

Causes and Implications of Body Dissatisfaction among Adolescents



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By

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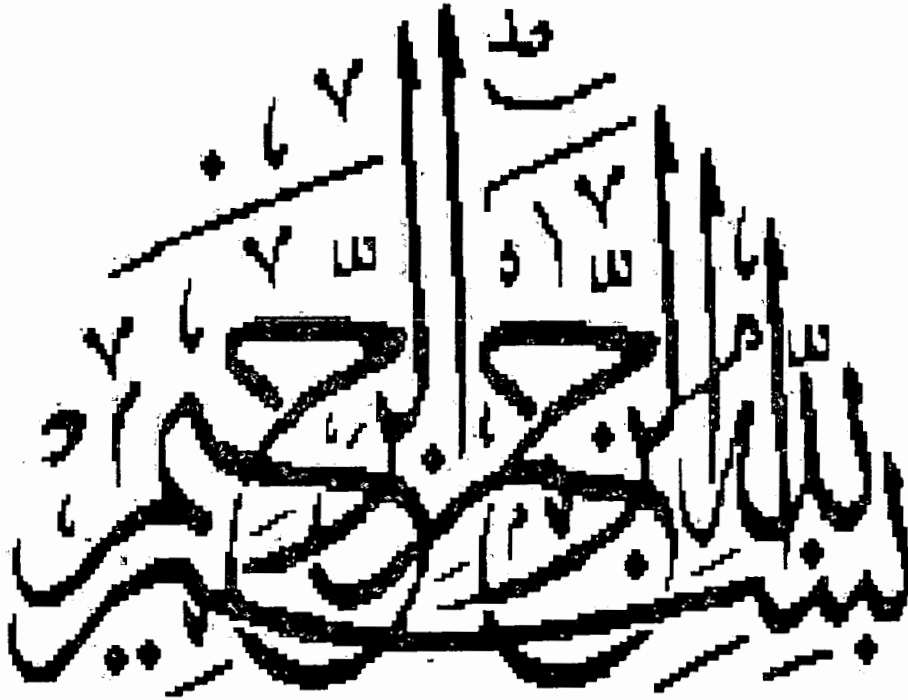
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2017



IN THE NAME OF ALLAH THE MOST GRACIOUS

THE MOST MERCIFUL

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It is certified that thesis submitted by **Mr. Noor Hussain Registration** No. 174-FSS/MSSOC/S14 titled "**Causes and Implications of Body Dissatisfaction among Adolescent**" has been evaluated by the following viva voce committee and found that thesis has sufficient material and meets the prescribed standard for the award of **M.S** degree in the discipline of Sociology.

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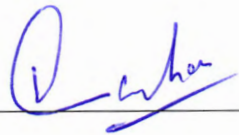
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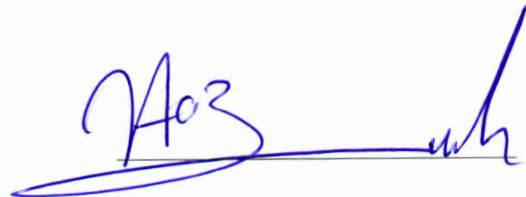
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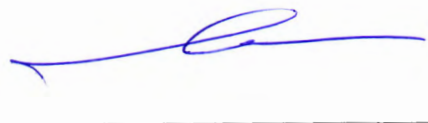
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Abstract

Body dissatisfaction is an emerging trend. The research conducted on this topic in western countries has identified three main responsible factors for body dissatisfaction i.e. media, friends and family. Only a few researches have been conducted on this topic in Asian countries in general and Pakistan in particular. For this research, a sample of 30 (N=15 boys, N=15 girls) respondents was chosen by applying purposive sampling technique. In-depth interview was used as a tool to collect the data. The data was analyzed by using thematic analysis. It has been revealed in this research that mostly boys were inspired from their family members and peers pressure, whereas the girls were inspired from thin ideal internalization and the images portraying in the media and peers conversation on body image. The girls desire for thin and slim bodies while boys look for muscular and strong bodies. The respondents reported that body dissatisfaction causes low confidence, facing negative comments from peers and family members. The boys and girls suggested different techniques to overcome on body dissatisfaction as they reduce the extent of body dissatisfaction by dressing, dieting and exercise.

On the basis of the study conducted, it is suggested that body dissatisfaction can be reduced with the help of parents, teacher's motivation/counseling and implementation of policies by the Government such as healthy weight management interventions and health education interventions etc.

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Chapter No. 1

1. Introduction

Body dissatisfaction is associated with body image that how people understand their body and how they think and feel about it. Body image is a person's views and judgments about its body. Body dissatisfaction is a negative assessment of the body shape, masculinity/femininity, size and weight of the person (Grogan, 2008). The importance of body image stands out in particular as it gets compromised during growth and development when it begins to create problems in individual's various areas of functioning. Body dissatisfaction in adolescent girls and boys became nearly normative in every society.

There are many reasons that influence the formation and maintenance of body dissatisfaction from biological and developmental to individual and sociocultural factors, such as age, pubertal timing, parental, peer and media influence. Previous research have largely focused on body dissatisfaction and factors of its development and maintenance in adolescent girls as well as on body change strategies focused on losing weight that have more importance in achieving the ideal body shape and size (Grogan, 2008).

1.1 Definition of body dissatisfaction

Despite the large amount of scientific and academic attention given to the term of body dissatisfaction, its definition has remained fuzzy (Pruzinsky & Cash, 2011). Adding to the confusion, the terms body image, body esteem, body evaluation and body dissatisfaction have sometimes been used interchangeably. Body dissatisfaction is currently understood as the negative evaluation of one's own body and related feelings of distress or dissatisfaction (Gleaves, Williamson, Ebernez, Sebastian, & Barker, 1995). This definition captures both the evaluative and the affective experiences of how one feels about one's body. Body

dissatisfaction generally occurs when individuals compare their bodies against an internalized ideal and feel they fall short.

From the last few decades, the researchers had emphasized on the body image of boys and men, before this era mostly researches were focused on females. It shows the emerging trend of body dissatisfaction in men. The men are dissatisfied with their shape body and body size. It has been revealed that currently the extent of body dissatisfaction in men is growing as compared to the past. (Garner, 1997). It has been found in one survey, 16% respondents were avoided to wear swimsuits due to body dissatisfaction, forty eight percent males were dissatisfied with their weight and 11% were physically unattractive (Frederick, Peplau & Lever, 2006).

The problem of body dissatisfaction in men is complicated than women. Women desires for slim and thin bodies, whereas, the men have reported for muscular bodies (Frederick et al., 2007). Cohane and Pope (2001) have pointed out the problem of difference between body shapes growing in body size due muscularity and shape.

1.2 Historical background of the female ideal body

In the history, it has been very tough to achieve the perceived standard of male and female ideal body. Some people of higher socio-economic status were able to meet the attributes of the ideal and perfect body. The females with small waists and big breasts were appreciated in nineteenth century and it was necessary for upper class men to span the waist of the women with their hands. (Fallon, 1994). The female with slim and thin body was considered most suitable and eye-catching for marriage. Mostly women of strong financial background had been using weight reducing strips to reduce their waist size. Due to socio-cultural pressure to be thin, they had been facing pain and health issue breath problems etc (Thesander, 1997).

The standards of perfect body changed during the time of the 2nd world war. Young women went to work with their husbands overseas with the purpose to grow the industry. Some of the women and men joined professional sports teams in their extra time. Suddenly the scenario changed as people once again is likely to emphasize on the values of traditional family. Women highlighted the importance of fertility to wear dresses and skirts. Resultantly wide hips, large boobs and small waists were considered most famous and idealistic sex symbols (Brumberg, 1997).

In 1960, the trend changed, in this era, main focus was on equality at home and workplace for women. Mostly women were desirous for boyish body. It has been revealed in different studies and research from 1960 to 1980 that ideal and perfect body for female body portrayed in the media was thin and slim. Slim and thin body for women is still considered very idealistic in the present era (Grogan, 2008).

1.3 Historical background of the male ideal body

The research had paid more attention after 1980 to the study of the male body, because, before, 1980, body dissatisfaction has been associated only with women. In traditional societies, the bodies of the women have been showed in the media, whereas, the ratio of the portraying of male bodies in the media was very low (Bordo, 2003). The male body was only portrayed for painting and photography in 1980. After this, the importance of male body increased and took place in media. In 1980 and 1990, the male body produced as object of masculinity in photographs and ads followed by the slim and thin bodies' photos of women as symbol of femininity (Pultz, 1995).

Arnold Swarzenegger and Sylvester Stallone known as strong actors has been shown in the famous media of the 1990 with their powerful and strong muscle. The 1990's was a turning point, because the male body produced masculinity instead of its homosexual and

heterosexual meanings. The media manipulated confident and happy to sell different types of products from perfume to drinking material with the help of the naked male upper body in ads (O'Kelly, 1994). "Once, advertisers would have been fearful of linking their products with images that might have been thought homoerotic. Now, even Marks and Spencer advertises its products as socks with pictures of hunky men. Mainstream women's publications such as Marie Claire regularly feature articles on men and their bodies and have no fears about including revealing pictures".

1.4 Significance of the study

The study helped to find out different factors which were responsible for body dissatisfaction and also suggest strategies to overcome on body dissatisfaction. It increased the consciousness that how body dissatisfaction and body image views disturb the students. Since only a few researches on body dissatisfaction have been conducted in Pakistan, the need for such study was apparent. It will hopefully fill some gap in this area of research.

1.5 Objectives of the study

The objectives of the study were as under:

1. To explore the causes of body dissatisfaction in adolescents
2. To find out body ideal internalizations in adolescents
3. To point out the implications of body dissatisfaction in adolescents
4. To examine the strategies to reduce the extent of body dissatisfaction among adolescents

1.6 Research questions

1. What factors are responsible for body dissatisfaction in adolescents?

2. What are the body ideal internalizations for boys and girls?
3. What are the implications of body dissatisfaction in adolescents
4. What measures can be taken to minimize body dissatisfaction?

Chapter No. 2

2. Literature review

The review concludes with a debate of two theories of social comparison and sociocultural and the related research regarding these theories to body image and body dissatisfaction. Body image is an internal representation of a person's outer appearance. It refers to a person's attitudes and feelings concerning his or her body, together with not solely weight and body form however all aspects of look. The concept of body image which is an essential part of body dissatisfaction that has been reviewed in this section. Body dissatisfaction is one of the aspects of body image as negative assessment of the physical appearance and body parts or some of its characteristics (Thompson, Heinberg, Altabe and Tantleff-Dunn, 1999), such as the size, shape of the body, strength and muscle size (Grogan, 2008). It can range from mild dissatisfaction with different parts (hips, thighs, waist, and abdomen) of the body to extreme disrespect their looks. Body dissatisfaction is the name of the difference between perceived and the standard body image (Gardner, Friedman, Stark and Jackson, 1999). Johnson and Connors (1987) report that the body dissatisfaction can be considered pathological when it occurs simultaneously with problems in other areas of functioning person, for example, when it affects the sense of their own inefficiency and incompetency.

The presence of body dissatisfaction in the current society is mainly due to the sociocultural pressures. From the last few decades the rate of body dissatisfaction and eating disorders has increased with changes in socio-cultural norms and values for women and men. In modern society, thin and slim body with taller height and long legs is considered ideal and standard body for females and ideal male body with strong muscularity alongwith flat abdomen is considered.

2.1 Causes of body dissatisfaction

The family, peers and the mass media are the means and the sources which are responsible for body dissatisfaction. The media is one of the more influential factors and strong force for impacting on attitudes. Body dissatisfaction is nowadays very common in men and women, which is considered normal with a reasonable level (Stice, 1994).

2.1.1 Body dissatisfaction and media

The media is one of the main causes of body dissatisfaction because it's mostly images are significantly thinner and unrealistic as compared to the individuals in the real world. The men and women are considered these images as standard for cuteness and attraction in society due to which the rates of body dissatisfaction are enlarged. Ideal body internalization, consciousness, and ambition to thinness have disturbed the attitude towards body image (Cafri, Yamamiya, Brannick, & Thompson, 2005).

Inquiries of the body ideal in the media through content analysis started to build up in the 1980s, demonstrating the need for more regular study of the relationship between media images of body ideals and their impact on audiences. Primarily, content analyses on body image focused almost totally on media presentations of the female body. The studies revealed that, since as early as the 1960s, media portrayals of the female body have become thinner. Also, the thin female body ideal has been common in many domains of gorgeousness, including but not limited to actresses (Silverstein et al., 1986).

Moreover, this change has occurred while American women have gained weight. Unfortunately, most of the weight gain turned out to have come from fat. As an implication, there now exists an ever-large gap between the female population's actual bodies and media portrayals of the body ideal. Similar to these investigations on women's body image, scholars

began asking if the same phenomenon was happening in men, and examinations of representations of male bodies in the media increased significantly in the late 90s and early 2000s. However, researchers soon came to realize that the focus on thinness that has been typical for female body image research was not suitable for the examination of male body image. The male body as shown in the media has become powerful over the past several spans, which shows increased slimness in combination with more prominent muscularity. In fact, changes in the male body ideal have become so dramatic that, many experts agree, the current ideal may not be achievable without the use of drugs such as steroids. Not only has the male body image changed significantly over the years, but the population of men, like women, has gained fat. Therefore, a similar gap now exists between the American population of men and the male ideal presented in the media (Pope et al., 2000).

Other than the gender difference in the conceptualization of the body ideal, Lin (1998) highlighted another difference between media portrayals of the ideal body for men and women. The female ideal was more prominently presented in the media as compared to the male ideal. Women were featured in tight-fitting and sexually suggestive ways more often than men. Furthermore, Greenberg et al. (2003) found, the body ideal appears to be more rigorously applied in the media for women than for men. Although the majority of men and women in the U.S. were overweight or obese, only 13% of women were overweight or obese in television portrayals, compared to 24% of men. However, when it comes to the media that cater to gender-specific target audiences, the gender differences may not be as pronounced. For example, Andersen and DiDomenico (1992) found that even though there was significantly more diet-focused content in female-audience publications, there were significantly more exercise and weightlifting content in male-audience magazines.

Not only are the media images supporting unrealistic body ideals for both men and women, but these images have also been linked to body dissatisfaction and hazardous weight-

management activities to meet the ideals. The relationship between media experience and various indicators of body image disturbances and disordered eating has been well recognized through surveys and experiments (Levine & Harrison, 2009).

Few researches have exhibited that there is an effect on publication usage, self-recognition perceptions, and eating rehearses. A study in 1999 found that 68% of school women reported feeling sickening about their physical structure due to reading after girl's publications and journals. While, 33% of women reported that stylish ads made them feel disillusioned with their appearance, and half reported that they wished they looked more like models in the ads of make-ups items. Studies suggest that the relationship between media presentation and women may be mediated by the affection to perceived body ideal as to objectives for slimness and thinness (Heinberg and Thompson, 1995).

There was no effect on the male individuals. The point of view of the ideal body shape have moved dependably, so have the articles tended to in the extensive correspondences. Garner et. al. (1980) looked into the changing body conditions of Playboy centerfolds and found that over a period of twenty year from 1959 to 1978. Slighter estimations were noted to rise as the stature of the models created. The authors' route based on the substance of six women's magazines over the same twenty years of length and found a key development in different articles relating to eating regimens (Cusumano and Thompson, 1997). Garner (1980) found that tummy to hip estimations continued diminishing all through the thirty year span from 1959 to 1988 and that the weight recorded for Playboy centerfolds was thirteen percent to nineteen percent lower than the weight measured as standard considering actuarial tables.

According to Heinberg (1996), the sociocultural delineation of body dissatisfaction is the most separated and most observationally conceded to the body image hypotheses. The

history shows to the investigators that the regularity of the slimness through the adjustment in body structure and size and the effect of the extensive exchanges in women's body image. Despite the way that women in America are given the touchy immaculate through a variety of media channels. Some American women dependably fall into the field of controlling discontent and few women reporting nearby body satisfaction and others experiencing stunning dissatisfaction (Rodin et al., 1985)

2.1.2 Advertising

Ad has been denounced for keeping up possibly despite making the disturbed standard of enormity by which young women are educated from vitality to fathom the estimation of their own bodies. Four to five hours a day prior to the television, youths are impacted with pictures of slimness, as grandness, in ads. In the morning show of cartoon with commercial ads focusing on standard and perfect body shape and body size. Barbie and her clones found qualities with adult magnificent outlines teachers and VIPs to drive a message home. As young women goes toward pre-adulthood, examiners and clinicians are watched that as sex object for boys and girls also considers theirs bodies to attract others. Women who are flabbergasted with their physical attractiveness may be particularly exhibited to publicizing that parts woman thing endorsers who insight at slimness as a transcendence (Stephens and Hill, 1994).

Study on the impact system has exhibited the beneficiaries of convincing messages are an unconceivable part of the time more biased to reminisce that it if they observe a source of message to be physically fascinating. Physical attraction of the boys and girls has been found to attract message affirmation in a wide appear of studies isolating in subject masses, correspondence mode and measure of impact. Investigators have already found that a

charming model or item advocates may firmly disturb the recipient's perspective toward the advertisement (Stephens and Hill, 1994).

It looks likely that women who are not satisfied by their body shape and body size may be more persuadable by flabbergasting endorsers of such things and items. Stephens and Hill (1994) forecasted two focus interests. One, the more confused a woman is with her body, the more enthusiastically she will audit a movement for a socially noticeable brand, items, or affiliation highlighting a physically spellbinding female model. Two, the more confused a woman is with her body, the more positive will be her estimation of a socially unambiguous brand, thing advanced by an enormous astonishing endorser. These finding shows that more raised level of body disappointment desire are linked with a stretched out slant to credit socially attractive potentials to the overall people who are mediated physically captivating by advantage of being slim (Stephens and Hill, 1994).

2.1.3 Magazines

The notoriety of pre-adult publications with a new pre-adult magazines has been astonishing for the researchers. Shared viewership of the ultimate youth magazines, comprising YM, giants Seventeen and Teen is judged more than one crore. The rate of four dollars per issue increased monthly income in millions for these magazines. Any analyzing material that draws this type of consumption of free time and money regarding energetic viewers must hold be criticalness with researchers. Women's publications have ended up being so dependent on enabling their promoters that diverse are not important more than portfolios selling items (Norton, 2002).

Berg (2001) recorded that ideal models are used completely the pages of women's issues. Technology enriched photography has innovative far past the frameworks that completely digitally developed faults as making different hair styles, and enlarged the legs

with the help of different photography software. The messages in these publications and issues are mostly used by viewers as a part of the identity growth, masculinity and femininity socialization process (Thomsen, Weber, and Brown, 2000).

It is normal that the viewership of female magazines drives many young females to adopt the sociocultural "thin idéal" and, resultantly, the girls are encouraged to fulfill it, from time to time through risky practices. Different studies have evaluated particular magazines of women directed at pre-adult females and have recommended that their substance supports the opinion that woman joy and triumph are linked to physical look, with thinness. There are several magazines that provide wider viewpoints on the lives of young girls. The magazine, Teen Voices, with a viewership of 75,000, is printed quarterly by the NGO Women Express, Inc., situated in Boston and San Francisco. Reluctant Hero, which is a Canadian ad free magazine with 10,000 viewers highlights that people are the pioneers of their own life (Norton, 2002).

2.1.4 Facebook

The thin ideal in traditional media is not a new topic. Little research has explored how social media, and social networking sites (SNS) like Facebook in particular. SNSs are web-based internet sites that allow users to build a public profile within the system, create a list of other users, or "friends," that they share a connection with, and communicate via posted photos and comments with other users they form a connection to within the SNS. SNSs in general have become very popular in recent years (Back, Stopfer, Vazire, Gaddis, Schmukle, Egloff, & Gosling, 2010). According to Global web index (2013), Facebook is the most used SNS, followed by Google+, Twitter, and LinkedIn, among others. In December 2012, Facebook crowed more than one billion monthly active users, and 618 million daily active users.

Researchers have found that people engage in social comparison behavior via SNSs. SNS users applied the site to build a sense of self in relation to other peers, judging their overall status relative to others, thus indirectly engaging in social comparison (Gila, Castro, Gómez, & Toro, 2005). Further, Bardone-Cone and colleagues' (2013) found that comparison with pictures on SNSs was common, with about 43% of college females reporting comparing themselves with SNS images between "often" and "always." Social comparison may be strengthened on sites like Facebook because friends are easily accessible on these networks, and their personal information is open for observation. It also may be the case that women see the peers they are comparing themselves to on Facebook as individuals whose weight, height, shape and look may seem more achievable in compare to women in the media such as models and actresses (Bardone Cone et al., 2013). It is likely that, just as observers of traditional media may not keep in mind that these pictures may be edited, individuals using Facebook also may not actively remember that the images they see on Facebook are likely of people at their best in terms of look, and not importantly what they look like on a daily basis (Bardone-Cone et al., 2013).

2.2 Body dissatisfaction and family

Family members especially parents have been found to greatly effect individuals' feelings about their bodies. Families are among the very first influences in our lives and it is one of our main sources of learning in our early life. They provide the value system and first exposure to the cultural background that informs our understanding of ourselves and our worlds. There are three ways which lead the individual towards to the development of body dissatisfaction as modeling, comments and teasing, and general family dysfunction.

One of the most direct and impactful ways parents influence women's body experiences is through remarks about the body shape and size, appearance, and eating habits.

Several studies have found teasing and negative comments about the body from family members to be somewhat common for children and adolescents. In their study, Eisenberg, Berge Fulkerson, and Neumark-Sztainer (2012) found that over 35% of women reported receiving weight-related criticism as adults from their family members. Receiving negative body-based comments from parents is associated with greater levels of body dissatisfaction and disordered eating attitudes and behaviours (Annus et al., 2007; Kluck, 2008). As well, several studies have found that even positive body-based comments are linked with increased body dissatisfaction. Kluck (2008) reports that these comments, while positive nature, keep women focused on their bodies and repeat them that they bodies are being assessed by other, and that this may account for the negative influence of positive comments.

It has been suggested that general family dysfunction remains girls and women exposed to body dissatisfaction and disordered eating. Certainly, researches have associated family variables such as conflict, cohesiveness, and feeling with disordered eating attitudes and behaviours (see Laliberte et al., 1999). Beyond these more general qualities of family functioning, however, are body-specific process variables that have been found to contribute to women's body experiences. For example, Laliberte et al. (1999) found that body-specific variables such as perceptions of family concern for weight and shape, opinions of family concerns for social appearances, and a family focus on achievement were most valuable than general family process variables in forecasting disordered eating in a college age sample. Similarly, Kluck (2008) found that negative food related experiences such as teasing, criticism, and the modeling of dieting or disordered eating behaviours, and not general family dysfunction that formed the specific familial risk for disordered eating.

Basically, body dissatisfaction and eating disorders is the result of low physical caring of parents (Babio, Arija, Sancho, & Canals, 2008). Attitude towards body image mostly disturbs due to the lack of parent support and positive response which lead the individuals

towards body dissatisfaction. The cases of body dissatisfaction is more common in those children who are not confident and are more worried about their physiques (Thompson & Heinberg, 2002). The responses of fathers and mothers are different. If parents' response to the boys and girls is clear about reducing weight and dieting, so the answer of the children will be positive. If fathers and mothers themselves are dissatisfied with their body and are complaining then the same result will convey to their children as a result they will not also be feel satisfied with their body (M. P. McCabe & Ricciardelli, 2005).

The atmosphere of home and family atmosphere have been found very significant impact when the children are young. The development of eating disorder can be linked to the negative communication about body shape from parents, family members, including negative comments and teasing (Kichler & Crowther, 2009). Kichler and Crowther (2009) also pointed out that occasional negative comments, teasing and taunting of the family members may have a damaging influence.

Kluck (2010) reported that a family is one of the powerful factors which mainly compel the boys and girls for focusing on their look and attractiveness. The researcher told that the body dissatisfaction of parents lead their children towards body dissatisfaction. For example the girls receive messages to be thinness and sliminess from their mothers, whereas, the boys get inspired from their father bodies. Resultantly, the boys and girls engage in dieting to reduce the tension of body dissatisfaction.

2.3 Body dissatisfaction and peer pressure

As we know, peers pressure is also one of the main source to promote the thin ideal by negative comments and teasing about weight. The adolescent's girls compare their bodies to their friends bodies, which lead them at greater risk of body dissatisfaction as compared to those boys and girls who are not involve in comparison (Hardit & Hannum, 2012).

The individuals' response to the body of each other plays a significant role on their views and opinions about body image. Females have stronger tendencies as compared to males with the same sex. The body image of both boys and girls greatly disturbs due to the social comparison. The bodies of boyfriends have a stronger influence on the body image of their girlfriends as compared to the parents influence. Negative comments and teasing of peers group plays a vital role in changing behaviors for body image in boys and girls. Males are less criticized as compared to females for being overweight or lean body. The said criticism affect the personality and self-esteem of boys and girls (Carlson Jones & Crawford, 2006).

The studies identified that peers group may boost preventive eating habits and the friends are considered as strong sources and socio-cultural inspiration. It is revealed that friendship group members look like one another in their behaviors, different attributes as social and physical containing bodily look and activities such as drug and alcohol use (Wertheim et al., 1997). The effects of socio-cultural phenomena are essentially true according to social psychologist. In another research it has been found that boys and girls of same group are likely to share the experiences with each other's such as school friends and coworkers (Festinger, 1954).

2.3.1 Peers conversations about appearance

The conversations about body shape, body size and appearance with friends alongwith the strategies to get ideal body such as dieting, exercise and dressing found to develop consciousness about ideals and the boys and girls revealed that they emphasis on these discussions. In another studies as two longitudinal and ten cross-sectional, fat talk and conversation about body with friends has been measured with different techniques. There

was diversity, but the results display a positive link between fat talk and appearance conversations with friends (Jones, 2004).

Conversation about appearance with friends had been linked with body dissatisfaction in women but not in men in majority of cases (Lawler & Nixon, 2011). The similar results was recorded by Vincent and McCabe (2000), who further organized for standard relationship and encouragement on body shape, modeling and teasing from friends and family. These sex variances may be clarified through study that viewed thoroughly at men's appearance concerns and comments (Jones & Crawford, 2005). It has been revealed that girls are mostly dissatisfied with their weight, whereas, the boys are dissatisfied with their muscularity and obesity. Jones and Crawford (2005) recorded that conversation about look and appearance with friends forecasted the issues of weight, whereas comments on body size created muscularity issues. In a longitudinal study, fat talk and appearance conversations with peers were linked with greater level of body dissatisfaction.

2.3.2 Peer pressure to achieve a more ideal body

In dual studies, the pressure due to close friend's criticism was observed as source to reduce obesity and expansion muscle size in boys and girls. Clashing results were found. In one study (Stanford and McCabe, 2005) have recorded that body dissatisfaction in youth colleagues was linked with pressure to be slim from opposite sex close friends and not same-sex closest colleague, whereas, in the 2nd study body dissatisfaction in young females and males was not related with perceived pressure to reduce weight or increase muscles from same or other-sex closest companions. Amazingly, in the 2nd study, the pressure to be thin from same-sex to grow muscles simply predicted that engagement in policies would accumulate muscles in males and females, while pressure to be slim from same-sex

accomplice to reducing weight interestedly forecasted engagement in techniques to get perfectly healthy in males colleagues, yet not females (Ricciardelli and McCabe, 2001).

The evidence indicates that males and females colleagues who grasp more pressure from their companions to be fit, to be thin, report for body dissatisfaction. It has also been revealed that older adolescents were more dissatisfied with their bodies due to the pressure from their partners to be slim and to be smart with plain belly. However an unmatched connection was not found, might be due to the roles of body mass index and negative affectivity in addressing such relationships (Stanford and McCabe, 2005).

2.4 Thin-ideal internalization

The level to which the boys and girls internalizes the central appearance-related subjects of society has been named thin ideal internalization. It's utilized as this is typical, since it is parts of weight that are related with dietary problems pathology. Difference is created b/w clear, bound attentiveness with respect to the thin ideal and the vibrant breaker of the slender perfect into one's precious look models. Thin ideal internalization can also be defined as how much the boys and girls subjectively "gets tied up with" socially portrayed feelings of charming eminence" (Thompson and Stice, 2001).

By supporting the slim ideals, body dissatisfaction is especially stimulated by the internalization of sliminess into one's priceless models as, for by a wide-ranging edge most, the standard body is not possible. Cross-sectional examination has undertaken the relationship between thin ideal internalization and body dissatisfaction in young girls and preadolescent girls. These studies have constantly discovered thin ideal internalization to gauge levels of body dissatisfaction and make improvement toward slimness. Anshutz, Engels, and Strien (2008) have viewed slim ideals of internalization to be associated with

enthusiastic eating in college females both especially in addition by proposal through body dissatisfaction.

The impact of sliminess as an intervening variable between media appearance and body dissatisfaction and dietary issue have also been seen. Cusumano and Thompson (1997) endeavored self-reported levels of publications presentation in college females and found that presentation to the magazines about appearance is not only responsible for body dissatisfaction, eating intensification and self-regard, but the impacts of sliminess internalization have also been examined in pre-adult girls.

2.5 Implications of body dissatisfaction

The responsible causes and contributing factors can differ for body dissatisfaction, but the outputs and the results can be same. The tension of negative body image such as body size and body shape may lead to preventive diet habits and harmful methods for weight controlling. There are a lot societal support for body image issues, as many factories prepare weigh loss medicine to reduce the weight and aids in maintenance of body dissatisfaction. These campaigns for thin ideal creates health issues due to damaging treatment of overweight individuals and sometime tease the individuals especially young people based on weight and shape.

In different studies, it has been revealed that 30% of boys and over 55% over girls are not using proper techniques for weight control. The eight years old girls reported that obesity is totally opposite from the self-worth and to improve self-worth is only possible in the shape of dieting. The reasons for dieting is poor body image, which results to harmful weight control techniques. Low self-esteem and poor body image are interrelated with each other, which, disturb the potential and success of youths. Negative comments and teasing due to weight and shape lead the boys and girls towards eating disorders (Hill & Pallin, 1998).

Implications like eating disorders, poor physical, low self-esteem and poor mental development have a great effect throughout the whole life from childhood to adulthood. It has been revealed that young people who report bulimic conduct have a fifteen-fold increment in the danger of being dissected with bulimia after ten years. Along these lines, youngsters who show models of dietary issues are a great deal more prone to be determined to have a dietary problem in later life. Consequently, body disappointment can bring about poor growth of social talents and social relations in youngsters which may leave a long lasting negative effects (Stice, 2002).

2.5.1 Physical and psychological implications of body dissatisfaction

Different studies have associated with body dissatisfaction in men and women to different implications such as physical and psychological alongwith poor self-esteem, sadness, unnecessary and extreme exercise. Despite the fact that the extensiveness of dietary problems is generously less in guys than in females .Body dissatisfaction in guys has likewise been recognized with eating pathology, and great refraining from food arranges have been associated particularly to the search for being slender and strong (Hudson, Hiripi, Pope, & Kessler, 2007).

Males and females are not invulnerable to the impact of body dissatisfaction. It has been found in different studies that young boys and girls are affected negatively from poor self-esteem, depression and harmful muscle building techniques due to their body dissatisfaction. The level of steroid use in men from the age of 11 to 16 recorded 9% and 12.4% respectively. It is pointed out that the level and prevalence of anorexia nervosa due to the use of steroid's in adolescent girls is less than adolescent boys. Moreover, the utilization of amazing muscle building strategies can have serious mental and physical outcomes, particularly in the rising youths (Ricciardelli & McCabe, 2004).

The negative psychological and physical implications and problems in men and women due to body dissatisfaction are very dangerous and disturbing. This has been uncovered in the expansion in examination into the development of body dissatisfaction in guys, and focuses towards the significance of investigation (Hobza & Rochlen, 2009).

2.5.2 Body dissatisfaction associated to depression, anxiety and suicidality

The investigators measured the predominance and clinical connects of self-perception concerns including body dysmorphic problem, dietary issues, for example, bulimia or anorexia, and other clinically imperative worries over shape/weight in immature inpatients at Bradley Hospital. It was the 1st country's psychiatric healing center for patients. Great body dysmorphic disorder is a worry with a planned physical abnormality in appearance, similar to a damaged nose or flawed structure. Weight-related body dysmorphic issue, in any case, is termed hurtful and damaging interruptions with one's shape and weight i.e. assuming one's thighs are extremely fat or one's abdomen is too massive.

The study observed that 33% of inpatient teenagers had risky self-esteem issues, and that these patients were more seriously sick than other pre-adult inpatients in various important areas. In particular, those with body dysmorphic issues and shape/weight distractions had essentially larger amounts of sadness, tension, and suicidality than different patients with no self-esteem problems. Those with dietary problems had essentially higher rates of downhearted than those without self-esteem problems.

This is the main investigation to demonstrate that teenagers with body dysmorphic problems show more higher amounts of side effects in areas like despondency, tension and suicidality, when contrasted with different young people giving psychiatric problem, for example, developmental, insane, or mind-set and apprehension issue who don't have self-perception issues.

An extra finding showed that nevertheless larger amounts of misery, strain and suicidality, patients of body weight disruptions linked more elevated amounts of separation and post-traumatic anxiety problems, advising that such issues might be identified with the experience of their past life as physical or sexual misuse. The investigators found that most of the young boys and girls in the study were not really overweight.

Two hundred and eight successively conceded patients from ages twelve to seventeen on the youthful inpatient unit of Bradley Hospital finished the Body Dysmorphic Disorder Questionnaire as a major facet of their endorsement valuation. The survey gauges the nearness of body dysmorphic issue by asking whether respondents are extremely strained over what they look like, think about their form issues a considerable measure, and desire they could reflect about them less, and whether their principle appearance concern is that they are not sufficiently slim and thin, or can turn out to be extremely fat. It likewise requests the measure of time that they pass concentrating on appearance issues.

2.5.3 Body image concerns under-recognized in teens

These results are particularly worried for those who provide treatment and guardians. The researchers say, on the basis that the main part of youths in this study is not getting psychiatric treatment particularly focused on towards their self-esteem issues. They were most usually being dispensed with for preference problems, tension issue, and posttraumatic strain issue and these self-perception disturbances can well have been addition to the occasions encouraging their hospitalization.

The researchers took a look at whether people resolved to have body dysmorphic issue through a self-report measure were determined to have body dysmorphic problems by their doctors. They pointed out that only one of fourteen respondents with clear or reasonable body dysmorphic issue was selected to have body dysmorphic jumble in the record of clinic.

The researchers say that extreme self-perception irritations among teenagers are prone to be under-perceived and under-treated, and might be recognized with altered sorts of mental trouble as sadness and suicidality. They note of that since numerous grown-ups boys and girls displaying in psychiatric settings, frequently report that disturbance with their appearance initially started from the very beginning of their life. It is all the more necessary to perceive and start to treat body dysmorphic jumble and other self-perception worries in early years, to keep the issue from turning into a more ceaseless condition. Actually, even without a dietary problems, the study discovers that self-perception concerns may hinder, disturbing and troubling for youngsters, taking up a lot of mental vivacity and taking away from their satisfaction (Lifespan, 2006).

2.6 Theoretical Framework

The study consist of sociocultural and social comparison theory that explain the development of body dissatisfaction. The details of each theory is as under:

2.6.1 Social comparison theory

This theory provide an insight to understand the effect of socio-cultural factors and media on men and women's body image. Social comparison theory also observes the behaviors and attitudes of individuals in response to friends and social factors (Milkie & Peltola, 1999).

Festinger (1954) coined the word of 'Social Comparison'. According to him, the boys and girls compare themselves to others individuals by evaluating and assessment through social comparison. There are two types of comparisons as downward and upward comparison. When somebody compares himself/herself with those people whom they consider inferior and worse off as compared to them, and then in turn, their level of self-esteem is heighten and enhanced, it is called downward comparison. An upward comparison

is opposite of the downward, when any male and female try to compare themselves to the superior one, it's causing tension dejection and anger.

Wood (1989) pointed out that mostly girls and boys like upward comparisons to improve themselves in sense of body image. Research shows that upward comparisons with other people who are associated with the development in zealous pain and reduction in self-respect. He also found that upward comparisons might be risky if the superior is close friend, because, in such type of cases the individuals don't care about their body.

2.6.2 Sociocultural theory

The sociocultural theory highlights the importance of social and cultural effects, which, is most closely linked with the work of Thompson and his associates (Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999). According to sociocultural theory, body dissatisfaction is an outcome of the ideals of slim body and other unachievable criteria of beauty that are in vogue in the society. The girls and boys get pressure to be thin/slim and wanting to be muscular from the media, peers and family. These standards of beauty are inaccessible to most boys and girls, and in turn, the individuals dislike their bodies, which lead them towards dissatisfaction to their bodies. The boys and girls start harmful weight management attitudes and behaviors such as extreme exercise, improper dieting and self-induced vomiting.

Different studies provide support for this theory, as in 25 studies of one meta-analysis, it has been observed that boys and girls are exposed to the slim and thin ideal images. The women feel worse than men about their bodies. The association between presentation to thin pictures and self-perception dissatisfaction has been set up through both experimental and correlational studies on female in the United States (Groez, Levine & Murner, 2002).

Posavac & Posavac (2002) pointed out that females in the United States are disposed to form up a negative body image of themselves on the off chance that they experience errors b/w their apparent body shape and the unrealistic pictures appeared by the media. He reported that media pictures of slim females impacts Latinas' self-perception and can prompt large amounts of body dissatisfaction and the extension of dietary problems in this populace. Goodman (2002) found that in light of the fact that the majority of the media pictures are of white girls in the United States, therefore, they perceive and understand that the body of white women of Latinas is a symbol of the ideal body.

Researches have uncovered that it is not only exposure to the pictures that man lead to body dissatisfaction, but, also the standards of beauty to which an individual adopts and applies. A meta-investigation detected the part of three constructs that have been connected to the development of body dissatisfaction as (i)awareness of the sliminess (ii) thinness internalizations (iii) and perceive pressure to be thin or muscular (Stice, 2002). Through this meta-investigation the investigators revealed that each of the three constructs were altogether identified with self-perception dissatisfaction. Two factors out of three such as perceived pressure to be ideal and ideal internalization had been found very close and relevant to body dissatisfaction.

The mediating factor b/w exposure to impractical pictures and the growth of body dissatisfaction is the internalization of the thin ideal standards of beauty. For instance, one investigation of Stice, Schupak-Neuberg, Shaw, and Stein (1994) utilized ancillary condition demonstrating to exam the different part that internalize plays. These researchers has also pointed out that the relationship b/w exposure to unrealistic images and the growth of body dissatisfaction was facilitated by the social and cultural standards of internalization of beauty.

2.6.3 Other relevant theories

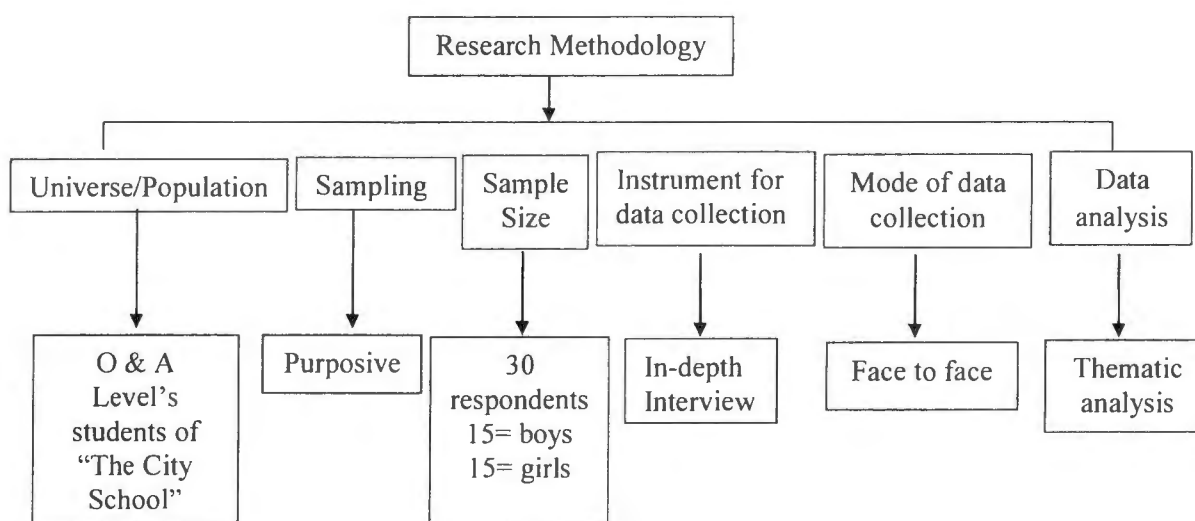
As per objectification theory, the woman body is made as a thing to be seen by others people mostly by men. Through the procedure of objectification theory, females are seen as sex symbol by the individuals. Practically as others, particularly men, see and review a woman's body or body parts as sexual items in a system represented as the objectification of self. Females understand that their bodies are watched as objects, that is why they try to maintain the attributes of femininity and socio-cultural standards of beauty. How much a female or young lady may suitable in with these concealed principles converts into a measure of her self-worth. A woman's awareness of her powerlessness to meet these standards, a fault that is avoidance on expected in light of the way that the standards are unattainable, stimulates disrespect (Fredrickson and Roberts 1997). According to social identity theory, the negative/positive comments and dialogs that happen b/w people from a social group. Conversation about dieting, exercise and dressing are like a vehicle, which share the body ideals of social group (Tajfel and Turner 1986).

Chapter No. 3

3. Methodology

This chapter explains the methodology for conducting the research. It provides discussion of procedures and techniques through which the data was collected and analyzed. In order to complete the study, qualitative research was conducted to obtain the desired data. Qualitative research gives deeper and detailed understanding in the field of sociological research that is why for this topic of body dissatisfaction the qualitative research has been chosen.

The steps taken in this research are denoted as under:



3.1 Universe/ Population

Population for the study was the students of O Level and A Level of "The City School" H-8/1, Islamabad.

3.2 Sampling

Fifteen male and fifteen female students was recruited through purposive sampling from the O Level and A Level to ask about the subject of body dissatisfaction. The participants for this study were recruited by giving consent and recruitment letter (Appendix 4.12.1). The respondents signed the said letter and returned to confirm the participation in the research.

3.3 Sample Size

In quantitative research, large sample size is required, whereas, qualitative research consist of very limited respondents to get very accurate and rich data. For this purpose, the researcher selected 30 respondents (fifteen male and fifteen female students) from O & A Level in “The City School”.

3.4 Tools of data collection

In-Depth Interviews was conducted for data collection. The researcher asked to the school’s management and respondents for tape recording the interviews, but the management did not give permission due to the school policy. Each respondent was interviewed up to two hours. The interview guide was comprised of twelve open ended questions except the demographic portion. The same interview guide was used for both male and female respondents.

3.5 Locale of the study

The research was carried out in the capital. In order to complete this study “The City School” H-8/1, Islamabad has been selected on convenience basis, wherein, mostly students in the school belong to upper and middle class. The principal of the school was agreed to facilitate research work.

3.6 Data analysis

The data was analyzed by using the thematic analysis for the purpose to point out the themes within the collected data through in-depth interviews. Initially the data was written in paragraph shape and scrutinized the interview transcripts thoroughly word by word to know for better result and conclusion. In the light of the research questions along with the theoretical framework, the researcher made the themes accordance with collected data (Corbin & Strauss, 2008).

Different themes has been identified from the data. Two themes as masculinity and femininity derived from ideal body. According to the research questions, the influence, reason and factors which are responsible for body dissatisfaction produced three themes in the shape of the media as influential factor, the family as influential factor and the friends as influential factor. Perfection in body with sub themes as dieting, exercise and dressing have been concluded from the strategies which reported by the respondent. One theme i.e. stigmatization of body from implication has been identified. These all themes will be analyzed in the coming chapter.

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Chapter No. 4

4. Results and analysis

This chapter discusses the themes identified in this study. The 1st theme as masculinity and femininity with the participant's views will be discussed. To furnish broad information of respondents' attitudes and behaviors about the topic of body dissatisfaction, the researcher also explored the influential factors for body dissatisfaction i.e. family, friends and the media, revealed by the respondents. Their views about implications of body dissatisfaction as stigmatization of body will also be discussed. In the end, the strategies and overcoming on the issue of body dissatisfaction with the main theme of perfection and sub themes as dieting, exercise and dressing will be discussed. This will be followed by the discussion about participants' body dissatisfaction with their bodies as well as their efforts to achieve and maintain a good body image.

4.1 Masculinity and femininity

The themes identified from the data of ideal body internalization/ideal body are masculinity and femininity. The boys desired for ideal body with different attributes and specifications, such as appropriate weight, taller height and strong physiques with plain abdomen, which belong to masculinity. Masculinity is a set of characteristics, behaviors and roles associated with boys and men. It is socially constructed as well as biologically created factors. The boys revealed that the construction of the ideal body of boys consist of extremely muscular body, strong muscles alongwith wide shoulder as compared to girl's shoulders. Traditionally masculine and ideal body for boys in Pakistani society was the existence of hair on chest, hands and ears alongwith muscular body, whereas, in this study some of the respondents told that the ideal body should be free from unwanted hair, which mostly exist on

the shoulder, arms and chest, because it decreases the beautifulness of the body. The male body consist of tall, muscular, hairless and very low in body obesity (Bordo, 1999). One of the respondents stated;

“Masculine and standard body consist of normal height, fair color, normal weight, free body from unwanted hair alongwith muscularity and good body shape as no part of the body like neck, face and belly is wider or narrower in comparison to the rest of the body”.

Another 18 years old boy revealed;

“The ideal body for boys is a strong body structure with muscularity, suitable weight, more than 6 feet height. flat belly and fair color. The ideal body gives confidence in the company of friends and relatives of same age”.

Some people was also considered long moustaches one of the characteristics of standard body, but the passage of time some trends have been changed as long moustaches and hairy body don't consider the vital part of the ideal body anymore. The boys reported in this study that ideal body consist of high taller/height alongwith appropriate weight and hairless body. For example, several respondents noted height and weight specifications, such as ideal height for boys 6 feet and 60 to 70 KG weight.

Femininity is a set of behaviors and roles, which are culturally connected with female sex characteristics. Female sex characteristics consist of good body shape, fair color without unwanted hair and appropriate body organs with normal size. In classical Pakistani society the girls were liked with heavy hips and large breasts, but at present the scenario has changed as the girls with zero size are considered most idealistic, because it is new and emerging trend. The girls desire for feminine body as small waists, slim/thin body, long legs and fair color. According to this study the ideal height for girls reported of 5.6 feet with weight of 55 KG.

Another debate came into being that why the boys and girls are looking for masculinity and femininity respectively. As we know that we cannot say a male to someone

until he has the masculine characteristics as strong physique, taller height and flat belly. Similarly, the female body should consist of prominent female organs/figures alongwith sliminess. Several studies have identified the main reasons and factors which compel the girls and boys to be masculine and feminine. The contributing factors are the media, the family and peer pressure, which lead the boys and girls for getting the ideal and standard body. All the factors will be discussed in the next paragraphs with the help of different themes and examples.

Body with thin, tall and long legs is considered the standard female body in the modern society, whereas, the perfect male body is masculine, taller height, normal weight alongwith flat abdomen. Females endeavor for thinner and sliminess bodies and males want to be more strong body (Olivardia, Pope, Borowiecki, & Cohane, 2004). Different studies provide some support to these findings and results, as in one study, it has been revealed that more than 90% of boys undergraduate college students desired for muscular body (Frederick et al., 2007). One girl revealed;

“Standard body is a body which consists of a good shape as long leg, normal weight of 55 KG, flat abdomen and long hair. Femininity gives courage, freely movement in the society with any type of dress, no teasing in school & family, and remain very prominent in all setting”.

Physically attractive individuals tend to be more influential, because, people like them and tribute them with appropriate personalities such as civility, pleasantness, hotness, dignity, and gentleness. It was recorded that desirability improved supposed credibility, prominence, confidence, and knowledgeability (Stephens & Hill, 1994). Body satisfaction in women and men was linked with a greater logic of faith and effectiveness from peers, and sophisticated friend and class fellow relations (O’Koon, 1997).

The researchers agrees that the types of ideal body types are differ for boys and girls in the United States of America as the ideal body for girl in the country today is thin/slim

body that is considered by small hips and waist and a big bust (Harrison 2003). The ideal body for boys in the United States of America is best defined as a strong muscle with broad shoulders and large chest (Mishkind, Rodin, Silberstein and Striegel-Moore 1986).

In contrast with young girl, who want to be thin, young men can encounter weight to keep up athletic and solid body sorts. For instance, men described as unique in popular magazines are frequently thin and strong/solid. In one study, respondents pointed out that height and muscularity are very important parts of powerful and masculine body. Young men who feel that they don't hold these physical standards/parts of manliness can get to be disappointed with their appearance. Quantitative and qualitative researches have uncovered that males want to be strong and muscular (Helgeson, 1994).

Masculinity and femininity gives self-confidence due to which it becomes easy for boys and girls to perform any sort of activities without any hindrance in school and society, because they don't face teasing and negative comments of friends and family members as well as feel pride due to ideal body. The masculinity and femininity makes the body very attractive, appreciable and the individuals remain very prominent and acceptable in friends and the community.

4.2 Socio-cultural Influences

Socio-cultural factors play a key role in affecting and shaping boys and girls thoughts about ideal body. Participants emphasized the importance to have a good body image both in school and personal life, because they believe thinness for female and muscular body structure for males is more welcomed and encouraged by the social context. In the area of research of body dissatisfaction, it has been found that three main socio-cultural factors-media, peers and family among all the potential influential social factors have great importance on body image.

Three themes have been emerged from the data were: (a) family as influential factor (b) friends as influential factor and (c) media as influential factor, which are responsible for body dissatisfaction among adolescents.

4.2.1 Family as influential factor

The family has been identified as influential factor, which lead the boys and girls towards body dissatisfaction as their family members comment negatively on their body for getting perfect body. The family members are teased the individual by fat talk and conversation on appearance which compel them to think that how to get ideal body. Several respondents revealed that their parents were doing proper exercise on daily basis and also advised them to do exercise, because it is important for ideal and healthy body. A 19 years old girl stated that;

“My parents do care about their body. They do different type of exercises. My mother always make my father and me go to exercise with her. My parents go for daily walk alongwith family members”.

Research indicated that family contribute to the development of poor body image and feelings of body dissatisfaction is by modeling weight and shape concerns or body dissatisfaction themselves. Family attitudes that give the importance of appearance or the appreciation of thinness, for example, have been linked with greater drive for thinness and body dissatisfaction (Davis, Shuster, Blackmore, & Fox, 2004; Laliberte, Boland, & Leichner, 1999). Parents' bodies can also serve to impact their children's body attitudes. For example, parental modeling of weight and shape concerns or disordered eating attitudes and behaviors was linked with greater disturbances in these same areas in their college age daughters (Annus et al., 2007; Kluck, 2008). Maternal internalization of thin ideals has been presented to be related to children's associations with thin and overweight body figures as early as three years of age (Spiel, Paxton, & Yager, 2012).

There are two ways, which disturbs the body image alongwith the influence of parents of boys and girls such as the parent's body image and eating behaviors, and the attitude of parents and its impacts toward their children's body size and body shape. The assessment of these impacts, specialists have focused on the groups of patients with dietary problems, the boys and girls with dietary problems, and body image and eating conduct in non-eating cluttered people (Heinberg & Thompson, 1995; Heinberg et al. 1995).

Bailey and Ricciardelli (2010) found that family teasing regarding weight is normal. More than half the young boys and girls in their study recording being teased by family members in the previous year, and in no occurrences was parent fat-talk or family weight-teasing linked with improved outcomes for young girls and boys. Comments that are planned to be positive can also basis negative body image (Kluck, 2010).

4.2.2 Friends as influential factor

Body dissatisfaction is formed from the positive and the negative comments from people whose opinions matter especially friends and romantic partners. In school, the boys and girls feel pressure to be slim or strong in sense of physique in order to be accepted by their friends. In different living groups, the boys and girls are teased by negative comments in the change room, class rooms, dining hall and in the common rooms. All these comments can make them crazy. The comments can make the boys and girls start worrying about their weight and shape, even though they never worried about it before. A 19 years old boy stated;

"I am conscious about my body due to my friend's appearance conversation, teasing taunting and negative comments, as they discuss different parts of the body of the students. The students were passed negative comments on lean and fat bodies of the students. In this age the influence of our friends is great, because I spend more time with my friends and their comments either positive or negative are very important to me".

~~Conversations with friends about appearance commence during adolescence and helps~~
to establish the social structure of those relationships (Berndt & Keefe, 1995). Studies of the

female body depicted in the media between the 1960's and 1980's demonstrates a solid move towards more slender body types and standards; this move has stayed to the present day (Grogan, 2008).

Appearance talking with peers and criticism on body shape/size are two aspects which lead the boys and girls to think about internalization and body image (Jones, Vigfosdotler, & Lee, 2004). Discussions with companions about appearance are huge to the extended comprehension amid pre-adulthood and shapes the social structure of those relationships (Berndt & Keefe, 1995). These discussions give direct support to appearance related matters and support the development of body standards. Normal discussions with companions set appearance beliefs, desires, and standards in simple, intellectual setting.

The results demonstrate that young men and young ladies who all the more regularly participate in appearance discussions with blended sexual orientation companions report more noteworthy body dissatisfaction. The relationship has a tendency to be more grounded in young girls, and might be decreased in size in the wake of representing body mass index, other friend's relationship reasons, and individual demeanors. These results show that appearance discussions with companions are related in a roundabout way with body dissatisfaction, maybe by means of reinforcing of individual dispositions/convictions or disguise of magnificence measures that are exchanged through discussion. Conversing with companions in regards to abstaining from food, work out, and dressing seems to impact convictions about, and interest in appearance, which lead towards body dissatisfaction (Jones and Crawford, 2005).

4.2.3 Media as influential factor

The media shows impractical standards for ideal body for males and females. These standards for idealistic body structure are covered daily on television programs and magazine covers.

The media's portrayal of what is "ordinary" continues getting slimmer and slimmer for young girls and stronger for young men alongwith attractive body shape. With the media pictures and body standards, it is wonder a little bit that young ladies and young men feel lacking, embarrassed, and disappointed with their appearance.

Media is one of the most important socio-cultural influential factors which playing a vital role to lead the boys and girls towards body dissatisfaction. Mostly boys are conscious due to muscular bodies appeared in the media as well as the girls become inspire due to thin/slim bodies portrayed in the media. To examine how media, such as magazines and television shows can influence individual's body image related views, participants and respondents were asked the questions about the subject of body dissatisfaction, and their thoughts of the body image of stars, models and celebrities (Grogan, 2008). One of the respondents stated;

"I am conscious about my body due to ideal body of models appeared in media with attractive body figure, wherein, mostly models are thin with good body shape. I also inspired from Bollywood actresses and Pakistani female newscasters because they have ideal size and wearing good dressing".

The male body as portrayed in the media has become muscular over the past several decades, which shows increased slimness in combination with more prominent muscularity (Pope et al., 2000). Cusumano and Thompson (1997) claimed that consciousness and internalization of the slim ideal body image appearing in the magazines was one of the main causes leading to girl's body dissatisfaction. Its mean that without awareness and internalization of models' thin body image, reading of magazine don't have influence on body image perceptions and the level of body satisfaction.

Stephens and Hill (1994) furnishes a clarification of why more disappointed females and men may be unsurprising to assess a product that is publicized by an attractive models and stars. People who are not satisfied with their bodies will presumably credit socially

charming qualities to a genuine engaging models and stars. It is pointed out that people who are especially disappointed with their body shape will particularly be displayed to advancing that segments the ideal guaranteeing brands, things that are socially unmistakable in observable changes in appearance.

Facebook permits users to participate in an atmosphere where a more ideal identity can be made and conveyed. Facebook users may use profile images, personal information, wall posts, friend lists, comments on others pages, and pictures to represent a certain lifestyle they see as desirable. Users can also hide, or un-tag, photos and information that they might perceive as undesirable. Some users even improve the pictures they post on Facebook through the use of photo editing software, such as Instagram or Photoshop. Resultantly, the females and males are dissatisfied, when they compare their bodies with the unrealistic images (Zhao, Grasmuck, & Martin2008). One of the respondents asserted;

"I am inspired from friend's thin bodies as especially they portrays their photos on social media i.e. facebook with editing with the help of different software".

4.3 Stigmatization of body

A review of stigmatization of obesity, including attitudes towards obesity and teasing among individuals with obesity, indicates that girls are stigmatized more than boys (Tang-Peronard & Heitmann, 2008). In the current study, the boys and girls revealed that they are facing taunting, teasing and negative comments from their friends and family members due to lean and fat bodies. Teasing and negative comments cause body dissatisfaction and restrain the boys and girls from school and social events. Several studies showing that depression, frustration, tension, low self-esteem, disordered eating behaviours, avoidance of physical activity, and hypertension, among individuals with overweight and obesity can be attributed to the stigma experience (Puhl & Heuer, 2009). Psychosocial components observed to find clarifications behind the high bits of knowledge of pre-adult females' folks devouring less

calories included disheartening, self-respect, bother in school, school connectedness, family connectedness, autonomy, and protective factors (Pesa, 1999). A 17 years old boy told;

"Due to my stigmatized body I am facing many problems like I cannot perform different physical activities due to the negative comments of the students and family members. It lead me toward depression and frustration, resultantly, I don't participate in activities as school and social functions".

Similarly, a 18 years old girl revealed;

"I am facing problems due to my body dissatisfaction as I cannot wear all type of dressing, because my female friends even male friends are teased me by negative comments, therefore, I avoid participation in activities".

Poor physical or mental change and poor self-respect and dietary issues have an effect in immaturity, and also all through ones whole life. It has been found that youngsters who report bulimic behavior have the threat of being bankrupt down with bulimia ten years afterward. From now on, body disillusionment can realize poor advancement of social capacities and social relations in children which can leave a profound established negative effect (Stice, 2002).

The reported climb in self-recognition issues in folks joined with the development in body frustration in adolescence and its negative mental and physical results is irritating as distress, dissatisfaction, low interest in activities, not wearing of indulgent dresses and skin issues due to use of cosmetics (Hobza and Rochlen, 2009).

In contemporary society several boys and girls from preadolescence to young adult stage have a normal dissatisfaction with their bodies, as they desire to be thinner, looking for the ideal thin body. The body dissatisfaction and the desire for thinness has been found to be linked with psychological and physical negative consequences and implications, such as low self-confidence, frustration, depression and not participation in social and school events. In a study, 48% of men told being disillusioned with their weight, 11% reported feeling not bright physically and 16% reported that they swear off wearing swimsuits due to body

dissatisfaction (Frederick, Peplau & Lever, 2006).

Research concerning the criticism of peers on appearance is well-documented, especially during the adolescent time period. It has been found that there is a significant linkage between critical appearance remarks and body dissatisfaction. This direct link, has been recognized in females in early college years (Oliver & Thelen, 1996). The experience of being a target of peer criticism can support the value of appearance to peers and emphasize appropriate appearance attributes, thus peer criticism not only generates a negative experience with one's own body, but, also contributes to the internalization of the important features of acceptable cultural appearances (Jones et al., 2004).

Fat-talk is a sociocultural sensation in which young fellows, young women and young women discuss their bodies with each other unfavorably, and is something that is run of the mill inside European society. Fat-talk is seen to be more average than positive body talk and the more fat-talk that some person tunes in, the more likely they are to partake in it (Salk and Engeln-Maddox, 2012). Salk and Engeln-Maddox (2012) also found that when an individual hears and incorporates into fat-talk they experience bigger measures of body dissatisfaction and disfavor. Another negative result of fat-talk is that when a girl is of a size all around considered to fit, however cries that she is fat to some individual of a same size, it passes the message that the second individual should also be frustrate with her/his body.

4.4 Perfection

When we talk to overcome on body dissatisfaction, the concept of body perfection is emerged in our mind, because majority of people are agreed with that the extent of body dissatisfaction can be reduced through body perfection. In this study the process of the body perfection

strategies comprises on sub themes of dieting, exercise and dressing, reported by the girls and boys.

In this study, majority of boys told that standard body can be achieved through perfect dieting and proper exercise like running on daily basis in obesity cases. The boys also agreed that some extent of body dissatisfaction can minimize with the help of dressing as wearing of loose dressing in obesity and wearing of shalwar & qamiz or using of straight lining dresses with same color of paint shirt in low/short height. The girls stated that standard body can be achieved through weight reducing strips, dieting and exercise in overweight cases. The girls also agreed that body dissatisfaction can be minimized with the help of wearing tight fitted dressing to divert the attention of the viewers towards the attractiveness of the body.

The theme of perfection with three sub themes of dieting, exercise and dressing will be discussed. Both girls and boys were agreed to overcome on body dissatisfaction by using the said techniques for getting ideal body.

4.4.1 Dieting

Levine, Smolak and Hayden (1994) found that mostly young ladies reported receiving strong messages through fashion magazines conveying the message that slimness and thinness are important and achievable through dieting. It has been noted that “exercise is encouraged as an ideal means to achieve the ideal figure”, while societal ideals of attractiveness shift over time, the focus on exercise, muscularity, and activeness for both men and women does not seem to be a temporary fad (Lindeman, 1999).

Guidance about body weight and diet from a qualified dietitian or competent expert may profit by preparing positive weight control systems to decay confusion about sustenance and information (O’dea and Abraham, 1996). Research endorses that plastic surgery can be of

both physical and mental great advantage to patients, bringing an improvement in sense of pride, getting enchanting body and conviction (Maltz, 1981). A seventeen years old boy told;

“Perfection in body can be attained through perfect diet like eating fruit and exercise like running on daily basis. Exercise on daily basis and following a perfect diet plan to achieve ideal body. The gym trainer who help us getting fit and helping to achieve standard body”.

Dieting is universal among school children. In a couple of children the worry of getting the opportunity to be overweight is awesome to the point that it stimulates shrinking in food intake. In case of adolescents diet, they expand their chances for making undesirable sorts of eating behavior. Resultantly, this may irritate the threat of making and dietary issue. The change from youth to adulthood is classified by quick physical improvement, immense increases in hormone levels, and the nearness of discretionary sexual qualities (O'dea and Abraham, 1996).

O'dea and Abraham (1996) debated three physical and sexual qualities that impact teenage girls. First, pubertal change is critical life change that aggravates the adolescent at common, mental, and sociological levels. Second, the nutritious status of youngsters may be affected by the various reasons impacting pubertal advancement, for instance, physical improvement, peer group weight, natural components and mental segments. Finally, nutritional status may influence physical development. Weight get and fat increment are a standard bit of energetic change, yet an essential degree of adolescent's today search for the social immaculate of slimness. That is the reason it is necessary that adolescents need to secure workable procedures for weight control.

4.4.2 Exercise

Both male and female believed that individuals can maintain the ideal body through proper exercise on daily basis. This strategy has been suggested by the majority of the researcher in their studies.

Studies have revealed that exercise have a significant influence on the control of body weight. It has been shown that exercise can contribute to additional and extra weight loss. Exercise functions in concert with other important behaviors to pay to the successful maintenance of weight. Physical activity may also contribute to the prevention of weight gain, which may slow the increasing prevalence rates of obesity in the United States. Data from observation, studies support the significance of exercise in the prevention of weight gain. The currently available data delivers early support for the presence of exercise in efforts to restrain the increase in body weight that has been recorded over the past few decades (Jakicic, 2002).

Different investigations have revealed that exercise affect the control of body weight. It has been shown that exercise can add to additional and extra weight decrease. Exercise limits cooperating with other basic practices to pay to the productive upkeep of weight. Physical activity may also add to the neutralizing activity of weight option, which may direct the growing unavailability rates of forcefulness in the United States. Data from studies, studies support the significance of exercise in the prevention of weight gain. At present available data passes on early support for the closeness of exercise in attempts to restrict the extension in body weight that has been recorded over the span of late decades (Jakicic, 2002).

4.4.3 Dressing

In the current study, the boys and the girls both were reported that dressing is also one of the strategy to reduce the extent of body dissatisfaction. The boys told that they wear loose dress in case of obesity and in case of short heighted they wear dresses of straight lining with same

color of paint and shirt. The girls have been revealed that they wear fancy and attractive dressing to avoid the negative comments from the friends and family members. One of the respondents stated;

"Standard body can be achieved using different cosmetic products for treatment and body changes can also be possible through using cream and other products. We can overcome on body dissatisfaction by wearing fancy and attractive dresses to attract the people and divert the attention of people towards beautifulness of my body".

Yamamiya, Cash, Melnyk, and Posavac (2005) have already tried to correlate veiling with body regard and its contributing components e.g. sexual allure, figure attractiveness, physical condition and weight concern. Individuals utilize clothes to make their bodies social and gain an identity (Entwistle, 2000).

Chapter No. 5

5. Findings and discussion

Findings based on results and analysis of the data in chapter 4 are given below:

5.1 Body dissatisfaction

Mostly boys and girls were dissatisfied with their body shape and body size. The details of dissatisfaction are being started from the views of boys in this paragraph. As majority of boys were overweight and short height. The boys revealed that they are not happy with their lean and weak bodies. They further explained that they are dissatisfied with their body shape as long ear, nose and indecent lips. Some boys were dissatisfied with their dark color and one of the participants said that he is dissatisfied due to hairy body as hair on shoulder, hands and chest.

Majority of the girls' students were not satisfied with their bodies, due to their overweight/fat bodies and short heights. The girls also informed that they are dissatisfied with their lean and weak bodies. They further revealed that they are unhappy with their body shape as teeth, nose and fat lips. Some of the students were dissatisfied with their dark color. Out of 15 respondents, six have stated that they are not satisfied with their body size.

5.2 Ideal body

As we discussed in the previous paragraphs that boys and girls are dissatisfied with their body shape and size. Similarly, these two attributes are once again considered very vital for standard body. The boys and girls were desirous to get the perfection in the shape of getting ideal body size and attractive body shape. Majority of the boys reported that ideal body is

masculine, strong physique and powerful muscle. These boys also desired that the body should consist of taller height and normal weight along with good body shape. They further revealed that flat belly and fair color is also the part of perfect body. Some of the respondents told that the body should be hairless, because, it decreases the beautifulness of the body. One of the respondents interestingly stated that there is no need for good body shape, fair color and attractiveness, but, the men/boys should be muscular, strong, and powerful with ideal height of 6 feet.

Majority of the girl students stated that ideal body consist of thin body and long legs. The girls also reported that fair color and soft skin are the part of standard body, which increases the attractiveness of female body. The respondents further said that ideal body should consist of appropriate height upto 5'6" feet and suitable weight with good body structure as no part of the body like waist, face, belly, ear and nose is abnormal in accordance to the body.

5.3 Importance of ideal body

In this paragraphs we discuss the views of the students that how the ideal body carry them forward. As majority of the respondents were agreed that standard body gives confidence due to which it is very easy to perform all sort of activities without any hesitance in school and society. The boys told that they don't feel depression due to ideal body. These boys further reported that they can move freely in the community with the perfect body. Some of the students told that there is chance with the standard body to attract the opposite sex and other class fellows.

Majority of the girls were agreed that standard body grants self-confidence due to which it becomes easy to perform all types of activities without any hindrance in school and society. The girls told that they don't face teasing and negative comments of friends and

family members as well as feel arrogance due to ideal body. These girls also reported that they can move freely in the community with the ideal body with any type of dress. The students further told that there is opportunity with the standard body to attract the boys and would be very prominent and acceptable in friends and the community.

5.4 Causes of body dissatisfaction

Majority of the interviewees revealed that they were inspired from their friends, because their friends were holding perfect body. The boys reported that another reason of body dissatisfaction and consciousness is the teasing and negative comments of friends and family members in school and family as they called names of moto, pedu, tido etc. The respondents also told that media has great influence and impact on their body, especially sportsmen and actors who have strong physique and long lasting stamina. One of the respondents was very inspired by his cousin due to his strong body, powerful muscle and wider chest.

Majority of the girls revealed that they were inspired by their peers, who were holding ideal body as well as some of their friends had been talking on appearance and look of the girls. The girls also reported that they feel embracement due to unattractive body and negative comments of their family members. The respondents further stated that media has great influence on their bodies, wherein, mostly model and girls hold thin and slim bodies alongwith ideal size.

5.5 Implications of body dissatisfaction

Majority of the boys told that they are facing many difficulties and complications due to their bodies as feeling depression and frustration. The boys informed that they are facing taunting and negative comments of their friends and family members with lean and fat bodies, due to which their level of participation in social and school activity become very low. On the other

hand, the boys revealed that due to their fat and lean bodies they were unable to perform the activities easily, because they were in problems due to their low stamina and laziness. One of the respondents stated that he cannot wear swimsuit, because the respondent has unwanted hair on his body; otherwise with the swimsuit he faces the negative comments and hooting of his friends.

Majority of the girls told that they are facing many difficulties due to their bodies as feeling depression and frustration. The girls informed that they are facing taunting and negative comments from their friends and family members with lean and fat body, due to which their level of participation in social and school activities remain low. Some of the respondents stated that they face problems wearing normal dresses both in obesity and extreme lean body cases. One of the respondent told that she faces skin problems due to use of cosmetic.

5.6 Strategies/overcoming on body dissatisfaction

Majority of boys told that standard body can be achieved through proper dieting and exercise as running on daily basis in overweight cases. The boys also agreed that some extent of body dissatisfaction can reduce with the help of loose dressing in overweight cases and wearing of shalwar & qamiz. Several students asserted that using of straight lining pant and shirts with same color in case of low/short height is also one of the way to overcome on body dissatisfaction. Some of the respondents said that body dissatisfaction can be decreased with the use of cosmetic and artificial products for dark color. They also mentioned that to avoid gathering is the solution and the easiest way to rid from the taunting, hooting and teasing of people. The respondents further informed that a gym trainer can help them getting fit and helping to achieve perfect body. Some of the respondents stated that it is not possible to overcome on the height and body shape as ear and nose, because these things are God gifted.

Majority of the girls stated that standard body can be accomplished through weight reducing strips, dieting and exercise in overweight cases. The respondents also agreed that body dissatisfaction can be decreased with the help of wearing tight dressing to divert the attention of the viewers towards the attractiveness. The girls said that body dissatisfaction can be reduced with the use of cosmetic and artificial products/plastic surgery in case of dark color. They also mentioned that it is possible to rid of the dissatisfaction, if, they avoid participation in gathering, because in this case they don't face the taunting and negative comments from friends and family members. The respondents further revealed that using of high heel can decrease the tension of height. Some respondents stated that doing parda/veiling in case of unpleasant body/face shape is useful to overcome on body dissatisfaction.

5.7 Conclusion

This research indicates that boys give more importance to their masculinity as appropriate height, normal weight, strong muscle, taller/high height and good body shape, whereas, girls are striving for femininity characteristics as normal weight, getting thin/slim body, taller/high height, good body shape, long legs, fair color and soft skin. The results show that family, peers pressure and media were the major factors, which influenced on body image, resultantly the said factors lead the boys and girls towards body dissatisfaction. The boys were trying to overcome on body dissatisfaction by dieting and exercise in obesity case and wearing loose dressing. The girls were using different techniques as dieting, walking/exercise, high heel & using cosmetic products/plastic surgery, weight reducing strip, parda/veiling and by wearing the attractive dressing to divert the attention of the viewers towards attractiveness. The respondents reported that body dissatisfaction lead them towards psychological consequences i.e. low confidence, depression, frustration and physical

consequences as non-participation in activities, low stamina and laziness. They also reported that they had been facing the problems of friends teasing, negative comments and taunting from them.

5.8 Recommendations

Recommendations on the basis of findings are made as under:

1. Parents should avoid their children from body checking (e.g. frequent weighing or checking particular body parts) and body avoidance (e.g. avoiding mirrors).
2. Awareness may be created in general public about the problems of body images through discussions, workshops/seminars and mass media.
3. The government should include leadership in conveying the importance of body image issues as well as providing practical support for the implementation and spreading of effective interventions such as healthy weight management interventions and health education interventions.

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5.10 Appendix

5.10.1 Consent and recruitment letter

Body Dissatisfaction among Adolescents Causes, Implications and Strategies

I am a student of MS Sociology at International Islamic University, Islamabad. For my MS level research project, I am doing my research work on body dissatisfaction among adolescent, which is a compulsory part of my studies. Body dissatisfaction refers to the negative evaluation of one's own body and related feelings of distress or dissatisfaction of body shape, muscularity, weight and height. I would appreciate, if, you could share your experience with me to complete the research work. This project involves participating in-depth interview. The duration of the interview would be up to one hour.

If you are agreed to participate in this research project voluntarily, please convey your consent by signing beneath. The information provided by you will be used for this research project only.

Name: _____

Signature: _____

Date: _____

5.10.2 In-depth interview

1. Gender: _____ 2. Age: _____ 3. Grade: _____
4. Father Education: _____ Mother Education: _____
5. Father Income: _____ Mother Income: _____
6. Number of siblings:
Brothers: _____ Sisters: _____
7. Your number in sibling: _____
8. Your area of living:
Rural: _____ Urban: _____

1. What is a standard body?
2. How standard body carry you forward?
3. Who make you more conscious about your body?
4. How standard body can be achieved?
5. Who do you think can help you to achieve the standard body?
6. How do you see the standard body around you?
7. How do you see your own body?
8. What is nice of your body?
9. What do you want to change in your body?
10. What problems are you facing due to your body dissatisfaction?
11. How do you overcome on body dissatisfaction?
12. What type of problems do you face during overcoming and after overcoming on body dissatisfaction?

