	23.08% 3	23.08% 3	13	1.23
Particularly avoid food with a high carbohydrate content (i.e. bread, rice, potatoes, etc.)	15.38% 2	7.69% 1	15.38% 2	23.08% 3	15.38% 2	23.08% 3	13	0.77
Feel that others would prefer it if I ate more.	0.00% 0	15.38% 2	15.38% 2	7.69% 1	23.08% 3	38.46% 5	13	0.46
Vomit after I have eaten.	7.69% 1	15.38% 2	7.69% 1	0.00% 0	30.77% 4	38.46% 5	13	0.62
Feel extremely guilty after eating.	15.38% 2	15.38% 2	23.08% 3	38.46% 5	0.00% 0	7.69% 1	13	1.00
Am preoccupied with a desire to be thinner.	15.38% 2	30.77% 4	23.08% 3	7.69% 1	15.38% 2	7.69% 1	13	1.31
Think about burning up calories when I exercise.	23.08% 3	15.38% 2	23.08% 3	15.38% 2	7.69% 1	15.38% 2	13	1.23
Other people think that I am too thin.	15.38% 2	15.38% 2	7.69% 1	15.38% 2	7.69% 1	38.46% 5	13	0.85
Am preoccupied with the thought of having fat on my body.	15.38% 2	7.69% 1	23.08% 3	23.08% 3	7.69% 1	23.08% 3	13	0.85
Take longer than others to eat my meals.	7.69% 1	23.08% 3	15.38% 2	7.69% 1	23.08% 3	23.08% 3	13	0.85
Avoid foods with sugar in them.	15.38% 2	7.69% 1	7.69% 1	23.08% 3	30.77% 4	15.38% 2	13	0.69
Eat diet foods.	0.00% 0	7.69% 1	23.08% 3	15.38% 2	38.46% 5	15.38% 2	13	0.38
Feel that food controls my life.	23.08% 3	15.38% 2	15.38% 2	15.38% 2	15.38% 2	15.38% 2	13	1.15
Display self-control around food.	0.00% 0	38.46% 5	7.69% 1	30.77% 4	7.69% 1	15.38% 2	13	0.85
Feel that others pressure me to eat.	0.00% 0	15.38% 2	30.77% 4	23.08% 3	7.69% 1	23.08% 3	13	0.62
Give too much time and thought to food.	15.38% 2	0.00% 0	46.15% 6	23.08% 3	0.00% 0	15.38% 2	13	0.92
Feel uncomfortable after eating sweets.	15.38% 2	15.38% 2	7.69% 1	7.69% 1	38.46% 5	15.38% 2	13	0.85
Engage in dieting behavior.	15.38% 2	7.69% 1	15.38% 2	15.38% 2	38.46% 5	7.69% 1	13	0.77
Like my stomach to be empty.	23.08% 3	15.38% 2	30.77% 4	15.38% 2	0.00% 0	15.38% 2	13	1.31
Have the impulse to vomit after meals.	23.08% 3	0.00% 0	7.69% 1	0.00% 0	38.46% 5	30.77% 4	13	0.77

Please choose a response for the following statement:

Pre-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
I enjoy trying new rich foods.	38.46% 5	7.69% 1	23.08% 3	23.08% 3	7.69% 1	0.00% 0	13	0.38

Post-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
I enjoy trying new rich foods.	23.08% 3	46.15% 6	15.38% 2	15.38% 2	0.00% 0	0.00% 0	13	0.15

In the past 6 months have you gone on eating binges where you feel that you may not be able to stop? (Defined as eating much more than most people would under the same circumstances and feeling that eating is out of control)

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES
Never	30.77% 4
Once a month or less	38.46% 5
2-3 times a month	15.38% 2
Once a week	7.69% 1
2-6 times a week	7.69% 1
Once a day or more	0.00% 0
TOTAL	13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES
Never	15.38% 2
Once a month or less	23.08% 3
2-3 times a month	30.77% 4
Once a week	15.38% 2
2-6 times a week	15.38% 2
Once a day or more	0.00% 0
TOTAL	13

In the past 6 months have you ever made yourself sick (vomited) to control your weight or shape?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	76.92%	10
Once a month or less	15.38%	2
2-3 times a month	0.00%	0
Once a week	0.00%	0
2-6 times a week	7.69%	1
Once a day or more	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	69.23%	9
Once a month or less	7.69%	1
2-3 times a month	0.00%	0
Once a week	0.00%	0
2-6 times a week	23.08%	3
Once a day or more	0.00%	0
TOTAL		13

In the past 6 months have you ever used laxatives, diet pills or diuretics (water pills) to control your weight or shape?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	92.31%	12
Once a month or less	7.69%	1
2-3 times a month	0.00%	0
Once a week	0.00%	0
2-6 times a week	0.00%	0
Once a day or more	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	61.54%	8
Once a month or less	23.08%	3
2-3 times a month	7.69%	1
Once a week	0.00%	0
2-6 times a week	7.69%	1
Once a day or more	0.00%	0
TOTAL		13

In the past 6 months have you exercised more than 60 minutes a day to lose or to control your weight?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	46.15%	6
Once a month or less	7.69%	1
2-3 times a month	7.69%	1
Once a week	15.38%	2
2-6 times a week	15.38%	2
Once a day or more	7.69%	1
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	23.08%	3
Once a month or less	23.08%	3
2-3 times a month	23.08%	3
Once a week	7.69%	1
2-6 times a week	15.38%	2
Once a day or more	7.69%	1
TOTAL		13

Have you lost 20 pounds (9 kilograms) or more in the past 6 months?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	38.46%	5
No	61.54%	8
TOTAL		13

Please check a response for each of the following statements as accurately, honestly and completely as possible. There are no right or wrong answers. All of your responses are confidential.

Pre-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL
I eat sweets and carbohydrates without feeling nervous.	30.77% 4	23.08% 3	15.38% 2	15.38% 2	7.69% 1	7.69% 1	13
I think that my stomach is too big.	7.69% 1	23.08% 3	38.46% 5	7.69% 1	7.69% 1	15.38% 2	13
I wish that I could return to the security of childhood.	30.77% 4	15.38% 2	15.38% 2	23.08% 3	7.69% 1	7.69% 1	13
I eat when I am upset.	15.38% 2	23.08% 3	15.38% 2	15.38% 2	7.69% 1	23.08% 3	13
I stuff myself with food.	0.00% 0	15.38% 2	23.08% 3	38.46% 5	15.38% 2	7.69% 1	13
I wish that I could be younger.	7.69% 1	15.38% 2	15.38% 2	7.69% 1	15.38% 2	38.46% 5	13
I'm thinking about dieting.	15.38% 2	15.38% 2	23.08% 3	7.69% 1	23.08% 3	15.38% 2	13
I get frightened when my feelings are too strong.	7.69% 1	23.08% 3	46.15% 6	7.69% 1	0.00% 0	15.38% 2	13
I think that my thighs are too large.	30.77% 4	7.69% 1	15.38% 2	7.69% 1	15.38% 2	23.08% 3	13
I feel ineffective as a person.	7.69% 1	15.38% 2	15.38% 2	23.08% 3	23.08% 3	15.38% 2	13
I feel extremely guilty after overeating.	7.69% 1	30.77% 4	15.38% 2	15.38% 2	15.38% 2	15.38% 2	13
I think that my stomach is just the right size.	25.00% 3	8.33% 1	0.00% 0	8.33% 1	33.33% 4	25.00% 3	12
Only outstanding performance is good enough in my family.	30.77% 4	0.00% 0	7.69% 1	30.77% 4	15.38% 2	15.38% 2	13
The happiest time in life is when you are a child.	30.77% 4	23.08% 3	7.69% 1	30.77% 4	7.69% 1	0.00% 0	13
I am open about my feelings.	23.08% 3	23.08% 3	23.08% 3	7.69% 1	15.38% 2	7.69% 1	13
I am terrified of gaining weight.	30.77% 4	7.69% 1	30.77% 4	23.08% 3	0.00% 0	7.69% 1	13
I trust others.	0.00% 0	16.67% 2	16.67% 2	33.33% 4	8.33% 1	25.00% 3	12
I feel alone in the world.	15.38% 2	7.69% 1	30.77% 4	23.08% 3	15.38% 2	7.69% 1	13
I feel satisfied with the shape of my body.	0.00% 0	30.77% 4	15.38% 2	23.08% 3	15.38% 2	15.38% 2	13
I feel generally in control of things in my life.	0.00% 0	7.69% 1	46.15% 6	15.38% 2	7.69% 1	23.08% 3	13
I get confused about what emotion I am feeling.	23.08% 3	15.38% 2	38.46% 5	15.38% 2	7.69% 1	0.00% 0	13
I would rather be an adult than a child.	23.08% 3	23.08% 3	23.08% 3	15.38% 2	7.69% 1	7.69% 1	13
I can communicate with others easily.	15.38% 2	30.77% 4	23.08% 3	23.08% 3	7.69% 1	0.00% 0	13
I wish I were someone else.	7.69% 1	15.38% 2	7.69% 1	15.38% 2	30.77% 4	23.08% 3	13

Continued...

Pre-Experiment Questionnaire

	1	2	1	2	4	3	13
I exaggerate or magnify the importance of weight.	15.38% 2	15.38% 2	7.69% 1	23.08% 3	7.69% 1	30.77% 4	13
I can clearly identify what emotion I am feeling.	7.69% 1	15.38% 2	53.85% 7	23.08% 3	0.00% 0	0.00% 0	13
I feel inadequate.	7.69% 1	15.38% 2	15.38% 2	38.46% 5	23.08% 3	0.00% 0	13
I have gone on eating binges where I have felt that I could not stop.	0.00% 0	7.69% 1	7.69% 1	30.77% 4	46.15% 6	7.69% 1	13
As a child, I tried very hard to avoid disappointing my parents and teachers.	23.08% 3	30.77% 4	30.77% 4	0.00% 0	15.38% 2	0.00% 0	13
I have close relationships.	38.46% 5	7.69% 1	30.77% 4	15.38% 2	7.69% 1	0.00% 0	13
I like the shape of my buttocks.	15.38% 2	0.00% 0	30.77% 4	23.08% 3	7.69% 1	23.08% 3	13
I am preoccupied with the desire to be thinner	30.77% 4	23.08% 3	7.69% 1	15.38% 2	0.00% 0	23.08% 3	13
I don't know what's going on inside me.	23.08% 3	15.38% 2	30.77% 4	15.38% 2	15.38% 2	0.00% 0	13
I have trouble expressing my emotions to others.	23.08% 3	7.69% 1	30.77% 4	15.38% 2	23.08% 3	0.00% 0	13
The demands of adulthood are too great.	38.46% 5	30.77% 4	30.77% 4	0.00% 0	0.00% 0	0.00% 0	13
I hate being less than best at things.	15.38% 2	30.77% 4	23.08% 3	15.38% 2	15.38% 2	0.00% 0	13
I feel secure about myself.	0.00% 0	15.38% 2	30.77% 4	23.08% 3	15.38% 2	15.38% 2	13
I think about bingeing (over-eating).	0.00% 0	0.00% 0	15.38% 2	38.46% 5	23.08% 3	23.08% 3	13
I feel happy that I am not a child anymore.	15.38% 2	7.69% 1	7.69% 1	38.46% 5	23.08% 3	7.69% 1	13
I get confused as to whether or not I am hungry.	7.69% 1	15.38% 2	30.77% 4	15.38% 2	15.38% 2	15.38% 2	13
I have a low opinion of myself.	0.00% 0	15.38% 2	7.69% 1	46.15% 6	23.08% 3	7.69% 1	13
I feel that I can achieve my standards.	30.77% 4	23.08% 3	7.69% 1	30.77% 4	7.69% 1	0.00% 0	13
My parents have expected excellence of me.	23.08% 3	30.77% 4	15.38% 2	7.69% 1	23.08% 3	0.00% 0	13
I worry that my feelings will get out of control.	7.69% 1	15.38% 2	15.38% 2	38.46% 5	23.08% 3	0.00% 0	13
I think that my hips are too big.	23.08% 3	15.38% 2	0.00% 0	23.08% 3	23.08% 3	15.38% 2	13
I eat moderately in front of others and stuff myself when they're gone.	7.69% 1	15.38% 2	0.00% 0	30.77% 4	15.38% 2	30.77% 4	13
I feel bloated after eating a normal meal.	7.69% 1	23.08% 3	7.69% 1	46.15% 6	15.38% 2	0.00% 0	13
I feel that people are happiest when they are	23.08%	7.69%	15.38%	46.15%	7.69%	0.00%	

Continued...

Pre-Experiment Questionnaire

children.	3	1	2	6	1	0	13
If I gain a pound, I worry that I will keep gaining.	30.77% 4	15.38% 2	23.08% 3	15.38% 2	0.00% 0	15.38% 2	13
I feel that I am a worthwhile person.	23.08% 3	15.38% 2	7.69% 1	38.46% 5	15.38% 2	0.00% 0	13
When I am upset, I don't know if I am sad, frightened or angry.	7.69% 1	15.38% 2	7.69% 1	23.08% 3	38.46% 5	7.69% 1	13
I feel that I must do things perfectly, or not do them at all.	30.77% 4	23.08% 3	7.69% 1	23.08% 3	15.38% 2	0.00% 0	13
I have the thought of trying to vomit in order to lose weight.	7.69% 1	7.69% 1	0.00% 0	30.77% 4	7.69% 1	46.15% 6	13
I need to keep people at a certain distance (feel uncomfortable if someone tries to get too close).	15.38% 2	15.38% 2	15.38% 2	0.00% 0	53.85% 7	0.00% 0	13
I think that my thighs are just the right size.	0.00% 0	15.38% 2	23.08% 3	23.08% 3	23.08% 3	15.38% 2	13
I feel empty inside (emotionally).	23.08% 3	15.38% 2	7.69% 1	30.77% 4	7.69% 1	15.38% 2	13
I can talk about personal thoughts or feelings.	7.69% 1	15.38% 2	38.46% 5	30.77% 4	7.69% 1	0.00% 0	13
The best years of your life are when you become an adult.	0.00% 0	15.38% 2	23.08% 3	30.77% 4	7.69% 1	23.08% 3	13
I think that my buttocks are too large.	15.38% 2	7.69% 1	0.00% 0	7.69% 1	38.46% 5	30.77% 4	13
I eat or drink in secrecy.	7.69% 1	7.69% 1	7.69% 1	15.38% 2	7.69% 1	53.85% 7	13
I think that my hips are just the right size.	0.00% 0	15.38% 2	23.08% 3	23.08% 3	15.38% 2	23.08% 3	13
I have extremely high goals.	33.33% 4	16.67% 2	25.00% 3	8.33% 1	16.67% 2	0.00% 0	12
When I am upset, I worry that I will start eating.	0.00% 0	15.38% 2	15.38% 2	30.77% 4	15.38% 2	23.08% 3	13

Post-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL
I eat sweets and carbohydrates without feeling nervous.	0.00% 0	15.38% 2	30.77% 4	23.08% 3	7.69% 1	23.08% 3	13
I think that my stomach is too big.	15.38% 2	7.69% 1	23.08% 3	23.08% 3	23.08% 3	7.69% 1	13
I wish that I could return to the security of childhood.	38.46% 5	7.69% 1	7.69% 1	30.77% 4	7.69% 1	7.69% 1	13
I eat when I am upset.	7.69% 1	30.77% 4	30.77% 4	23.08% 3	7.69% 1	0.00% 0	13
I stuff myself with food.	7.69% 1	0.00% 0	30.77% 4	23.08% 3	30.77% 4	7.69% 1	13
I wish that I could be younger.	23.08% 3	15.38% 2	15.38% 2	15.38% 2	7.69% 1	23.08% 3	13
I'm thinking about dieting.	15.38% 2	15.38% 2	15.38% 2	30.77% 4	7.69% 1	15.38% 2	13
I get frightened when my feelings are too strong.	38.46% 5	15.38% 2	15.38% 2	15.38% 2	15.38% 2	0.00% 0	13
I think that my thighs are too large.	23.08% 3	7.69% 1	15.38% 2	30.77% 4	0.00% 0	23.08% 3	13
I feel ineffective as a person.	30.77% 4	15.38% 2	38.46% 5	15.38% 2	0.00% 0	0.00% 0	13
I feel extremely guilty after overeating.	23.08% 3	23.08% 3	23.08% 3	15.38% 2	7.69% 1	7.69% 1	13
I think that my stomach is just the right size.	15.38% 2	15.38% 2	0.00% 0	23.08% 3	46.15% 6	0.00% 0	13
Only outstanding performance is good enough in my family.	30.77% 4	7.69% 1	23.08% 3	38.46% 5	0.00% 0	0.00% 0	13
The happiest time in life is when you are a child.	38.46% 5	23.08% 3	7.69% 1	23.08% 3	0.00% 0	7.69% 1	13
I am open about my feelings.	7.69% 1	7.69% 1	15.38% 2	46.15% 6	15.38% 2	7.69% 1	13
I am terrified of gaining weight.	38.46% 5	7.69% 1	15.38% 2	23.08% 3	7.69% 1	7.69% 1	13
I trust others.	0.00% 0	7.69% 1	7.69% 1	46.15% 6	30.77% 4	7.69% 1	13
I feel alone in the world.	23.08% 3	7.69% 1	30.77% 4	30.77% 4	7.69% 1	0.00% 0	13
I feel satisfied with the shape of my body.	0.00% 0	30.77% 4	30.77% 4	7.69% 1	15.38% 2	15.38% 2	13
I feel generally in control of things in my life.	23.08% 3	15.38% 2	7.69% 1	38.46% 5	7.69% 1	7.69% 1	13
I get confused about what emotion I am feeling.	23.08% 3	15.38% 2	23.08% 3	30.77% 4	0.00% 0	7.69% 1	13
I would rather be an adult than a child.	15.38% 2	7.69% 1	0.00% 0	61.54% 8	0.00% 0	15.38% 2	13
I can communicate with others easily.	0.00% 0	7.69% 1	23.08% 3	46.15% 6	23.08% 3	0.00% 0	13
I wish I were someone else.	15.38%	15.38%	15.38%	38.46%	7.69%	7.69%	

Continued...

Post-Experiment Questionnaire

	2	2	2	5	1	1	13
I exaggerate or magnify the importance of weight.	15.38% 2	23.08% 3	23.08% 3	15.38% 2	15.38% 2	7.69% 1	13
I can clearly identify what emotion I am feeling.	15.38% 2	7.69% 1	15.38% 2	46.15% 6	15.38% 2	0.00% 0	13
I feel inadequate.	0.00% 0	15.38% 2	15.38% 2	46.15% 6	23.08% 3	0.00% 0	13
I have gone on eating binges where I have felt that I could not stop.	7.69% 1	23.08% 3	7.69% 1	23.08% 3	23.08% 3	15.38% 2	13
As a child, I tried very hard to avoid disappointing my parents and teachers.	46.15% 6	7.69% 1	15.38% 2	30.77% 4	0.00% 0	0.00% 0	13
I have close relationships.	23.08% 3	23.08% 3	15.38% 2	15.38% 2	15.38% 2	7.69% 1	13
I like the shape of my buttocks.	7.69% 1	15.38% 2	38.46% 5	23.08% 3	0.00% 0	15.38% 2	13
I am preoccupied with the desire to be thinner	23.08% 3	7.69% 1	23.08% 3	15.38% 2	23.08% 3	7.69% 1	13
I don't know what's going on inside me.	15.38% 2	30.77% 4	23.08% 3	30.77% 4	0.00% 0	0.00% 0	13
I have trouble expressing my emotions to others.	30.77% 4	7.69% 1	30.77% 4	23.08% 3	7.69% 1	0.00% 0	13
The demands of adulthood are too great.	38.46% 5	15.38% 2	15.38% 2	30.77% 4	0.00% 0	0.00% 0	13
I hate being less than best at things.	30.77% 4	30.77% 4	7.69% 1	23.08% 3	7.69% 1	0.00% 0	13
I feel secure about myself.	7.69% 1	7.69% 1	23.08% 3	38.46% 5	7.69% 1	15.38% 2	13
I think about bingeing (over-eating).	7.69% 1	7.69% 1	23.08% 3	30.77% 4	7.69% 1	23.08% 3	13
I feel happy that I am not a child anymore.	23.08% 3	7.69% 1	15.38% 2	23.08% 3	30.77% 4	0.00% 0	13
I get confused as to whether or not I am hungry.	15.38% 2	15.38% 2	15.38% 2	38.46% 5	7.69% 1	7.69% 1	13
I have a low opinion of myself.	7.69% 1	23.08% 3	30.77% 4	30.77% 4	7.69% 1	0.00% 0	13
I feel that I can achieve my standards.	30.77% 4	7.69% 1	30.77% 4	15.38% 2	15.38% 2	0.00% 0	13
My parents have expected excellence of me.	46.15% 6	15.38% 2	23.08% 3	0.00% 0	15.38% 2	0.00% 0	13
I worry that my feelings will get out of control.	23.08% 3	15.38% 2	23.08% 3	23.08% 3	7.69% 1	7.69% 1	13
I think that my hips are too big.	30.77% 4	7.69% 1	7.69% 1	15.38% 2	15.38% 2	23.08% 3	13
I eat moderately in front of others and stuff myself when they're gone.	7.69% 1	0.00% 0	15.38% 2	23.08% 3	38.46% 5	15.38% 2	13
I feel bloated after eating a normal meal.	15.38% 2	7.69% 1	30.77% 4	38.46% 5	0.00% 0	7.69% 1	13
I feel that people are happiest when they are	23.08%	15.38%	15.38%	38.46%	7.69%	0.00%	

Continued...

Post-Experiment Questionnaire

children.	3	2	2	5	1	0	13
If I gain a pound, I worry that I will keep gaining.	38.46% 5	15.38% 2	15.38% 2	23.08% 3	0.00% 0	7.69% 1	13
I feel that I am a worthwhile person.	23.08% 3	7.69% 1	30.77% 4	30.77% 4	7.69% 1	0.00% 0	13
When I am upset, I don't know if I am sad, frightened or angry.	30.77% 4	30.77% 4	7.69% 1	15.38% 2	7.69% 1	7.69% 1	13
I feel that I must do things perfectly, or not do them at all.	30.77% 4	30.77% 4	7.69% 1	30.77% 4	0.00% 0	0.00% 0	13
I have the thought of trying to vomit in order to lose weight.	15.38% 2	0.00% 0	0.00% 0	15.38% 2	30.77% 4	38.46% 5	13
I need to keep people at a certain distance (feel uncomfortable if someone tries to get too close).	7.69% 1	15.38% 2	30.77% 4	15.38% 2	23.08% 3	7.69% 1	13
I think that my thighs are just the right size.	0.00% 0	0.00% 0	0.00% 0	38.46% 5	46.15% 6	15.38% 2	13
I feel empty inside (emotionally).	7.69% 1	23.08% 3	15.38% 2	30.77% 4	15.38% 2	7.69% 1	13
I can talk about personal thoughts or feelings.	7.69% 1	15.38% 2	30.77% 4	30.77% 4	15.38% 2	0.00% 0	13
The best years of your life are when you become an adult.	15.38% 2	7.69% 1	23.08% 3	30.77% 4	23.08% 3	0.00% 0	13
I think that my buttocks are too large.	0.00% 0	15.38% 2	15.38% 2	7.69% 1	46.15% 6	15.38% 2	13
I eat or drink in secrecy.	0.00% 0	7.69% 1	15.38% 2	15.38% 2	38.46% 5	23.08% 3	13
I think that my hips are just the right size.	7.69% 1	0.00% 0	0.00% 0	30.77% 4	38.46% 5	23.08% 3	13
I have extremely high goals.	23.08% 3	38.46% 5	15.38% 2	15.38% 2	7.69% 1	0.00% 0	13
When I am upset, I worry that I will start eating.	23.08% 3	15.38% 2	7.69% 1	30.77% 4	7.69% 1	15.38% 2	13

Do you make yourself sick because you feel uncomfortably full?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	38.46%	5
No	61.54%	8
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	38.46%	5
No	61.54%	8
TOTAL		13

Do you worry you have lost control over how much you eat?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	53.85%	7
No	46.15%	6
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	46.15%	6
No	53.85%	7
TOTAL		13

Have you recently lost more than one stone (6.35 kg) in a three- month period?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	38.46%	5
No	61.54%	8
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	46.15%	6
No	53.85%	7
TOTAL		13

Do you believe yourself to be "fat" when others say you are too thin?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	53.85%	7
No	46.15%	6
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	61.54%	8
No	38.46%	5
TOTAL		13

Would you say food dominates your life?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	53.85%	7
No	46.15%	6
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	61.54%	8
No	38.46%	5
TOTAL		13

Are you satisfied with your eating patterns?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	23.08%	3
No	76.92%	10
TOTAL		13

Do you ever eat in secret?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	38.46%	5
No	61.54%	8
TOTAL		13



Please select the option that best represents how well you agree with the following statements as accurately, honestly and completely as possible. There are no right or wrong answers. All of your responses are confidential.

Pre-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Instagram is an important source of information about fashion and "being attractive."	38.46% 5	46.15% 6	15.38% 2	0.00% 0	13
I've felt pressure from Instagram to lose weight.	7.69% 1	46.15% 6	38.46% 5	7.69% 1	13
I would like my body to look like the people who are on Instagram.	23.08% 3	53.85% 7	23.08% 3	0.00% 0	13
I compare my body to the bodies on Instagram.	7.69% 1	69.23% 9	15.38% 2	7.69% 1	13
I've felt pressure from Instagram to look pretty.	23.08% 3	30.77% 4	46.15% 6	0.00% 0	13
I compare my appearance to the appearance of women on Instagram.	15.38% 2	38.46% 5	46.15% 6	0.00% 0	13
Instagram Reels are an important source of information about fashion and "being attractive."	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13
I've felt pressure from Instagram to be thin.	7.69% 1	38.46% 5	38.46% 5	15.38% 2	13
I've felt pressure from Instagram to have a perfect body.	7.69% 1	46.15% 6	38.46% 5	7.69% 1	13
I wish I looked like the models on Instagram.	15.38% 2	30.77% 4	38.46% 5	15.38% 2	13
I compare my appearance to the appearance of people on Instagram.	7.69% 1	61.54% 8	15.38% 2	15.38% 2	13
I've felt pressure from Instagram to diet.	0.00% 0	38.46% 5	30.77% 4	30.77% 4	13
I wish I looked as athletic as the people on Instagram.	30.77% 4	61.54% 8	0.00% 0	7.69% 1	13
I compare my body to that of people in "good shape."	15.38% 2	69.23% 9	15.38% 2	0.00% 0	13
I've felt pressure from Instagram to exercise.	15.38% 2	38.46% 5	38.46% 5	7.69% 1	13
I wish I looked as athletic as sports stars.	7.69% 1	61.54% 8	23.08% 3	7.69% 1	13
I compare my body to that of people who are athletic.	15.38% 2	30.77% 4	30.77% 4	23.08% 3	13
I've felt pressure from Instagram to change my appearance.	15.38% 2	38.46% 5	38.46% 5	7.69% 1	13
I try to look like the people on Instagram.	15.38% 2	46.15% 6	30.77% 4	7.69% 1	13
Famous people are an important source of information about fashion and "being attractive."	23.08% 3	15.38% 2	53.85% 7	7.69% 1	13
I try to look like a sports athlete.	0.00% 0	30.77% 4	46.15% 6	23.08% 3	13
I try to look like celebrities on Instagram.	15.38% 2	15.38% 2	53.85% 7	15.38% 2	13
I try to look like fashion influencers on Instagram.	15.38% 2	30.77% 4	38.46% 5	15.38% 2	13
I try to look like fitness Influencers on Instagram.	15.38% 2	23.08% 3	30.77% 4	30.77% 4	13

Post-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Instagram is an important source of information about fashion and "being attractive."	38.46% 5	38.46% 5	23.08% 3	0.00% 0	13
I've felt pressure from Instagram to lose weight.	23.08% 3	23.08% 3	38.46% 5	15.38% 2	13
I would like my body to look like the people who are on Instagram.	30.77% 4	53.85% 7	7.69% 1	7.69% 1	13
I compare my body to the bodies on Instagram.	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13
I've felt pressure from Instagram to look pretty.	30.77% 4	46.15% 6	15.38% 2	7.69% 1	13
I compare my appearance to the appearance of women on Instagram.	30.77% 4	46.15% 6	15.38% 2	7.69% 1	13
Instagram Reels are an important source of information about fashion and "being attractive."	30.77% 4	38.46% 5	30.77% 4	0.00% 0	13
I've felt pressure from Instagram to be thin.	30.77% 4	30.77% 4	23.08% 3	15.38% 2	13
I've felt pressure from Instagram to have a perfect body.	30.77% 4	38.46% 5	15.38% 2	15.38% 2	13
I wish I looked like the models on Instagram.	30.77% 4	46.15% 6	23.08% 3	0.00% 0	13
I compare my appearance to the appearance of people on Instagram.	23.08% 3	61.54% 8	7.69% 1	7.69% 1	13
I've felt pressure from Instagram to diet.	30.77% 4	7.69% 1	46.15% 6	15.38% 2	13
I wish I looked as athletic as the people on Instagram.	23.08% 3	46.15% 6	30.77% 4	0.00% 0	13
I compare my body to that of people in "good shape."	23.08% 3	61.54% 8	7.69% 1	7.69% 1	13
I've felt pressure from Instagram to exercise.	30.77% 4	38.46% 5	15.38% 2	15.38% 2	13
I wish I looked as athletic as sports stars.	30.77% 4	46.15% 6	15.38% 2	7.69% 1	13
I compare my body to that of people who are athletic.	23.08% 3	38.46% 5	23.08% 3	15.38% 2	13
I've felt pressure from Instagram to change my appearance.	30.77% 4	53.85% 7	15.38% 2	0.00% 0	13
I try to look like the people on Instagram.	38.46% 5	23.08% 3	30.77% 4	7.69% 1	13
Famous people are an important source of information about fashion and "being attractive."	38.46% 5	30.77% 4	30.77% 4	0.00% 0	13
I try to look like a sports athlete.	23.08% 3	38.46% 5	23.08% 3	15.38% 2	13
I try to look like celebrities on Instagram.	30.77% 4	53.85% 7	7.69% 1	7.69% 1	13
I try to look like fashion influencers on Instagram.	38.46% 5	38.46% 5	23.08% 3	0.00% 0	13
I try to look like fitness influencers on Instagram.	23.08% 3	38.46% 5	23.08% 3	15.38% 2	13

Group B Pre-experiment Questionnaire Compared to Post-experiment

Questionnaire

Choose the response that indicates how well each adjective or phrase describes your present mood.

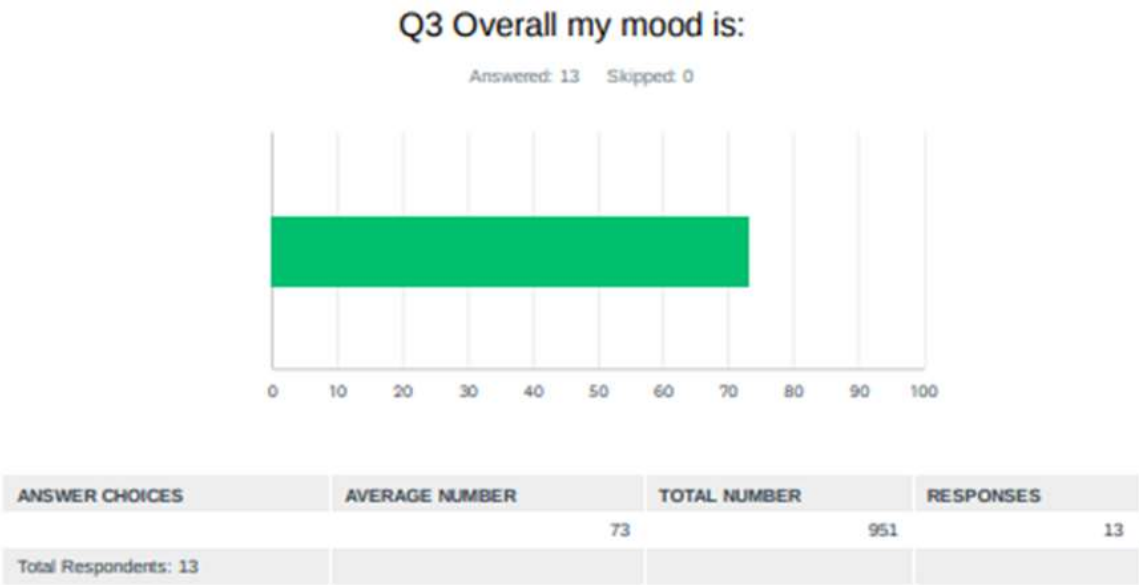
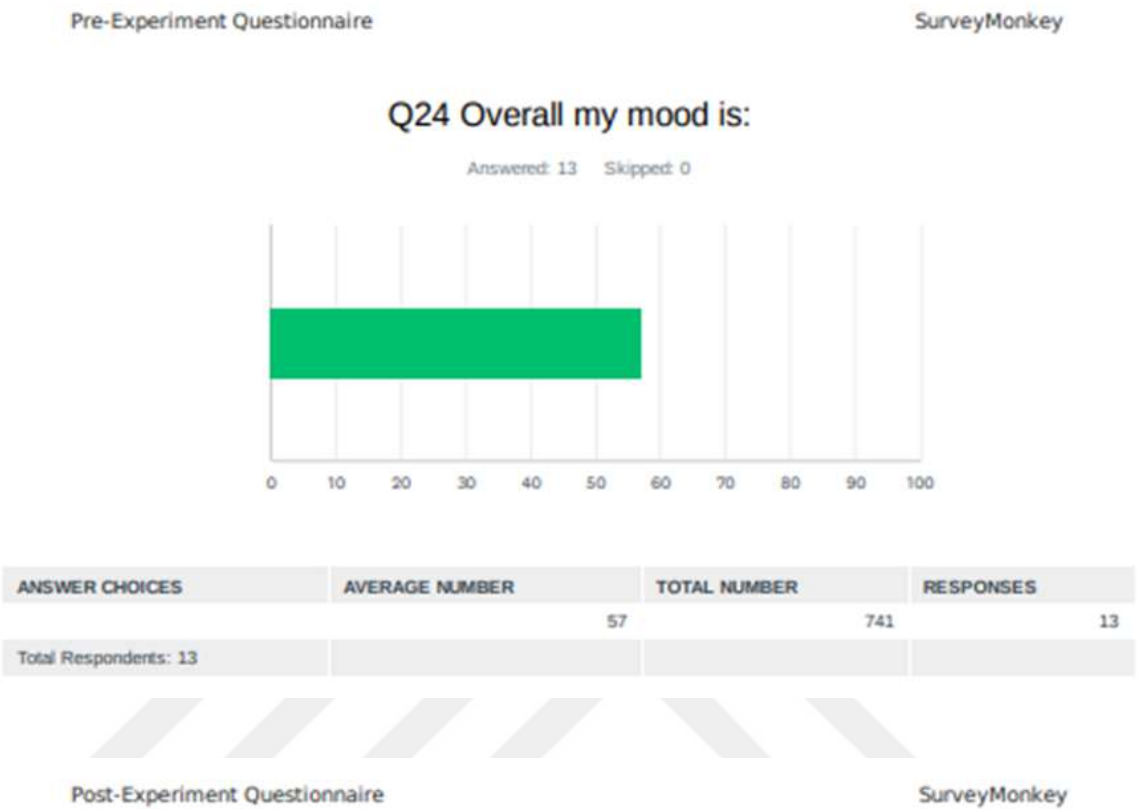
Pre-Experiment Questionnaire			SurveyMonkey		
	DEFINITELY DO NOT FEEL	DO NOT FEEL	SLIGHTLY FEEL	DEFINITELY FEEL	TOTAL
Lively	0.00% 0	23.08% 3	76.92% 10	0.00% 0	13
Happy	7.69% 1	15.38% 2	53.85% 7	23.08% 3	13
Sad	0.00% 0	15.38% 2	53.85% 7	30.77% 4	13
Tired	0.00% 0	15.38% 2	15.38% 2	69.23% 9	13
Caring	0.00% 0	23.08% 3	15.38% 2	61.54% 8	13
Content	7.69% 1	7.69% 1	69.23% 9	15.38% 2	13
Gloomy	0.00% 0	69.23% 9	23.08% 3	7.69% 1	13
Jittery	7.69% 1	46.15% 6	30.77% 4	15.38% 2	13
Drowsy	23.08% 3	23.08% 3	30.77% 4	23.08% 3	13
Grouchy	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
Peppy	23.08% 3	53.85% 7	15.38% 2	7.69% 1	13
Nervous	7.69% 1	38.46% 5	30.77% 4	23.08% 3	13
Calm	7.69% 1	23.08% 3	61.54% 8	7.69% 1	13
Loving	15.38% 2	7.69% 1	46.15% 6	30.77% 4	13
Fed up	0.00% 0	30.77% 4	46.15% 6	23.08% 3	13
Active	0.00% 0	53.85% 7	30.77% 4	15.38% 2	13

Post-Experiment Questionnaire

SurveyMonkey

	DEFINITELY DO NOT FEEL	DO NOT FEEL	SLIGHTLY FEEL	DEFINITELY FEEL	TOTAL
Lively	7.69% 1	15.38% 2	30.77% 4	46.15% 6	13
Happy	7.69% 1	0.00% 0	53.85% 7	38.46% 5	13
Sad	23.08% 3	46.15% 6	15.38% 2	15.38% 2	13
Tired	23.08% 3	23.08% 3	38.46% 5	15.38% 2	13
Caring	7.69% 1	15.38% 2	53.85% 7	23.08% 3	13
Content	7.69% 1	15.38% 2	38.46% 5	38.46% 5	13
Gloomy	23.08% 3	46.15% 6	30.77% 4	0.00% 0	13
Jittery	30.77% 4	46.15% 6	23.08% 3	0.00% 0	13
Drowsy	30.77% 4	38.46% 5	23.08% 3	7.69% 1	13
Grouchy	46.15% 6	46.15% 6	7.69% 1	0.00% 0	13
Peppy	23.08% 3	38.46% 5	38.46% 5	0.00% 0	13
Nervous	23.08% 3	53.85% 7	15.38% 2	7.69% 1	13
Calm	7.69% 1	23.08% 3	38.46% 5	30.77% 4	13
Loving	0.00% 0	7.69% 1	53.85% 7	38.46% 5	13
Fed up	23.08% 3	38.46% 5	30.77% 4	7.69% 1	13
Active	0.00% 0	20.77% 4	53.85% 7	15.29% 2	13

Overall, my mood is:



Please select the option that best represents how well you agree with the following statements.

Pre-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
On the whole, I am satisfied with myself.	7.69% 1	53.85% 7	30.77% 4	7.69% 1	13
At times I think I am no good at all.	23.08% 3	53.85% 7	23.08% 3	0.00% 0	13
I feel that I have a number of good qualities.	23.08% 3	69.23% 9	7.69% 1	0.00% 0	13
I am able to do things as well as most other people.	30.77% 4	38.46% 5	30.77% 4	0.00% 0	13
I feel I do not have much to be proud of.	15.38% 2	23.08% 3	38.46% 5	23.08% 3	13
I certainly feel useless at times.	15.38% 2	46.15% 6	30.77% 4	7.69% 1	13
I feel that I'm a person of worth.	15.38% 2	53.85% 7	23.08% 3	7.69% 1	13
I wish I could have more respect for myself.	38.46% 5	38.46% 5	23.08% 3	0.00% 0	13
All in all, I am inclined to think that I am a failure.	7.69% 1	15.38% 2	53.85% 7	23.08% 3	13
I take a positive attitude toward myself.	0.00% 0	61.54% 8	23.08% 3	15.38% 2	13

Post-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
On the whole, I am satisfied with myself.	30.77% 4	61.54% 8	7.69% 1	0.00% 0	13
At times I think I am no good at all.	7.69% 1	38.46% 5	15.38% 2	38.46% 5	13
I feel that I have a number of good qualities.	53.85% 7	46.15% 6	0.00% 0	0.00% 0	13
I am able to do things as well as most other people.	46.15% 6	38.46% 5	15.38% 2	0.00% 0	13
I feel I do not have much to be proud of.	0.00% 0	23.08% 3	38.46% 5	38.46% 5	13
I certainly feel useless at times.	0.00% 0	61.54% 8	23.08% 3	15.38% 2	13
I feel that I'm a person of worth.	61.54% 8	30.77% 4	0.00% 0	7.69% 1	13
I wish I could have more respect for myself.	7.69% 1	53.85% 7	30.77% 4	7.69% 1	13
All in all, I am inclined to think that I am a failure.	0.00% 0	15.38% 2	53.85% 7	30.77% 4	13
I take a positive attitude toward myself.	30.77% 4	38.46% 5	30.77% 4	0.00% 0	13

Please select the option that best represents how well you agree with the following statements.

Pre-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I am not satisfied with my appearance.	15.38% 2	15.38% 2	46.15% 6	23.08% 3	13
I am never happy with my appearance no matter how I dress.	0.00% 0	15.38% 2	46.15% 6	38.46% 5	13
I worry that my appearance is not good enough.	23.08% 3	38.46% 5	23.08% 3	15.38% 2	13
I wish I could completely change my appearance.	0.00% 0	30.77% 4	46.15% 6	23.08% 3	13
My appearance is far from my expectations.	0.00% 0	23.08% 3	61.54% 8	15.38% 2	13
I worry about others' being critical of my appearance.	23.08% 3	23.08% 3	38.46% 5	15.38% 2	13
I often think about the shortcomings of my appearance.	0.00% 0	61.54% 8	30.77% 4	7.69% 1	13
I hope my body shape is perfect.	30.77% 4	53.85% 7	15.38% 2	0.00% 0	13
I hope that I look attractive.	15.38% 2	76.92% 10	7.69% 1	0.00% 0	13
I hope others admire my appearance.	15.38% 2	69.23% 9	7.69% 1	7.69% 1	13
I hope others find me attractive.	23.08% 3	38.46% 5	30.77% 4	7.69% 1	13
I hope I am handsome/beautiful.	7.69% 1	76.92% 10	15.38% 2	0.00% 0	13

Post-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I am not satisfied with my appearance.	0.00% 0	7.69% 1	38.46% 5	53.85% 7	13
I am never happy with my appearance no matter how I dress.	0.00% 0	0.00% 0	46.15% 6	53.85% 7	13
I worry that my appearance is not good enough.	0.00% 0	38.46% 5	30.77% 4	30.77% 4	13
I wish I could completely change my appearance.	0.00% 0	23.08% 3	38.46% 5	38.46% 5	13
My appearance is far from my expectations.	0.00% 0	23.08% 3	46.15% 6	30.77% 4	13
I worry about others' being critical of my appearance.	0.00% 0	53.85% 7	38.46% 5	7.69% 1	13
I often think about the shortcomings of my appearance.	0.00% 0	38.46% 5	46.15% 6	15.38% 2	13
I hope my body shape is perfect.	15.38% 2	30.77% 4	46.15% 6	7.69% 1	13
I hope that I look attractive.	7.69% 1	69.23% 9	23.08% 3	0.00% 0	13
I hope others admire my appearance.	7.69% 1	61.54% 8	15.38% 2	15.38% 2	13
I hope others find me attractive.	7.69% 1	69.23% 9	7.69% 1	15.38% 2	13
I hope I am handsome/beautiful.	0.00% 0	84.62% 11	15.38% 2	0.00% 0	13

Please select the option that best represents how well you agree with the following statements.

Pre-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I feel displeased when comparing my body to others.	23.08% 3	46.15% 6	15.38% 2	15.38% 2	13
I do not recognize my body as my own.	7.69% 1	23.08% 3	46.15% 6	23.08% 3	13
My body is too wide.	15.38% 2	23.08% 3	23.08% 3	38.46% 5	13
I am pleased with my body shape.	0.00% 0	69.23% 9	23.08% 3	7.69% 1	13
I feel the need to lose weight.	23.08% 3	38.46% 5	15.38% 2	23.08% 3	13
I see my breasts as too big.	0.00% 0	7.69% 1	30.77% 4	61.54% 8	13
I feel the need to conceal my body in looser clothing.	15.38% 2	7.69% 1	38.46% 5	38.46% 5	13
I avoid my reflection because it upsets me.	7.69% 1	23.08% 3	30.77% 4	38.46% 5	13
I do not struggle with relaxing.	0.00% 0	30.77% 4	46.15% 6	23.08% 3	13
I feel like every aspect of my body is broad.	0.00% 0	0.00% 0	53.85% 7	46.15% 6	13
My body negatively weighs on me.	0.00% 0	38.46% 5	30.77% 4	30.77% 4	13
There is a dissonance between my body and I.	0.00% 0	23.08% 3	46.15% 6	30.77% 4	13
At times, I feel like my body is swollen.	0.00% 0	38.46% 5	23.08% 3	38.46% 5	13
I feel threatened by my physical appearance.	0.00% 0	23.08% 3	38.46% 5	38.46% 5	13
I take great pride in my body size.	0.00% 0	69.23% 9	23.08% 3	7.69% 1	13
I feel like I look pregnant.	7.69% 1	7.69% 1	23.08% 3	61.54% 8	13
I always feel very tense.	7.69% 1	23.08% 3	46.15% 6	23.08% 3	13
I tend to be jealous of other people's looks.	23.08% 3	23.08% 3	38.46% 5	15.38% 2	13
Aspects of my physical appearance scare me.	30.77% 4	23.08% 3	15.38% 2	30.77% 4	13
I often scrutinize my own reflection.	15.38% 2	30.77% 4	38.46% 5	15.38% 2	13

Post-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
I feel displeased when comparing my body to others.	0.00% 0	38.46% 5	53.85% 7	7.69% 1	13
I do not recognize my body as my own.	0.00% 0	15.38% 2	69.23% 9	15.38% 2	13
My body is too wide.	0.00% 0	23.08% 3	30.77% 4	46.15% 6	13
I am pleased with my body shape.	7.69% 1	69.23% 9	23.08% 3	0.00% 0	13
I feel the need to lose weight.	7.69% 1	46.15% 6	30.77% 4	15.38% 2	13
I see my breasts as too big.	0.00% 0	15.38% 2	46.15% 6	38.46% 5	13
I feel the need to conceal my body in looser clothing.	0.00% 0	23.08% 3	61.54% 8	15.38% 2	13
I avoid my reflection because it upsets me.	0.00% 0	23.08% 3	46.15% 6	30.77% 4	13
I do not struggle with relaxing.	0.00% 0	69.23% 9	23.08% 3	7.69% 1	13
I feel like every aspect of my body is broad.	0.00% 0	7.69% 1	61.54% 8	30.77% 4	13
My body negatively weighs on me.	0.00% 0	23.08% 3	53.85% 7	23.08% 3	13
There is a dissonance between my body and I.	0.00% 0	15.38% 2	53.85% 7	30.77% 4	13
At times, I feel like my body is swollen.	0.00% 0	30.77% 4	38.46% 5	30.77% 4	13
I feel threatened by my physical appearance.	0.00% 0	15.38% 2	61.54% 8	23.08% 3	13
I take great pride in my body size.	7.69% 1	46.15% 6	38.46% 5	7.69% 1	13
I feel like I look pregnant.	0.00% 0	7.69% 1	61.54% 8	30.77% 4	13
I always feel very tense.	0.00% 0	23.08% 3	61.54% 8	15.38% 2	13
I tend to be jealous of other people's looks.	0.00% 0	38.46% 5	53.85% 7	7.69% 1	13
Aspects of my physical appearance scare me.	0.00% 0	15.38% 2	61.54% 8	23.08% 3	13
I often scrutinize my own reflection.	0.00% 0	38.46% 5	46.15% 6	15.38% 2	13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely dissatisfied with my physical appearance	7.69%	1
Mostly dissatisfied with my physical appearance	15.38%	2
Moderately dissatisfied with my physical appearance	0.00%	0
Slightly dissatisfied with my physical appearance	0.00%	0
Neither dissatisfied nor satisfied with my physical appearance	0.00%	0
Slightly satisfied with my physical appearance	0.00%	0
Moderately satisfied with my physical appearance	38.46%	5
Mostly satisfied with my physical appearance	30.77%	4
Extremely satisfied with my physical appearance	7.69%	1
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely dissatisfied with my physical appearance	0.00%	0
Mostly dissatisfied with my physical appearance	23.08%	3
Moderately dissatisfied with my physical appearance	0.00%	0
Slightly dissatisfied with my physical appearance	0.00%	0
Neither dissatisfied nor satisfied with my physical appearance	7.69%	1
Slightly satisfied with my physical appearance	0.00%	0
Moderately satisfied with my physical appearance	7.69%	1
Mostly satisfied with my physical appearance	53.85%	7
Extremely satisfied with my physical appearance	7.69%	1
TOTAL		13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my body size and shape	15.38%	2
Mostly satisfied with my body size and shape	15.38%	2
Moderately satisfied with my body size and shape	46.15%	6
Slightly satisfied with my body size and shape	7.69%	1
Neither dissatisfied nor satisfied with my body size and shape	0.00%	0
Slightly dissatisfied with my body size and shape	0.00%	0
Moderately dissatisfied with my body size and shape	0.00%	0
Mostly dissatisfied with my body size and shape	7.69%	1
Extremely dissatisfied with my body size and shape	7.69%	1
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my body size and shape	0.00%	0
Mostly satisfied with my body size and shape	69.23%	9
Moderately satisfied with my body size and shape	7.69%	1
Slightly satisfied with my body size and shape	0.00%	0
Neither dissatisfied nor satisfied with my body size and shape	15.38%	2
Slightly dissatisfied with my body size and shape	0.00%	0
Moderately dissatisfied with my body size and shape	0.00%	0
Mostly dissatisfied with my body size and shape	7.69%	1
Extremely dissatisfied with my body size and shape	0.00%	0
TOTAL		13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my weight	7.69%	1
Mostly dissatisfied with my weight	30.77%	4
Moderately dissatisfied with my weight	0.00%	0
Slightly dissatisfied with my weight	7.69%	1
Neither dissatisfied nor satisfied with my weight	0.00%	0
Slightly satisfied with my weight	15.38%	2
Moderately satisfied with my weight	15.38%	2
Mostly satisfied with my weight	23.08%	3
Extremely satisfied with my weight	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely satisfied with my weight	15.38%	2
Mostly dissatisfied with my weight	15.38%	2
Moderately dissatisfied with my weight	0.00%	0
Slightly dissatisfied with my weight	15.38%	2
Neither dissatisfied nor satisfied with my weight	7.69%	1
Slightly satisfied with my weight	0.00%	0
Moderately satisfied with my weight	7.69%	1
Mostly satisfied with my weight	38.46%	5
Extremely satisfied with my weight	0.00%	0
TOTAL		13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely physically attractive	0.00%	0
Very physically attractive	7.69%	1
Moderately physically attractive	53.85%	7
Slightly physically attractive	0.00%	0
Neither attractive nor unattractive	15.38%	2
Slightly physically unattractive	7.69%	1
Moderately physically unattractive	0.00%	0
Very physically unattractive	15.38%	2
Extremely physically unattractive	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Extremely physically attractive	0.00%	0
Very physically attractive	23.08%	3
Moderately physically attractive	46.15%	6
Slightly physically attractive	7.69%	1
Neither attractive nor unattractive	15.38%	2
Slightly physically unattractive	0.00%	0
Moderately physically unattractive	7.69%	1
Very physically unattractive	0.00%	0
Extremely physically unattractive	0.00%	0
TOTAL		13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
A great deal worse about my looks than I usually feel	7.69%	1
Much worse about my looks than I usually feel	0.00%	0
Somewhat worse about my looks than I usually feel	23.08%	3
Just slightly worse about my looks than I usually feel	0.00%	0
About the same about my looks as usual	15.38%	2
Just slightly better about my looks than I usually feel	7.69%	1
Somewhat better about my looks than I usually feel	23.08%	3
Much better about my looks than I usually feel	23.08%	3
A great deal better about my looks than I usually feel	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
A great deal worse about my looks than I usually feel	0.00%	0
Much worse about my looks than I usually feel	0.00%	0
Somewhat worse about my looks than I usually feel	7.69%	1
Just slightly worse about my looks than I usually feel	0.00%	0
About the same about my looks as usual	30.77%	4
Just slightly better about my looks than I usually feel	0.00%	0
Somewhat better about my looks than I usually feel	15.38%	2
Much better about my looks than I usually feel	30.77%	4
A great deal better about my looks than I usually feel	15.38%	2
TOTAL		13

Right now, I feel...

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
A great deal better than the average person looks	7.69%	1
Much better than the average person looks	23.08%	3
Somewhat better than the average person looks	7.69%	1
Just slightly better than the average person looks	7.69%	1
About the same as the average person looks	38.46%	5
Just slightly worse than the average person looks	15.38%	2
Somewhat worse than the average person looks	0.00%	0
Much worse than the average person looks	0.00%	0
A great deal worse than the average person looks	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
A great deal better than the average person looks	0.00%	0
Much better than the average person looks	15.38%	2
Somewhat better than the average person looks	23.08%	3
Just slightly better than the average person looks	15.38%	2
About the same as the average person looks	46.15%	6
Just slightly worse than the average person looks	0.00%	0
Somewhat worse than the average person looks	0.00%	0
Much worse than the average person looks	0.00%	0
A great deal worse than the average person looks	0.00%	0
TOTAL		13

Please check a response for each of the following statements as accurately, honestly and completely as possible. There are no right or wrong answers. All of your responses are confidential.

Pre-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Am terrified about being overweight.	23.08% 3	23.08% 3	0.00% 0	15.38% 2	7.69% 1	30.77% 4	13	1.15
Avoid eating when I am hungry.	0.00% 0	0.00% 0	15.38% 2	23.08% 3	7.69% 1	53.85% 7	13	0.15
Find myself preoccupied with food.	0.00% 0	15.38% 2	23.08% 3	15.38% 2	30.77% 4	15.38% 2	13	0.54
Have gone on eating binges where I feel that I may not be able to stop.	0.00% 0	0.00% 0	15.38% 2	38.46% 5	7.69% 1	38.46% 5	13	0.15
Cut my food into small pieces.	15.38% 2	0.00% 0	15.38% 2	15.38% 2	7.69% 1	46.15% 6	13	0.62
Aware of the calorie content of foods that I eat.	7.69% 1	0.00% 0	7.69% 1	15.38% 2	7.69% 1	61.54% 8	13	0.31
Particularly avoid food with a high carbohydrate content (i.e. bread, rice, potatoes, etc.)	0.00% 0	7.69% 1	7.69% 1	7.69% 1	23.08% 3	53.85% 7	13	0.23
Feel that others would prefer it if I ate more.	7.69% 1	7.69% 1	7.69% 1	15.38% 2	23.08% 3	38.46% 5	13	0.46
Vomit after I have eaten.	0.00% 0	7.69% 1	7.69% 1	0.00% 0	15.38% 2	69.23% 9	13	0.23
Feel extremely guilty after eating.	0.00% 0	0.00% 0	23.08% 3	7.69% 1	15.38% 2	53.85% 7	13	0.23
Am preoccupied with a desire to be thinner.	0.00% 0	7.69% 1	30.77% 4	23.08% 3	0.00% 0	38.46% 5	13	0.46
Think about burning up calories when I exercise.	7.69% 1	30.77% 4	7.69% 1	15.38% 2	7.69% 1	30.77% 4	13	0.92
Other people think that I am too thin.	15.38% 2	0.00% 0	0.00% 0	30.77% 4	15.38% 2	38.46% 5	13	0.46
Am preoccupied with the thought of having fat on my body.	7.69% 1	23.08% 3	23.08% 3	7.69% 1	23.08% 3	15.38% 2	13	0.92
Take longer than others to eat my meals.	38.46% 5	23.08% 3	0.00% 0	7.69% 1	7.69% 1	23.08% 3	13	1.62
Avoid foods with sugar in them.	0.00% 0	7.69% 1	0.00% 0	23.08% 3	23.08% 3	46.15% 6	13	0.15
Eat diet foods.	0.00% 0	0.00% 0	0.00% 0	38.46% 5	7.69% 1	53.85% 7	13	0.00
Feel that food controls my life.	7.69% 1	7.69% 1	30.77% 4	0.00% 0	7.69% 1	46.15% 6	13	0.69
Display self-control around food.	0.00% 0	15.38% 2	15.38% 2	15.38% 2	23.08% 3	30.77% 4	13	0.46
Feel that others pressure me to eat.	15.38% 2	0.00% 0	7.69% 1	23.08% 3	7.69% 1	46.15% 6	13	0.54
Give too much time and thought to food.	0.00% 0	0.00% 0	30.77% 4	38.46% 5	15.38% 2	15.38% 2	13	0.31
Feel uncomfortable after eating sweets.	0.00% 0	0.00% 0	7.69% 1	23.08% 3	0.00% 0	69.23% 9	13	0.08
Engage in dieting behavior.	0.00% 0	0.00% 0	15.38% 2	23.08% 3	30.77% 4	30.77% 4	13	0.15
Like my stomach to be empty.	7.69% 1	7.69% 1	0.00% 0	23.08% 3	7.69% 1	53.85% 7	13	0.38
Have the impulse to vomit after meals.	0.00% 0	0.00% 0	7.69% 1	7.69% 1	15.38% 2	69.23% 9	13	0.08

Post-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
Am terrified about being overweight.	7.69% 1	0.00% 0	38.46% 5	7.69% 1	15.38% 2	30.77% 4	13	0.62
Avoid eating when I am hungry.	0.00% 0	0.00% 0	15.38% 2	23.08% 3	23.08% 3	38.46% 5	13	0.15
Find myself preoccupied with food.	0.00% 0	0.00% 0	15.38% 2	38.46% 5	15.38% 2	30.77% 4	13	0.15
Have gone on eating binges where I feel that I may not be able to stop.	0.00% 0	0.00% 0	7.69% 1	30.77% 4	23.08% 3	38.46% 5	13	0.08
Cut my food into small pieces.	7.69% 1	7.69% 1	7.69% 1	46.15% 6	15.38% 2	15.38% 2	13	0.46
Aware of the calorie content of foods that I eat.	0.00% 0	0.00% 0	15.38% 2	30.77% 4	7.69% 1	46.15% 6	13	0.15
Particularly avoid food with a high carbohydrate content (i.e. bread, rice, potatoes, etc.)	0.00% 0	7.69% 1	7.69% 1	23.08% 3	23.08% 3	38.46% 5	13	0.23
Feel that others would prefer it if I ate more.	0.00% 0	0.00% 0	15.38% 2	53.85% 7	0.00% 0	30.77% 4	13	0.15
Vomit after I have eaten.	0.00% 0	0.00% 0	0.00% 0	15.38% 2	15.38% 2	69.23% 9	13	0.00
Feel extremely guilty after eating.	0.00% 0	0.00% 0	7.69% 1	15.38% 2	46.15% 6	30.77% 4	13	0.08
Am preoccupied with a desire to be thinner.	0.00% 0	0.00% 0	15.38% 2	30.77% 4	30.77% 4	23.08% 3	13	0.15
Think about burning up calories when I exercise.	7.69% 1	15.38% 2	15.38% 2	23.08% 3	7.69% 1	30.77% 4	13	0.69
Other people think that I am too thin.	7.69% 1	0.00% 0	0.00% 0	46.15% 6	15.38% 2	30.77% 4	13	0.23
Am preoccupied with the thought of having fat on my body.	0.00% 0	0.00% 0	7.69% 1	23.08% 3	53.85% 7	15.38% 2	13	0.08
Take longer than others to eat my meals.	15.38% 2	15.38% 2	7.69% 1	38.46% 5	7.69% 1	15.38% 2	13	0.85
Avoid foods with sugar in them.	0.00% 0	0.00% 0	15.38% 2	46.15% 6	7.69% 1	30.77% 4	13	0.15
Eat diet foods.	0.00% 0	0.00% 0	7.69% 1	46.15% 6	7.69% 1	38.46% 5	13	0.08
Feel that food controls my life.	0.00% 0	0.00% 0	0.00% 0	38.46% 5	30.77% 4	30.77% 4	13	0.00
Display self-control around food.	0.00% 0	0.00% 0	7.69% 1	38.46% 5	23.08% 3	30.77% 4	13	0.08
Feel that others pressure me to eat.	7.69% 1	0.00% 0	0.00% 0	53.85% 7	23.08% 3	15.38% 2	13	0.23
Give too much time and thought to food.	0.00% 0	7.69% 1	7.69% 1	30.77% 4	38.46% 5	15.38% 2	13	0.23
Feel uncomfortable after eating sweets.	0.00% 0	0.00% 0	0.00% 0	53.85% 7	23.08% 3	23.08% 3	13	0.00
Engage in dieting behavior.	0.00% 0	0.00% 0	15.38% 2	38.46% 5	15.38% 2	30.77% 4	13	0.15
Like my stomach to be empty.	0.00% 0	7.69% 1	7.69% 1	38.46% 5	30.77% 4	15.38% 2	13	0.23
Have the impulse to vomit after meals.	0.00% 0	0.00% 0	7.69% 1	15.38% 2	23.08% 3	53.85% 7	13	0.08

Please choose a response for the following statement:

Pre-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
I enjoy trying new rich foods.	53.85% 7	15.38% 2	15.38% 2	0.00% 0	7.69% 1	7.69% 1	13	0.38

Post-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL	WEIGHTED AVERAGE
I enjoy trying new rich foods.	46.15% 6	7.69% 1	23.08% 3	23.08% 3	0.00% 0	0.00% 0	13	0.23

In the past 6 months have you gone on eating binges where you feel that you may not be able to stop? (Defined as eating much more than most people would under the same circumstances and feeling that eating is out of control)

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES
Never	53.85% 7
Once a month or less	38.46% 5
2-3 times a month	0.00% 0
Once a week	0.00% 0
2-6 times a week	0.00% 0
Once a day or more	7.69% 1
TOTAL	13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	38.46%	5
Once a month or less	46.15%	6
2-3 times a month	7.69%	1
Once a week	7.69%	1
2-6 times a week	0.00%	0
Once a day or more	0.00%	0
TOTAL		13

In the past 6 months have you ever made yourself sick (vomited) to control your weight or shape?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	100.00%	13
Once a month or less	0.00%	0
2-3 times a month	0.00%	0
Once a week	0.00%	0
2-6 times a week	0.00%	0
Once a day or more	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	84.62%	11
Once a month or less	15.38%	2
2-3 times a month	0.00%	0
Once a week	0.00%	0
2-6 times a week	0.00%	0
Once a day or more	0.00%	0
TOTAL		13

In the past 6 months have you ever used laxatives, diet pills or diuretics (water pills) to control your weight or shape?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	92.31%	12
Once a month or less	0.00%	0
2-3 times a month	0.00%	0
Once a week	0.00%	0
2-6 times a week	7.69%	1
Once a day or more	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	84.62%	11
Once a month or less	15.38%	2
2-3 times a month	0.00%	0
Once a week	0.00%	0
2-6 times a week	0.00%	0
Once a day or more	0.00%	0
TOTAL		13

In the past 6 months have you exercised more than 60 minutes a day to lose or to control your weight?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	53.85%	7
Once a month or less	23.08%	3
2-3 times a month	7.69%	1
Once a week	7.69%	1
2-6 times a week	7.69%	1
Once a day or more	0.00%	0
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Never	46.15%	6
Once a month or less	38.46%	5
2-3 times a month	7.69%	1
Once a week	0.00%	0
2-6 times a week	7.69%	1
Once a day or more	0.00%	0
TOTAL		13

Have you lost 20 pounds (9 kilograms) or more in the past 6 months?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	7.69%	1
No	92.31%	12
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	23.08%	3
No	76.92%	10
TOTAL		13

Please check a response for each of the following statements as accurately, honestly and completely as possible. There are no right or wrong answers. All of your responses are confidential.

Pre-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL
I eat sweets and carbohydrates without feeling nervous.	61.54% 8	15.38% 2	7.69% 1	15.38% 2	0.00% 0	0.00% 0	13
I think that my stomach is too big.	0.00% 0	23.08% 3	7.69% 1	15.38% 2	30.77% 4	23.08% 3	13
I wish that I could return to the security of childhood.	23.08% 3	7.69% 1	15.38% 2	23.08% 3	15.38% 2	15.38% 2	13
I eat when I am upset.	7.69% 1	7.69% 1	15.38% 2	15.38% 2	23.08% 3	30.77% 4	13
I stuff myself with food.	0.00% 0	0.00% 0	0.00% 0	46.15% 6	23.08% 3	30.77% 4	13
I wish that I could be younger.	15.38% 2	15.38% 2	0.00% 0	30.77% 4	23.08% 3	15.38% 2	13
I'm thinking about dieting.	7.69% 1	0.00% 0	23.08% 3	23.08% 3	23.08% 3	23.08% 3	13
I get frightened when my feelings are too strong.	15.38% 2	7.69% 1	23.08% 3	15.38% 2	7.69% 1	30.77% 4	13
I think that my thighs are too large.	23.08% 3	30.77% 4	0.00% 0	7.69% 1	7.69% 1	30.77% 4	13
I feel ineffective as a person.	15.38% 2	0.00% 0	7.69% 1	30.77% 4	15.38% 2	30.77% 4	13
I feel extremely guilty after overeating.	15.38% 2	15.38% 2	7.69% 1	7.69% 1	23.08% 3	30.77% 4	13
I think that my stomach is just the right size.	7.69% 1	7.69% 1	30.77% 4	15.38% 2	15.38% 2	23.08% 3	13
Only outstanding performance is good enough in my family.	7.69% 1	7.69% 1	15.38% 2	38.46% 5	23.08% 3	7.69% 1	13
The happiest time in life is when you are a child.	23.08% 3	30.77% 4	15.38% 2	30.77% 4	0.00% 0	0.00% 0	13
I am open about my feelings.	7.69% 1	23.08% 3	7.69% 1	15.38% 2	30.77% 4	15.38% 2	13
I am terrified of gaining weight.	23.08% 3	23.08% 3	0.00% 0	7.69% 1	15.38% 2	30.77% 4	13
I trust others.	15.38% 2	23.08% 3	23.08% 3	0.00% 0	30.77% 4	7.69% 1	13
I feel alone in the world.	23.08% 3	15.38% 2	7.69% 1	38.46% 5	7.69% 1	7.69% 1	13
I feel satisfied with the shape of my body.	7.69% 1	23.08% 3	23.08% 3	38.46% 5	0.00% 0	7.69% 1	13
I feel generally in control of things in my life.	0.00% 0	23.08% 3	23.08% 3	23.08% 3	23.08% 3	7.69% 1	13
I get confused about what emotion I am feeling.	7.69% 1	23.08% 3	30.77% 4	23.08% 3	15.38% 2	0.00% 0	13
I would rather be an adult than a child.	0.00% 0	0.00% 0	23.08% 3	23.08% 3	46.15% 6	7.69% 1	13
I can communicate with others easily.	0.00% 0	38.46% 5	30.77% 4	15.38% 2	0.00% 0	15.38% 2	13
I wish I were someone else.	7.69% 1	15.38% 2	0.00% 0	30.77% 4	15.38% 2	30.77% 4	13

Continued...

Pre-Experiment Questionnaire

	1	2	0	4	2	4	13
I exaggerate or magnify the importance of weight.	0.00% 0	0.00% 0	15.38% 2	38.46% 5	23.08% 3	23.08% 3	13
I can clearly identify what emotion I am feeling.	0.00% 0	0.00% 0	15.38% 2	61.54% 8	15.38% 2	7.69% 1	13
I feel inadequate.	15.38% 2	7.69% 1	0.00% 0	23.08% 3	38.46% 5	15.38% 2	13
I have gone on eating binges where I have felt that I could not stop.	0.00% 0	0.00% 0	7.69% 1	7.69% 1	38.46% 5	46.15% 6	13
As a child, I tried very hard to avoid disappointing my parents and teachers.	46.15% 6	15.38% 2	0.00% 0	38.46% 5	0.00% 0	0.00% 0	13
I have close relationships.	30.77% 4	38.46% 5	15.38% 2	0.00% 0	15.38% 2	0.00% 0	13
I like the shape of my buttocks.	7.69% 1	15.38% 2	15.38% 2	15.38% 2	23.08% 3	23.08% 3	13
I am preoccupied with the desire to be thinner	0.00% 0	7.69% 1	15.38% 2	23.08% 3	15.38% 2	38.46% 5	13
I don't know what's going on inside me.	23.08% 3	23.08% 3	15.38% 2	30.77% 4	7.69% 1	0.00% 0	13
I have trouble expressing my emotions to others.	23.08% 3	46.15% 6	7.69% 1	15.38% 2	0.00% 0	7.69% 1	13
The demands of adulthood are too great.	15.38% 2	15.38% 2	15.38% 2	23.08% 3	23.08% 3	7.69% 1	13
I hate being less than best at things.	23.08% 3	23.08% 3	7.69% 1	23.08% 3	15.38% 2	7.69% 1	13
I feel secure about myself.	7.69% 1	15.38% 2	15.38% 2	30.77% 4	23.08% 3	7.69% 1	13
I think about bingeing (over-eating).	0.00% 0	7.69% 1	7.69% 1	0.00% 0	23.08% 3	61.54% 8	13
I feel happy that I am not a child anymore.	0.00% 0	15.38% 2	7.69% 1	46.15% 6	15.38% 2	15.38% 2	13
I get confused as to whether or not I am hungry.	0.00% 0	7.69% 1	30.77% 4	23.08% 3	23.08% 3	15.38% 2	13
I have a low opinion of myself.	0.00% 0	23.08% 3	15.38% 2	23.08% 3	15.38% 2	23.08% 3	13
I feel that I can achieve my standards.	15.38% 2	23.08% 3	15.38% 2	38.46% 5	0.00% 0	7.69% 1	13
My parents have expected excellence of me.	46.15% 6	23.08% 3	0.00% 0	15.38% 2	7.69% 1	7.69% 1	13
I worry that my feelings will get out of control.	7.69% 1	30.77% 4	7.69% 1	23.08% 3	15.38% 2	15.38% 2	13
I think that my hips are too big.	15.38% 2	7.69% 1	15.38% 2	15.38% 2	15.38% 2	30.77% 4	13
I eat moderately in front of others and stuff myself when they're gone.	0.00% 0	7.69% 1	0.00% 0	15.38% 2	23.08% 3	53.85% 7	13
I feel bloated after eating a normal meal.	23.08% 3	30.77% 4	15.38% 2	7.69% 1	15.38% 2	7.69% 1	13
I feel that people are happiest when they are	30.77% 4	30.77% 4	7.69% 1	30.77% 4	0.00% 0	0.00% 0	13

Continued...

Pre-Experiment Questionnaire

children.	4	4	1	4	0	0	13
If I gain a pound, I worry that I will keep gaining.	15.38% 2	7.69% 1	0.00% 0	0.00% 0	53.85% 7	23.08% 3	13
I feel that I am a worthwhile person.	7.69% 1	30.77% 4	23.08% 3	23.08% 3	0.00% 0	15.38% 2	13
When I am upset, I don't know if I am sad, frightened or angry.	15.38% 2	30.77% 4	23.08% 3	7.69% 1	15.38% 2	7.69% 1	13
I feel that I must do things perfectly, or not do them at all.	23.08% 3	7.69% 1	23.08% 3	15.38% 2	15.38% 2	15.38% 2	13
I have the thought of trying to vomit in order to lose weight.	0.00% 0	0.00% 0	0.00% 0	15.38% 2	7.69% 1	76.92% 10	13
I need to keep people at a certain distance (feel uncomfortable if someone tries to get too close).	15.38% 2	15.38% 2	15.38% 2	30.77% 4	23.08% 3	0.00% 0	13
I think that my thighs are just the right size.	7.69% 1	23.08% 3	15.38% 2	7.69% 1	30.77% 4	15.38% 2	13
I feel empty inside (emotionally).	7.69% 1	15.38% 2	0.00% 0	23.08% 3	30.77% 4	23.08% 3	13
I can talk about personal thoughts or feelings.	0.00% 0	7.69% 1	23.08% 3	46.15% 6	23.08% 3	0.00% 0	13
The best years of your life are when you become an adult.	0.00% 0	7.69% 1	23.08% 3	46.15% 6	7.69% 1	15.38% 2	13
I think that my buttocks are too large.	7.69% 1	0.00% 0	7.69% 1	38.46% 5	15.38% 2	30.77% 4	13
I eat or drink in secrecy.	0.00% 0	0.00% 0	7.69% 1	7.69% 1	23.08% 3	61.54% 8	13
I think that my hips are just the right size.	0.00% 0	15.38% 2	23.08% 3	15.38% 2	30.77% 4	15.38% 2	13
I have extremely high goals.	38.46% 5	30.77% 4	7.69% 1	7.69% 1	15.38% 2	0.00% 0	13
When I am upset, I worry that I will start eating.	0.00% 0	7.69% 1	7.69% 1	0.00% 0	15.38% 2	69.23% 9	13

Post-Experiment Questionnaire

	ALWAYS	USUALLY	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL
I eat sweets and carbohydrates without feeling nervous.	15.38% 2	7.69% 1	30.77% 4	30.77% 4	15.38% 2	0.00% 0	13
I think that my stomach is too big.	0.00% 0	7.69% 1	7.69% 1	23.08% 3	46.15% 6	15.38% 2	13
I wish that I could return to the security of childhood.	15.38% 2	7.69% 1	7.69% 1	46.15% 6	15.38% 2	7.69% 1	13
I eat when I am upset.	0.00% 0	15.38% 2	15.38% 2	46.15% 6	0.00% 0	23.08% 3	13
I stuff myself with food.	0.00% 0	0.00% 0	0.00% 0	53.85% 7	30.77% 4	15.38% 2	13
I wish that I could be younger.	0.00% 0	7.69% 1	15.38% 2	53.85% 7	7.69% 1	15.38% 2	13
I'm thinking about dieting.	0.00% 0	0.00% 0	15.38% 2	15.38% 2	46.15% 6	23.08% 3	13
I get frightened when my feelings are too strong.	0.00% 0	7.69% 1	23.08% 3	46.15% 6	15.38% 2	7.69% 1	13
I think that my thighs are too large.	0.00% 0	7.69% 1	23.08% 3	30.77% 4	15.38% 2	23.08% 3	13
I feel ineffective as a person.	0.00% 0	7.69% 1	15.38% 2	30.77% 4	30.77% 4	15.38% 2	13
I feel extremely guilty after overeating.	0.00% 0	0.00% 0	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
I think that my stomach is just the right size.	0.00% 0	23.08% 3	0.00% 0	53.85% 7	15.38% 2	7.69% 1	13
Only outstanding performance is good enough in my family.	0.00% 0	25.00% 3	41.67% 5	25.00% 3	8.33% 1	0.00% 0	12
The happiest time in life is when you are a child.	7.69% 1	23.08% 3	23.08% 3	46.15% 6	0.00% 0	0.00% 0	13
I am open about my feelings.	7.69% 1	15.38% 2	7.69% 1	46.15% 6	23.08% 3	0.00% 0	13
I am terrified of gaining weight.	0.00% 0	15.38% 2	15.38% 2	23.08% 3	30.77% 4	15.38% 2	13
I trust others.	7.69% 1	15.38% 2	15.38% 2	38.46% 5	15.38% 2	7.69% 1	13
I feel alone in the world.	15.38% 2	0.00% 0	23.08% 3	30.77% 4	23.08% 3	7.69% 1	13
I feel satisfied with the shape of my body.	7.69% 1	30.77% 4	30.77% 4	23.08% 3	7.69% 1	0.00% 0	13
I feel generally in control of things in my life.	0.00% 0	30.77% 4	38.46% 5	15.38% 2	15.38% 2	0.00% 0	13
I get confused about what emotion I am feeling.	7.69% 1	7.69% 1	46.15% 6	30.77% 4	7.69% 1	0.00% 0	13
I would rather be an adult than a child.	0.00% 0	0.00% 0	15.38% 2	53.85% 7	30.77% 4	0.00% 0	13
I can communicate with others easily.	0.00% 0	30.77% 4	15.38% 2	38.46% 5	7.69% 1	7.69% 1	13
I wish I were someone else.	7.69%	0.00%	15.38%	30.77%	15.38%	30.77%	

Continued...

Post-Experiment Questionnaire

	1	0	2	4	2	4	13
I exaggerate or magnify the importance of weight.	0.00% 0	0.00% 0	7.69% 1	61.54% 8	23.08% 3	7.69% 1	13
I can clearly identify what emotion I am feeling.	0.00% 0	0.00% 0	23.08% 3	69.23% 9	0.00% 0	7.69% 1	13
I feel inadequate.	7.69% 1	0.00% 0	7.69% 1	38.46% 5	30.77% 4	15.38% 2	13
I have gone on eating binges where I have felt that I could not stop.	0.00% 0	0.00% 0	9.09% 1	36.36% 4	18.18% 2	36.36% 4	11
As a child, I tried very hard to avoid disappointing my parents and teachers.	38.46% 5	7.69% 1	23.08% 3	30.77% 4	0.00% 0	0.00% 0	13
I have close relationships.	15.38% 2	30.77% 4	15.38% 2	23.08% 3	15.38% 2	0.00% 0	13
I like the shape of my buttocks.	7.69% 1	23.08% 3	23.08% 3	30.77% 4	7.69% 1	7.69% 1	13
I am preoccupied with the desire to be thinner	0.00% 0	0.00% 0	15.38% 2	30.77% 4	38.46% 5	15.38% 2	13
I don't know what's going on inside me.	7.69% 1	23.08% 3	15.38% 2	38.46% 5	15.38% 2	0.00% 0	13
I have trouble expressing my emotions to others.	7.69% 1	0.00% 0	38.46% 5	30.77% 4	23.08% 3	0.00% 0	13
The demands of adulthood are too great.	7.69% 1	15.38% 2	7.69% 1	23.08% 3	38.46% 5	7.69% 1	13
I hate being less than best at things.	15.38% 2	30.77% 4	15.38% 2	30.77% 4	7.69% 1	0.00% 0	13
I feel secure about myself.	7.69% 1	30.77% 4	30.77% 4	23.08% 3	7.69% 1	0.00% 0	13
I think about bingeing (over-eating).	0.00% 0	0.00% 0	7.69% 1	30.77% 4	23.08% 3	38.46% 5	13
I feel happy that I am not a child anymore.	0.00% 0	0.00% 0	23.08% 3	53.85% 7	7.69% 1	15.38% 2	13
I get confused as to whether or not I am hungry.	0.00% 0	15.38% 2	15.38% 2	30.77% 4	30.77% 4	7.69% 1	13
I have a low opinion of myself.	0.00% 0	7.69% 1	7.69% 1	38.46% 5	38.46% 5	7.69% 1	13
I feel that I can achieve my standards.	15.38% 2	23.08% 3	38.46% 5	23.08% 3	0.00% 0	0.00% 0	13
My parents have expected excellence of me.	23.08% 3	15.38% 2	46.15% 6	7.69% 1	0.00% 0	7.69% 1	13
I worry that my feelings will get out of control.	0.00% 0	0.00% 0	50.00% 6	33.33% 4	8.33% 1	8.33% 1	12
I think that my hips are too big.	0.00% 0	0.00% 0	23.08% 3	15.38% 2	30.77% 4	30.77% 4	13
I eat moderately in front of others and stuff myself when they're gone.	0.00% 0	0.00% 0	7.69% 1	7.69% 1	53.85% 7	30.77% 4	13
I feel bloated after eating a normal meal.	7.69% 1	30.77% 4	7.69% 1	30.77% 4	23.08% 3	0.00% 0	13
I feel that people are happiest when they are	15.38%	7.69%	15.38%	46.15%	15.38%	0.00%	

Continued...

Post-Experiment Questionnaire

children.	2	1	2	6	2	0	13
If I gain a pound, I worry that I will keep gaining.	23.08% 3	7.69% 1	7.69% 1	30.77% 4	7.69% 1	23.08% 3	13
I feel that I am a worthwhile person.	23.08% 3	38.46% 5	23.08% 3	7.69% 1	0.00% 0	7.69% 1	13
When I am upset, I don't know if I am sad, frightened or angry.	0.00% 0	38.46% 5	30.77% 4	30.77% 4	0.00% 0	0.00% 0	13
I feel that I must do things perfectly, or not do them at all.	7.69% 1	15.38% 2	69.23% 9	7.69% 1	0.00% 0	0.00% 0	13
I have the thought of trying to vomit in order to lose weight.	0.00% 0	7.69% 1	7.69% 1	0.00% 0	46.15% 6	38.46% 5	13
I need to keep people at a certain distance (feel uncomfortable if someone tries to get too close).	23.08% 3	15.38% 2	15.38% 2	7.69% 1	30.77% 4	7.69% 1	13
I think that my thighs are just the right size.	7.69% 1	7.69% 1	23.08% 3	23.08% 3	38.46% 5	0.00% 0	13
I feel empty inside (emotionally).	0.00% 0	15.38% 2	7.69% 1	38.46% 5	30.77% 4	7.69% 1	13
I can talk about personal thoughts or feelings.	0.00% 0	23.08% 3	23.08% 3	38.46% 5	15.38% 2	0.00% 0	13
The best years of your life are when you become an adult.	0.00% 0	7.69% 1	30.77% 4	38.46% 5	15.38% 2	7.69% 1	13
I think that my buttocks are too large.	0.00% 0	0.00% 0	0.00% 0	15.38% 2	69.23% 9	15.38% 2	13
I eat or drink in secrecy.	0.00% 0	7.69% 1	7.69% 1	7.69% 1	46.15% 6	30.77% 4	13
I think that my hips are just the right size.	8.33% 1	0.00% 0	33.33% 4	25.00% 3	33.33% 4	0.00% 0	12
I have extremely high goals.	15.38% 2	23.08% 3	38.46% 5	23.08% 3	0.00% 0	0.00% 0	13
When I am upset, I worry that I will start eating.	0.00% 0	7.69% 1	7.69% 1	23.08% 3	30.77% 4	30.77% 4	13

Do you make yourself sick because you feel uncomfortably full?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	15.38%	2
No	84.62%	11
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Do you worry you have lost control over how much you eat?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Have you recently lost more than one stone (6.35 kg) in a three- month period?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	7.69%	1
No	92.31%	12
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	7.69%	1
No	92.31%	12
TOTAL		13

Do you believe yourself to be "fat" when others say you are too thin?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	46.15%	6
No	53.85%	7
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	53.85%	7
No	46.15%	6
TOTAL		13

Would you say food dominates your life?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	15.38%	2
No	84.62%	11
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	23.08%	3
No	76.92%	10
TOTAL		13

Are you satisfied with your eating patterns?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	46.15%	6
No	53.85%	7
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	30.77%	4
No	69.23%	9
TOTAL		13

Do you ever eat in secret?

Pre-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	23.08%	3
No	76.92%	10
TOTAL		13

Post-Experiment Questionnaire

ANSWER CHOICES	RESPONSES	
Yes	53.85%	7
No	46.15%	6
TOTAL		13

Please select the option that best represents how well you agree with the following statements as accurately, honestly, and completely as possible. There are no right or wrong answers. All of your responses are confidential.

Pre-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Instagram is an important source of information about fashion and "being attractive."	23.08% 3	53.85% 7	23.08% 3	0.00% 0	13
I've felt pressure from Instagram to lose weight.	15.38% 2	23.08% 3	23.08% 3	38.46% 5	13
I would like my body to look like the people who are on Instagram.	38.46% 5	30.77% 4	30.77% 4	0.00% 0	13
I compare my body to the bodies on Instagram.	23.08% 3	30.77% 4	30.77% 4	15.38% 2	13
I've felt pressure from Instagram to look pretty.	23.08% 3	38.46% 5	38.46% 5	0.00% 0	13
I compare my appearance to the appearance of women on Instagram.	30.77% 4	23.08% 3	38.46% 5	7.69% 1	13
Instagram Reels are an important source of information about fashion and "being attractive."	23.08% 3	38.46% 5	38.46% 5	0.00% 0	13
I've felt pressure from Instagram to be thin.	15.38% 2	46.15% 6	7.69% 1	30.77% 4	13
I've felt pressure from Instagram to have a perfect body.	23.08% 3	30.77% 4	30.77% 4	15.38% 2	13
I wish I looked like the models on Instagram.	23.08% 3	30.77% 4	30.77% 4	15.38% 2	13
I compare my appearance to the appearance of people on Instagram.	15.38% 2	38.46% 5	38.46% 5	7.69% 1	13
I've felt pressure from Instagram to diet.	7.69% 1	23.08% 3	23.08% 3	46.15% 6	13
I wish I looked as athletic as the people on Instagram.	46.15% 6	23.08% 3	30.77% 4	0.00% 0	13
I compare my body to that of people in "good shape."	23.08% 3	30.77% 4	38.46% 5	7.69% 1	13
I've felt pressure from Instagram to exercise.	23.08% 3	46.15% 6	15.38% 2	15.38% 2	13
I wish I looked as athletic as sports stars.	15.38% 2	30.77% 4	46.15% 6	7.69% 1	13
I compare my body to that of people who are athletic.	7.69% 1	38.46% 5	38.46% 5	15.38% 2	13
I've felt pressure from Instagram to change my appearance.	15.38% 2	23.08% 3	38.46% 5	23.08% 3	13
I try to look like the people on Instagram.	0.00% 0	38.46% 5	53.85% 7	7.69% 1	13
Famous people are an important source of information about fashion and "being attractive."	0.00% 0	46.15% 6	30.77% 4	23.08% 3	13
I try to look like a sports athlete.	7.69% 1	30.77% 4	30.77% 4	30.77% 4	13
I try to look like celebrities on Instagram.	0.00% 0	15.38% 2	61.54% 8	23.08% 3	13
I try to look like fashion influencers on Instagram.	15.38% 2	30.77% 4	46.15% 6	7.69% 1	13
I try to look like fitness influencers on Instagram.	7.69% 1	23.08% 3	53.85% 7	15.38% 2	13

Post-Experiment Questionnaire

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Instagram is an important source of information about fashion and "being attractive."	46.15% 6	46.15% 6	7.69% 1	0.00% 0	13
I've felt pressure from Instagram to lose weight.	38.46% 5	15.38% 2	23.08% 3	23.08% 3	13
I would like my body to look like the people who are on Instagram.	15.38% 2	46.15% 6	38.46% 5	0.00% 0	13
I compare my body to the bodies on Instagram.	15.38% 2	46.15% 6	23.08% 3	15.38% 2	13
I've felt pressure from Instagram to look pretty.	15.38% 2	53.85% 7	30.77% 4	0.00% 0	13
I compare my appearance to the appearance of women on Instagram.	15.38% 2	46.15% 6	38.46% 5	0.00% 0	13
Instagram Reels are an important source of information about fashion and "being attractive."	23.08% 3	46.15% 6	23.08% 3	7.69% 1	13
I've felt pressure from Instagram to be thin.	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
I've felt pressure from Instagram to have a perfect body.	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
I wish I looked like the models on Instagram.	15.38% 2	46.15% 6	30.77% 4	7.69% 1	13
I compare my appearance to the appearance of people on Instagram.	15.38% 2	46.15% 6	30.77% 4	7.69% 1	13
I've felt pressure from Instagram to diet.	15.38% 2	30.77% 4	23.08% 3	30.77% 4	13
I wish I looked as athletic as the people on Instagram.	15.38% 2	53.85% 7	15.38% 2	15.38% 2	13
I compare my body to that of people in "good shape."	15.38% 2	69.23% 9	15.38% 2	0.00% 0	13
I've felt pressure from Instagram to exercise.	15.38% 2	53.85% 7	23.08% 3	7.69% 1	13
I wish I looked as athletic as sports stars.	23.08% 3	23.08% 3	38.46% 5	15.38% 2	13
I compare my body to that of people who are athletic.	15.38% 2	30.77% 4	38.46% 5	15.38% 2	13
I've felt pressure from Instagram to change my appearance.	15.38% 2	53.85% 7	23.08% 3	7.69% 1	13
I try to look like the people on Instagram.	15.38% 2	46.15% 6	23.08% 3	15.38% 2	13
Famous people are an important source of information about fashion and "being attractive."	23.08% 3	46.15% 6	30.77% 4	0.00% 0	13
I try to look like a sports athlete.	15.38% 2	23.08% 3	38.46% 5	23.08% 3	13
I try to look like celebrities on Instagram.	15.38% 2	23.08% 3	46.15% 6	15.38% 2	13
I try to look like fashion influencers on Instagram.	15.38% 2	38.46% 5	30.77% 4	15.38% 2	13
I try to look like fitness influencers on Instagram.	15.38% 2	23.08% 3	38.46% 5	23.08% 3	13

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POST-EXPERIMENT QUESTIONNAIRE

QUESTIONS		REponses	
1	Quelle est la durée de votre séance de travail ?		
2	Quelle est la durée de votre séance de repos ?		
3	Quelle est la durée de votre séance de sommeil ?		
4	Quelle est la durée de votre séance de repas ?		
5	Quelle est la durée de votre séance de toilette ?		
6	Quelle est la durée de votre séance de marche ?		
7	Quelle est la durée de votre séance de lecture ?		
8	Quelle est la durée de votre séance de sport ?		
9	Quelle est la durée de votre séance de musique ?		
10	Quelle est la durée de votre séance de télévision ?		
11	Quelle est la durée de votre séance de jeu vidéo ?		
12	Quelle est la durée de votre séance de travail scolaire ?		
13	Quelle est la durée de votre séance de travail professionnel ?		
14	Quelle est la durée de votre séance de travail domestique ?		
15	Quelle est la durée de votre séance de travail artistique ?		
16	Quelle est la durée de votre séance de travail scientifique ?		
17	Quelle est la durée de votre séance de travail littéraire ?		
18	Quelle est la durée de votre séance de travail historique ?		
19	Quelle est la durée de votre séance de travail géographique ?		
20	Quelle est la durée de votre séance de travail philosophique ?		

QUESTIONS		REponses	
21	Quelle est la durée de votre séance de travail juridique ?		
22	Quelle est la durée de votre séance de travail économique ?		
23	Quelle est la durée de votre séance de travail politique ?		
24	Quelle est la durée de votre séance de travail social ?		
25	Quelle est la durée de votre séance de travail culturel ?		
26	Quelle est la durée de votre séance de travail sportif ?		
27	Quelle est la durée de votre séance de travail musical ?		
28	Quelle est la durée de votre séance de travail littéraire ?		
29	Quelle est la durée de votre séance de travail historique ?		
30	Quelle est la durée de votre séance de travail géographique ?		
31	Quelle est la durée de votre séance de travail philosophique ?		
32	Quelle est la durée de votre séance de travail juridique ?		
33	Quelle est la durée de votre séance de travail économique ?		
34	Quelle est la durée de votre séance de travail politique ?		
35	Quelle est la durée de votre séance de travail social ?		
36	Quelle est la durée de votre séance de travail culturel ?		
37	Quelle est la durée de votre séance de travail sportif ?		
38	Quelle est la durée de votre séance de travail musical ?		
39	Quelle est la durée de votre séance de travail littéraire ?		
40	Quelle est la durée de votre séance de travail historique ?		