

IMPACT OF INSTAGRAM'S BODY POSITIVE VS MUSCULAR IDEAL IMAGES ON MEN'S BODY IMAGE

Skyler Prowten

Thesis Mentor: Doris Bazzini

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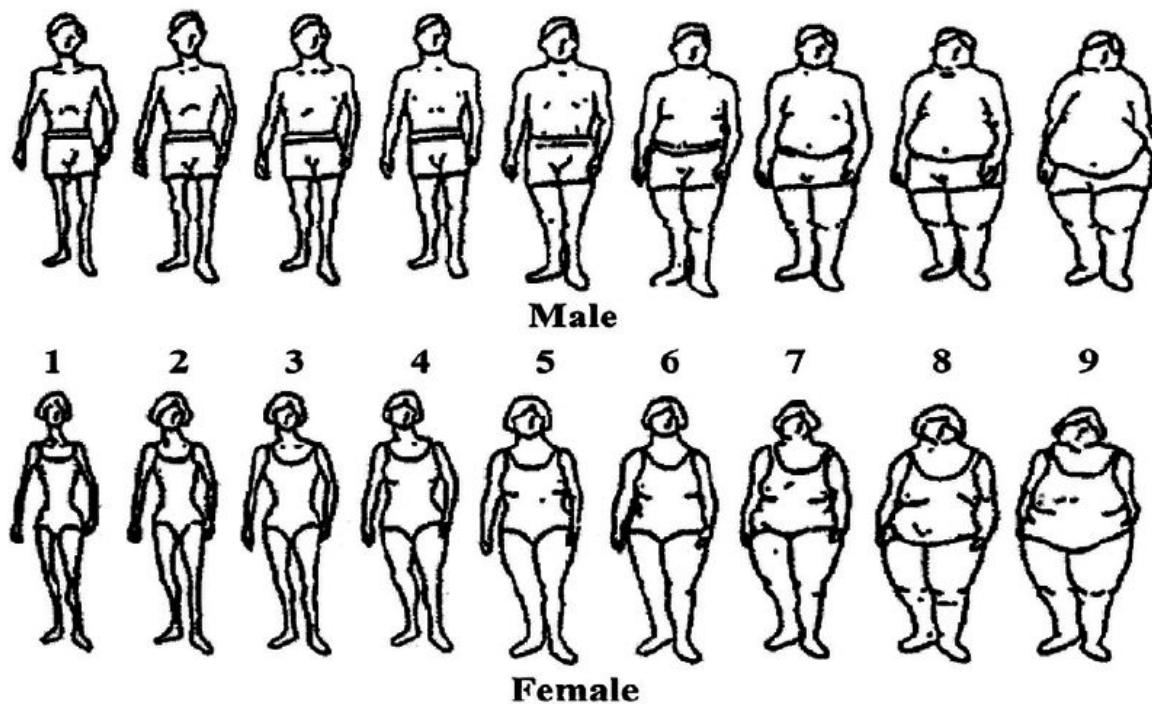
| Previous Research | The Current Study | Methods and Results | Main Takeaways | Limitations |
|---|---|---|--|---|
| <ul style="list-style-type: none">• Muscular Ideal• Self-Objectification• Media• Body Positivity | <ul style="list-style-type: none">• Funding• Design• Hypotheses | <ul style="list-style-type: none">• Pilot Study• Main Study<ul style="list-style-type: none">• Measures• Statistical Analyses | <ul style="list-style-type: none">• State Mood• Body Dissatisfaction• State Self-Objectification• Valence | <ul style="list-style-type: none">• Internal Control• Manipulation Check• Diversity• No Comparison Studies |



MUSCULAR IDEAL

- “Common social ideal is lean muscularity with low body fat”
(p. 65, Grieve, 2007)

Muscular Ideal

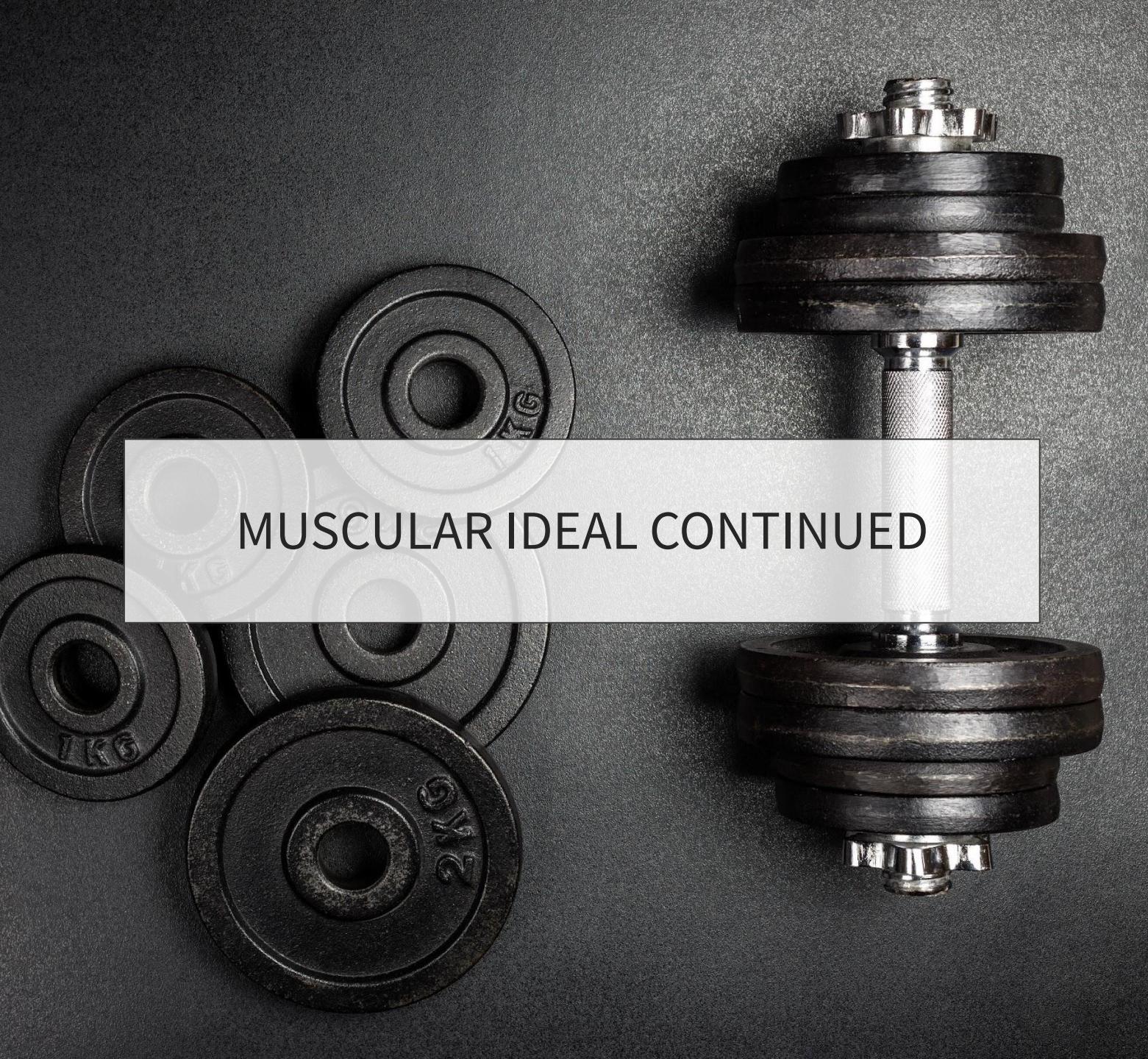


Grieve (2007)

- Linked to development of muscular dysmorphia

Fallon and Rozin (1985);
Rozin and Fallon (1988)

- On Stunkard Body Shape Figures Scale, men rated their ideal figure as heavier than their current figure



MUSCULAR IDEAL CONTINUED

Gutierrez et al. (2020); Fazeli et al. (2015)

Prescribed gender role for men

Grogan et al. (2019)

When looking at body composition scans, all men indicated they had new “problems areas”

SELF-OBJECTIFICATION

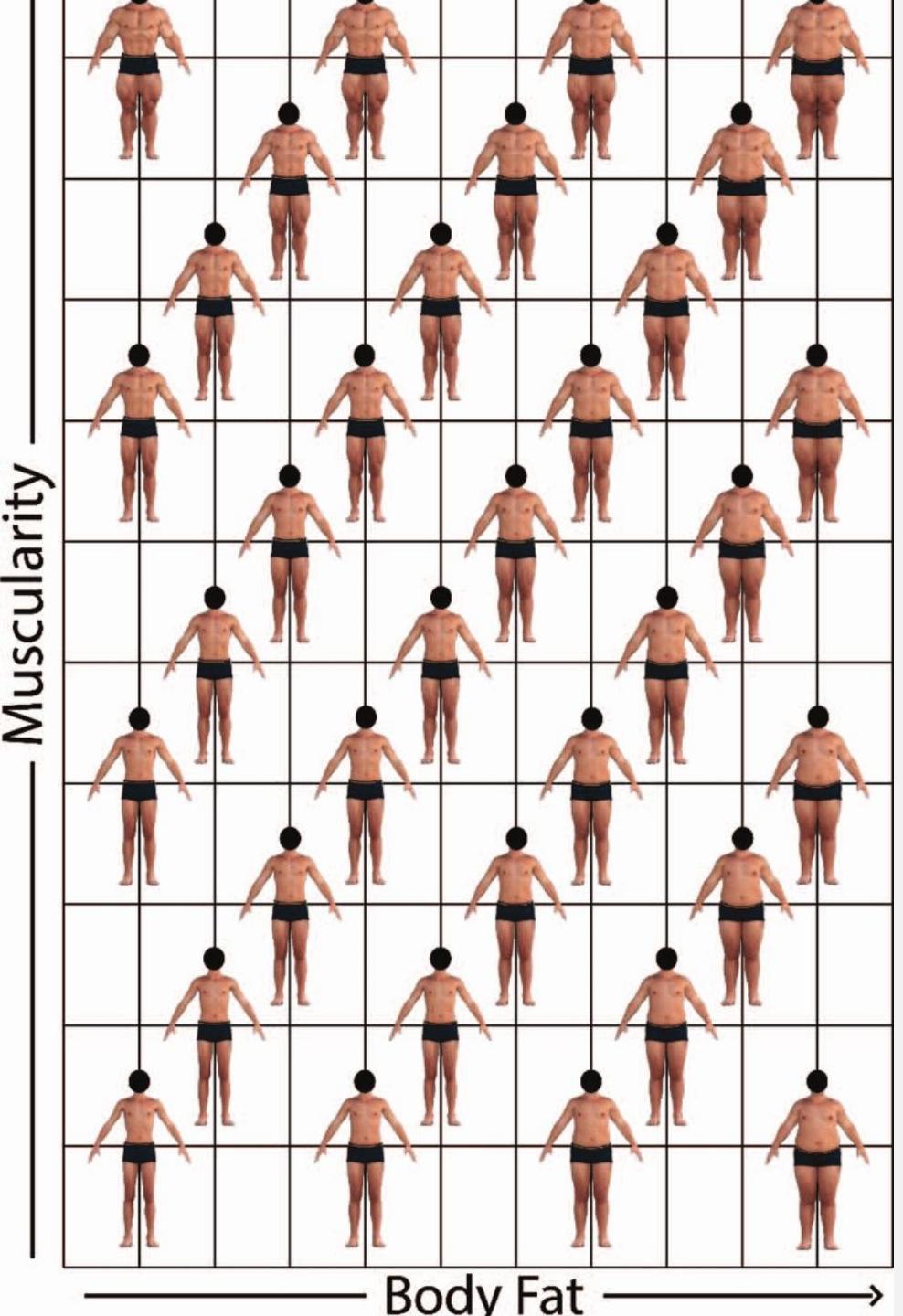
- Fredrickson and Roberts (1997)
 - Objectification Theory
 - Self-Objectification
 - Body shame
 - “I feel embarrassed” or “I don’t want people to see me”
 - Disordered eating
 - Diminished physical and cognitive performance





SELF-OBJECTIFICATION CONTINUED

- Fredrickson et al. (1998)
 - Study 1
 - Women only, wear either a sweater or a swimsuit
 - Swimsuit correlated to higher levels of self-objectification, body shame, worse on math
 - Study 2
 - Men and women
 - Men's performance, body shame did not change as function of clothing; women' did
 - **Criticism**
 - Clothing may be a more severe trigger for women than it is for men
 - This oversight may have limited our view of how self-objectification affects men



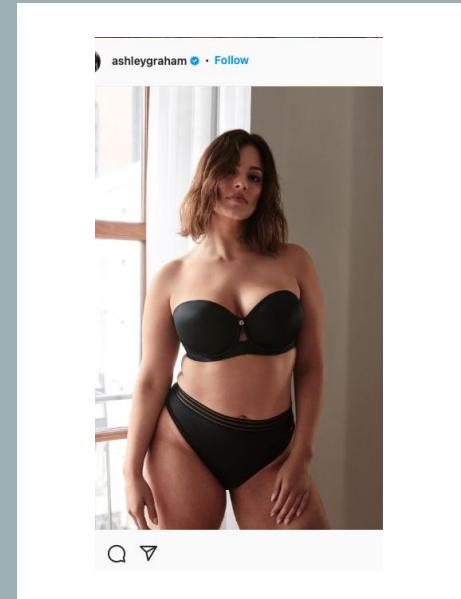
OBJECTIFYING MESSAGING AND MEDIA

- Bazzini et al. (2015); Fowler and Thomas (2015)
 - Media objectifies both men and women
 - Media promotes thin ideal for women and muscular ideal for men
- Leit et al. (2002)
 - Showed 20 advertisements
 - Muscular Ideal vs. Appearance Neutral
 - Rate their current vs ideal body on Somatomorphic Matrix
 - Muscular ideal condition had larger disparity between current and ideal

BODY POSITIVE

Rejecting unrealistic body ideals and encouraging men to accept and love their bodies at any shape and size

Body positive Instagram posts depict men proudly posing unique bodies and quotes about body acceptance



BODY POSITIVITY ON INSTAGRAM

- Cohen et al. (2019a)
 - Women viewed *Instagram* images:
 - Thin Ideal vs. Body Positive vs Appearance Neutral
 - Used
 - 10 Statements Test to measure state self objectification
 - Measured
 - State mood
 - Body appreciation
 - Body satisfaction
 - Women who viewed body positive images had higher body satisfaction, more positive mood, and higher self-objectification with positive valence



THE STUDY

- Looks to fill this gap in the literature
- Replicated methodology of Cohen et al. (2019a)
- Funded by
 - Office of Student Research Grant
 - Student and Faculty Excellence Fund
 - 3-Minute Thesis Award

STUDY DESIGN

1 Manipulated Factor: Image Type

- Body Positive vs. Muscular Ideal vs. Appearance Neutral

1 Within-Subjects Factor

- State mood
 - Pre vs. Post Manipulation

3 Post-Manipulation DVs

- Body Dissatisfaction
- State Self-Objectification
- Valence

HYPOTHESES

Positive and Negative State Mood

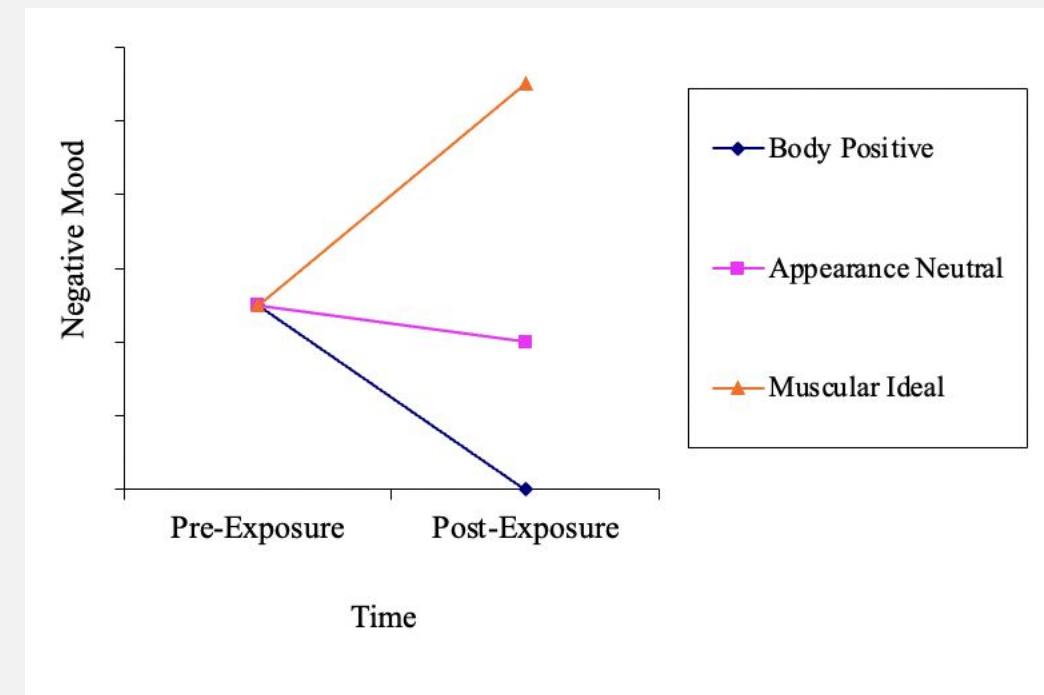
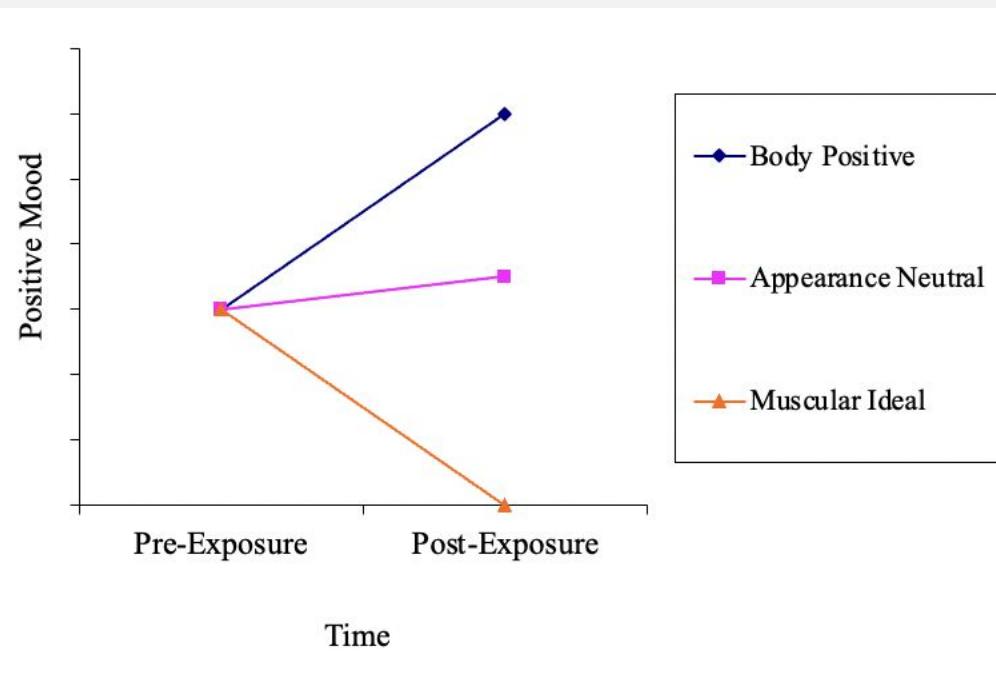
Body Dissatisfaction

State Self-Objectification Scores

State Self-Objectification
Response Word Valence

HYPOTHESES

Positive and Negative Mood



HYPOTHESES

Body Dissatisfaction

Body Positive



Muscular Ideal

Appearance Neutral



HYPOTHESES

State Self-Objectification Scores

Body Positive and Muscular Ideal

Appearance Neutral



HYPOTHESES

State Self-Objectification Positive Response Word Valence

Body Positive

Muscular Ideal



Appearance Neutral



HYPOTHESES

State Self-Objectification Negative Response Word Valence

Body Positive



Muscular Ideal

Appearance Neutral





PILOT STUDY

- Pilot Study
 - 17 independent male raters
 - Viewed 50 body positive images and 50 muscular ideal images
 - Rated the degree to which each picture represented body positivity and the muscular ideal, and were provided the definition of each
 - Top 20 images from each were used



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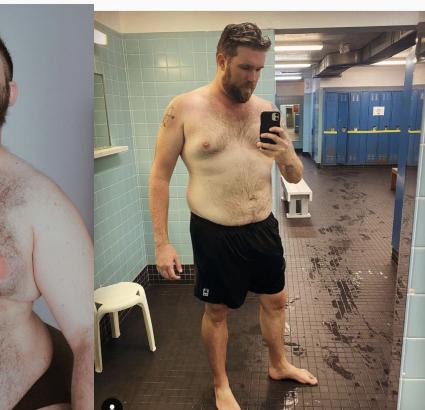
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Los Angeles, California



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Honolulu, Hawaii

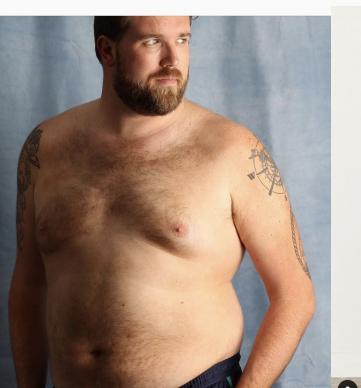


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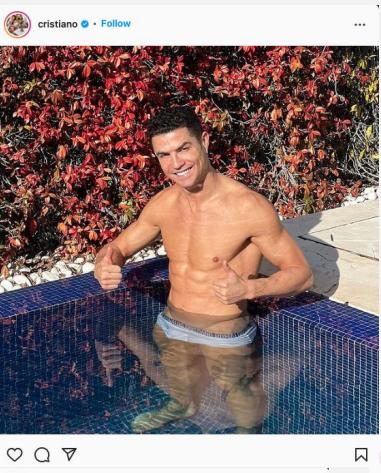
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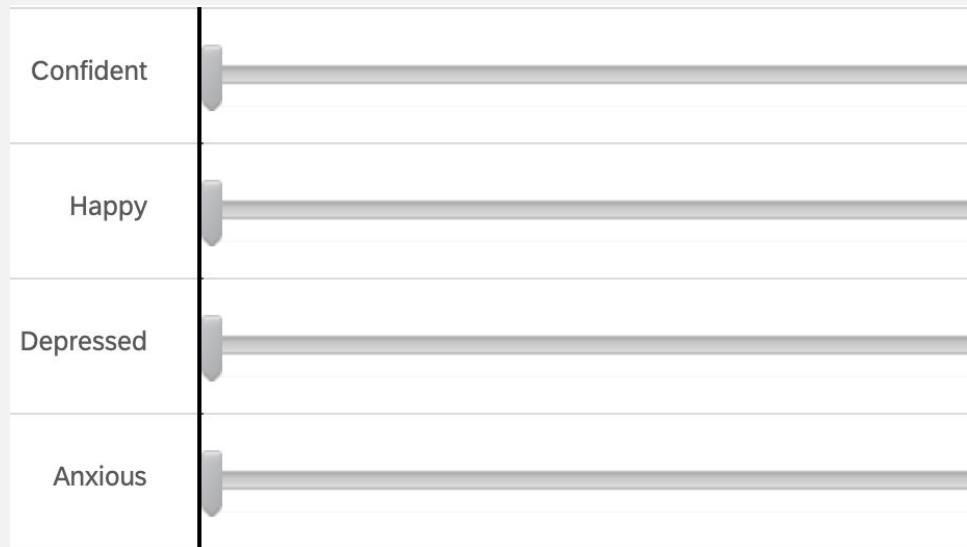


MAIN STUDY

- 313 recruited from Prolific
 - Aged 18 to 30 years
 - Identified as cisgender men
 - Had an active *Instagram* account

Main Study Procedure

- State mood measure visual analog scale (VAS) before



- Body positive vs. Muscular ideal vs. Appearance neutral
- State mood measure VAS
- Revised Male Body Attitudes Scale
 - Body dissatisfaction
- Ten Statements Test
 - State self-objectification
 - Demographics

CONDITIONS

- Participants were randomly assigned to one of the three conditions
- View 20 images in each condition
 - Required to look at each photo for at least 10 seconds



MAIN STUDY MEASURES

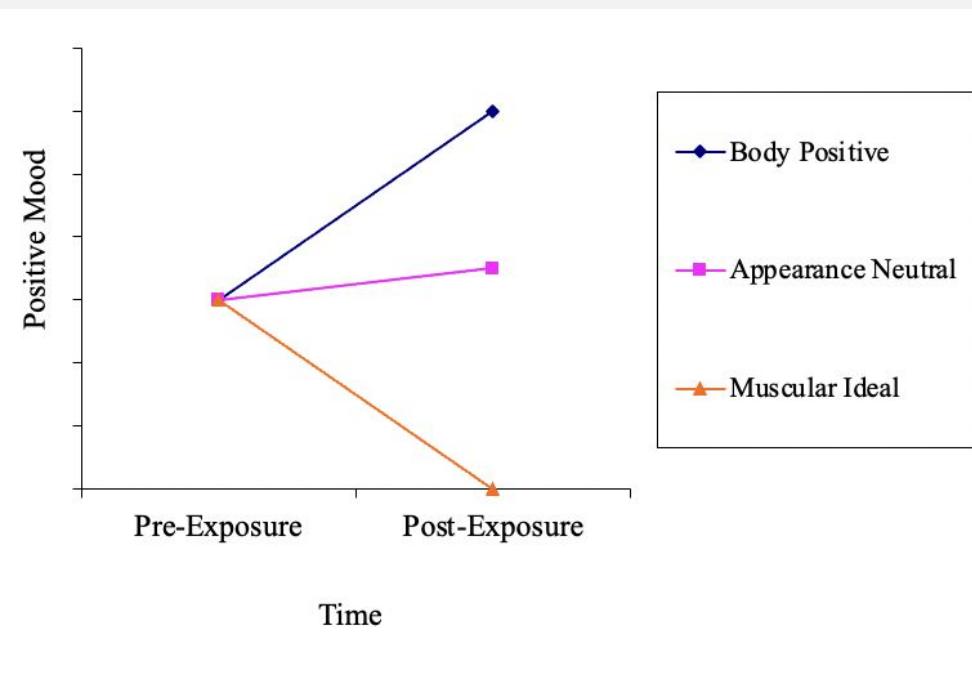
- State Mood Measure (Cohen et al. 2019a)
 - Pre and post manipulation exposure
 - Positive mood ($\alpha_{pre} = .80$, $\alpha_{post} = .80$)
 - Happy
 - Confident
 - Negative mood ($\alpha_{pre} = .77$, $\alpha_{post} = .74$)
 - Depressed
 - Anxious
- Revised Male Body Attitudes Scale
 - The 15-item measure asks participants the extent to which they endorse each statement on a Likert scale
 - “I feel embarrassed about my muscularity.”
 - $\alpha = .89$
- Ten Statements Test (Fredrickson et al., 1998)
 - “I am _____”
 - Coded into 6 mutually exclusive categories
 - Body shape and size
 - Appearance
 - Physicality
 - Roles, traits
 - Hobbies, political affiliations
 - States, emotions
 - Statements categorized as body shape and size, appearance, or physicality then coded for valence

RESULTS

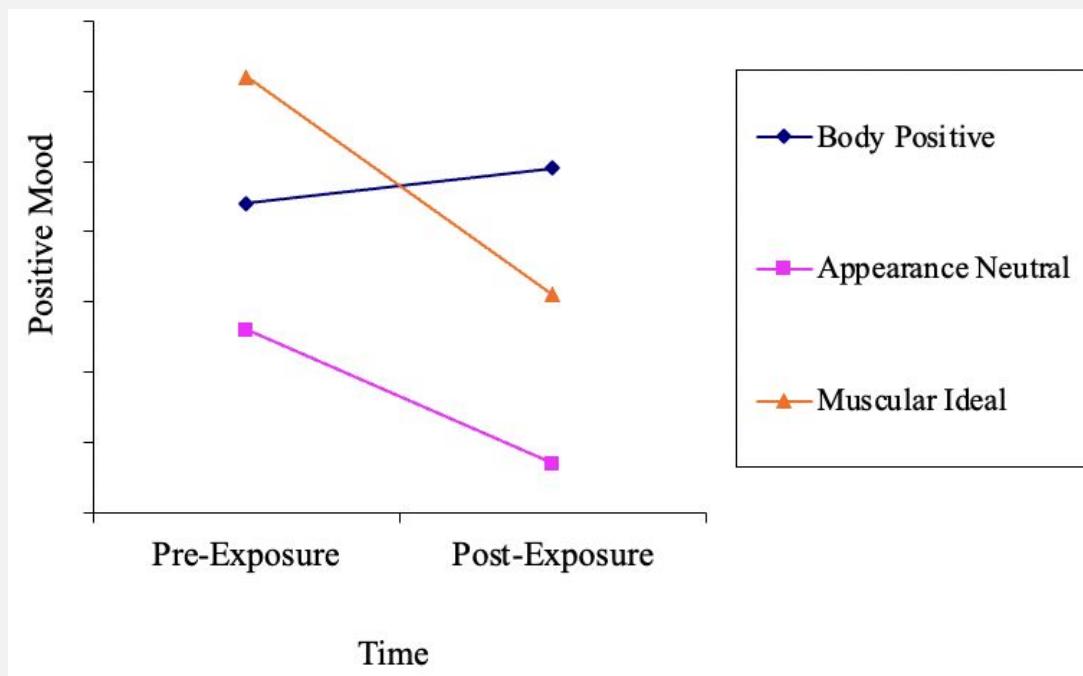
STATE POSITIVE MOOD

3 (BP vs MI vs AN) x 2 (Pre- vs Post-Exposure) Repeated Measures ANOVA

Predicted



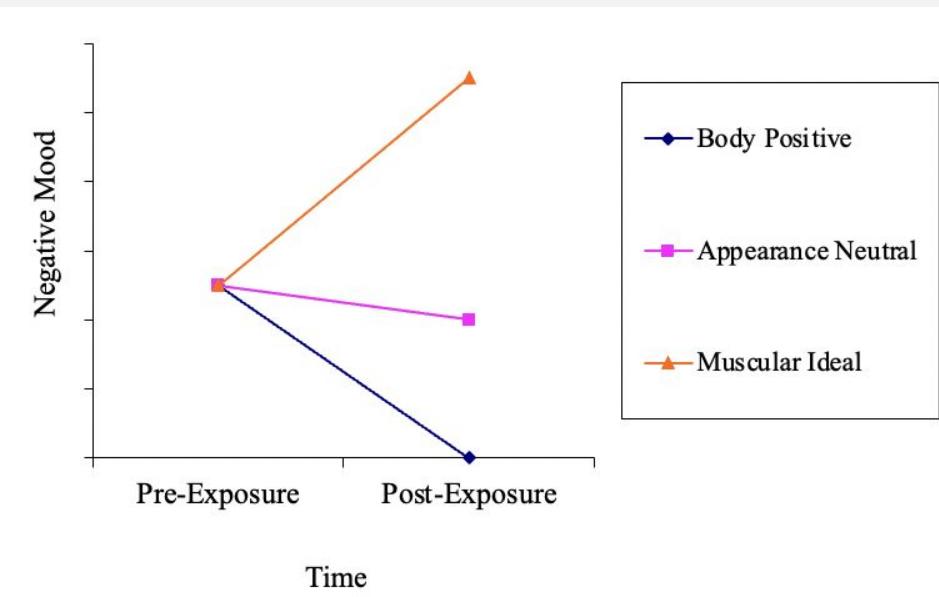
Observed



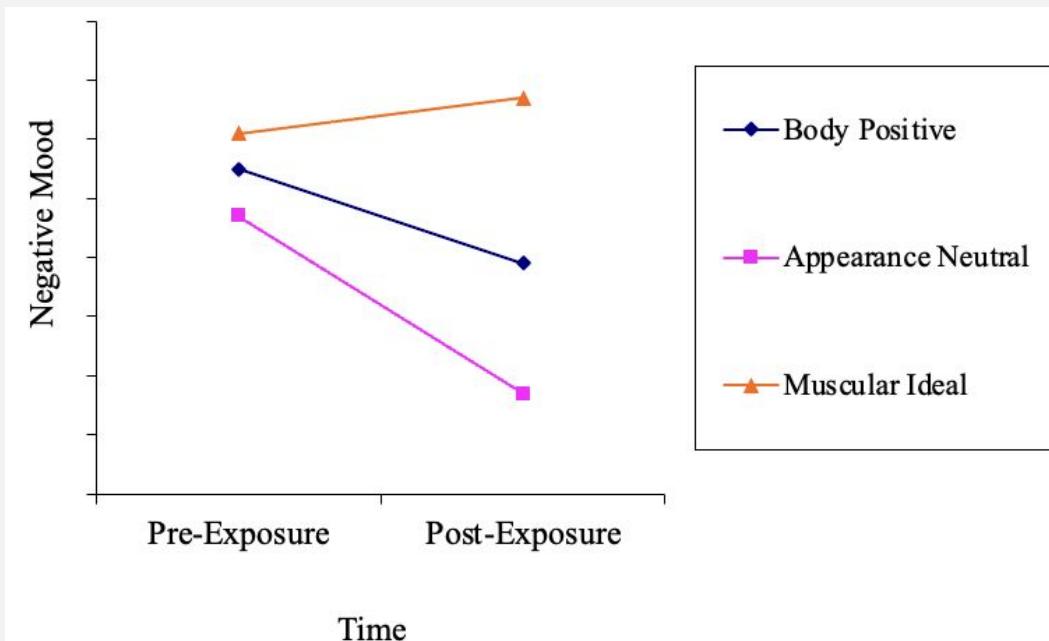
STATE NEGATIVE MOOD

3 (BP vs MI vs AN) x 2 (Pre- vs Post-Exposure) Repeated Measures ANOVA

Predicted



Observed



BODY DISSATISFACTION

One-Way ANOVA

Predicted

Body Positive

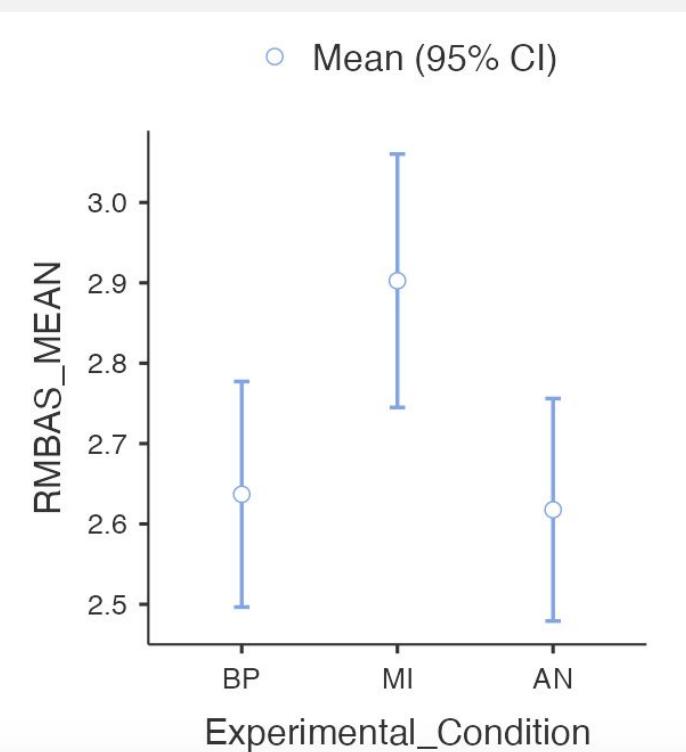


Appearance
Neutral

Muscular Ideal



Observed

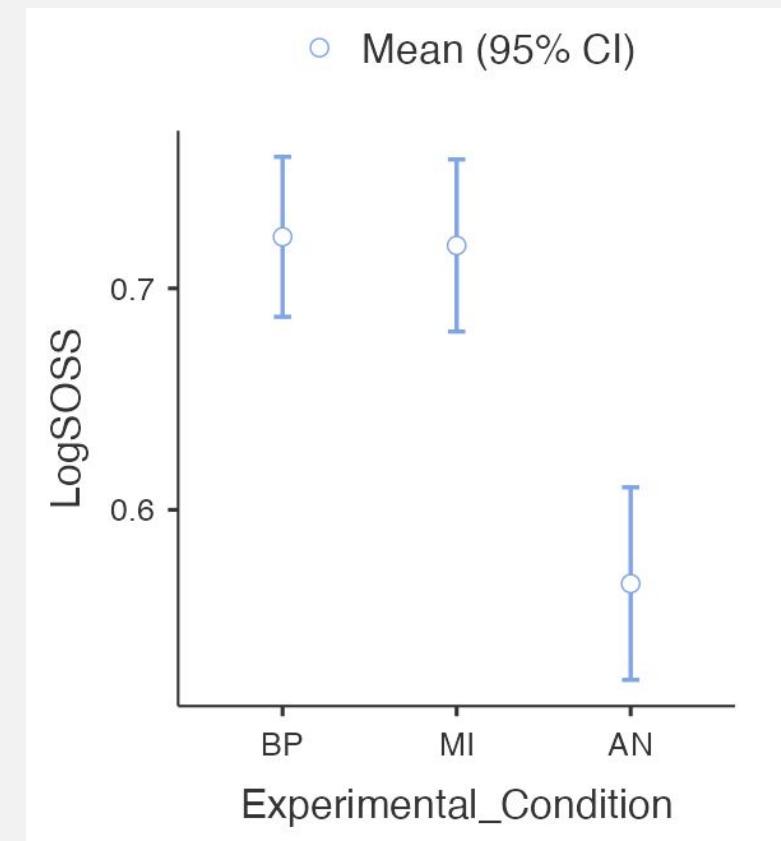


STATE SELF-OBJECTIFICATION STATEMENTS

One-Way ANOVA on State Self-Objectification Scores

SCORES

- Coded into 6 mutually exclusive categories
 - Body shape and size
 - Appearance
 - Physicality
 - Roles, traits
 - Hobbies, political affiliations
 - States, emotions
- Trained in lab together - 40 statements
 - Then coded 20% of data - IRR = .688
 - Final 80% - IRR = .861

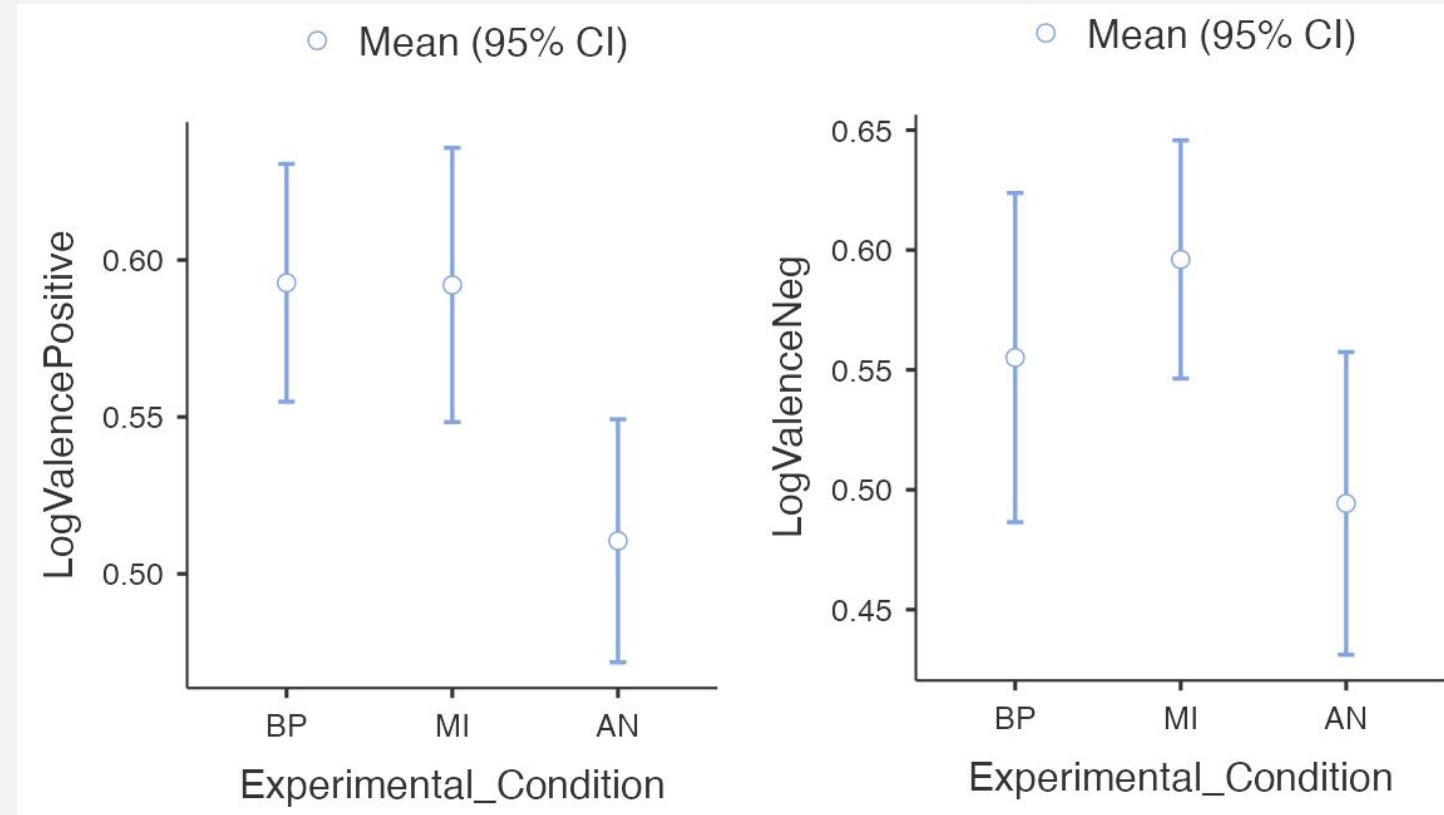


STATE SELF-OBJECTIFICATION STATEMENTS

One-Way ANOVA on Valence of State Self-Objectification Responses

VALENCE

- Coded into 3 mutually exclusive categories
 - Positive
 - Negative
 - Neutral
- Same training sequence as for score
 - Trained in lab together - 40 statements
 - Then coded 20% of data - IRR = .826
 - Final 80% - IRR = .878





MAIN TAKEAWAYS

- Positive State Mood
 - **Partially supported**
 - Decrease only for those in the muscular ideal condition
- Negative State Mood
 - **Partially supported**
 - Decrease only for those in the appearance neutral condition
- Body Dissatisfaction
 - **Partially supported**
 - Men who viewed muscular ideal images had highest reported body dissatisfaction levels
- State Self-Objectification
 - **Supported**
 - Men who viewed body positive and muscular ideal images had high levels of state self-objectification
 - replicated Cohen et al.'s (2019a) findings with women
- Valence of Response Words
 - **Partially supported**
 - Men who viewed body positive images used more positively valenced words to describe themselves compared appearance neutral images



LIMITATIONS

- Or as I prefer to say...
learning opportunities

LIMITATIONS

**Internal
Control**

LIMITATIONS

Internal Control

**Manipulation
Check**

LIMITATIONS

Internal Control

Manipulation
Check

**Lack of Body
Size Diversity in
Body Positive
Condition**

LIMITATIONS

Internal Control

Manipulation
Check

Lack of Body Size
Diversity in Body
Positive
Condition

**No Studies to
Compare
Results**

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