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A Study on Body Image Satisfaction and Disordered Eating Behaviors among Thai Actresses

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จิตวิทยา มหาวิทยาลัยธรรมศาสตร์



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Agenda

- Background and introduction
 - Methodology
 - Results
 - Discussions
- จิตวิทยา มหาวิทยาลัยธรรมศาสตร์*

Eating Disorders

- Every year, millions of women around the world suffer from eating disorders.
- Eating disorders are considered to be fatal and having lifelong consequences (Crowther et al, 1992;

Fairburn et al, 1993; Hoek, 1995; Gidwani & Rome, 1997; Gilchrist, 1998; ANAD, 2000; WHO, 2005)



Eating Disorders and Body Image Dissatisfaction

- Many studies found that eating disorders associate with body image dissatisfaction. (Fox et al, 1994; Stice et al, 2000; Mintz & Kashubeck, 1995; Thompson & Smolak, 2002)
- Body image is the way people feel and think about their bodies.



Factors Influence Body Image Dissatisfaction

Background

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- Several factors play a key role in body image dissatisfaction in people (Abell & Richards, 1996; Gleason et al. 2000; Heinberg & Thompson, 1995)
 - gender, self-esteem, media influence, family and peer pressure, teasing and critical comments

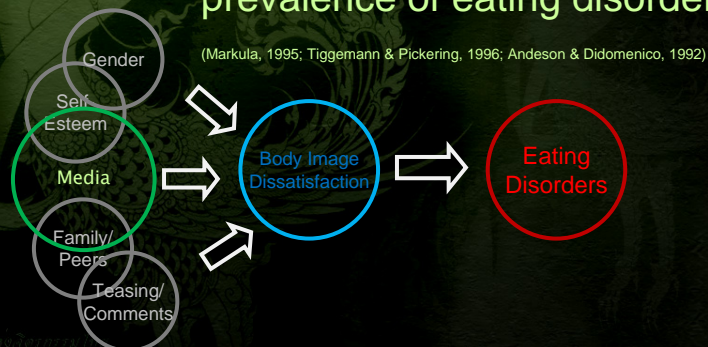


Media and Body Image Satisfaction and Eating Disorders

Background

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- Media influence has very strong effect on body image satisfaction (Groesz, 2002; Harrison & Cantor, 1997)
- media's portrayal of slim body increasing prevalence of eating disorders



Media Influences

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- Media are the most potent and pervasive communicators of socio-culture standards.
- The impact of media is to blur the boundaries between a fictionalized ideal and reality.
 - Being advocates and promoters of the desirability of an unrealistic and dangerously thin idea of beauty.
 - Amount of exposure to specific types of programs (e.g. Soap opera, music videos) is related to body image problems and restrictive eating (Tiggemann & Pickering, 1996)

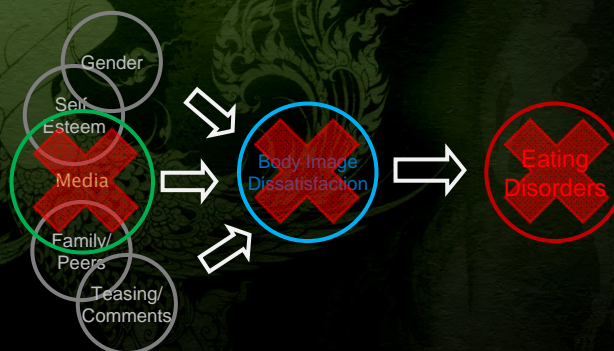
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Media and Body Image Satisfaction and Eating Disorders (cont.)

Background

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- Reducing problems in media industry would make a significant impact to the entire society.



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Objectives of the Study

- To measure the level of body image satisfaction and problematic eating among Thai soap opera TV actresses.
- To identify associations between body image satisfaction and disordered eating behavior among Thai soap opera TV actresses.

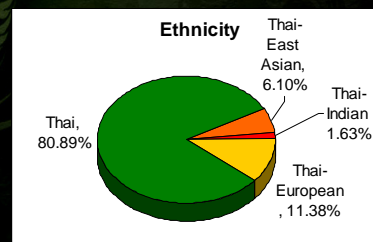
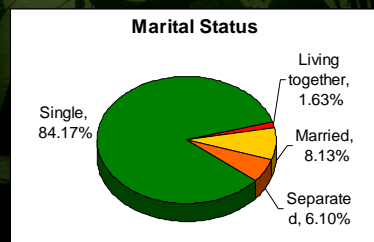
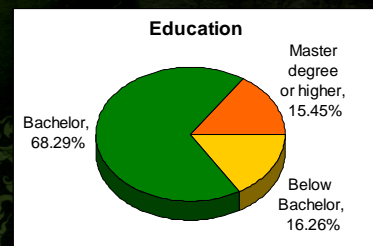
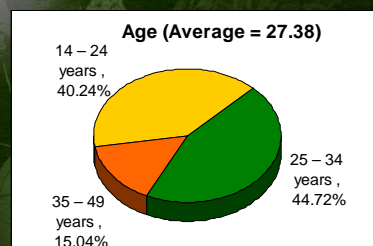
Population and Sampling

- **Population**
 - Thai soap opera actresses (ages 14 – 49 years)
 - Still active in entertainment industry or left the industry not more than 2 years, at the time of study
- **Sample size**
 - 246 subjects (Yamane's formula suggested 229) from total 534 actresses
- **Sampling method**
 - Simple random sampling
- **Ethical consideration**
 - Signed consent forms from all subjects.

Data Collection and Analysis

- **Data collection technique**
 - Self-administered questionnaires
- **Data collection tools**
 - Standardized structured questionnaires
 - Socio-demographic questions
 - Body Shape Questionnaire (BSQ), alpha = 0.965
 - Eating Attitude Test (EAT-26), alpha = 0.816
- **Data analysis**
 - Quantitative: Descriptive statistics, Inferential statistics (t-test, ANOVA, correlation coefficient)

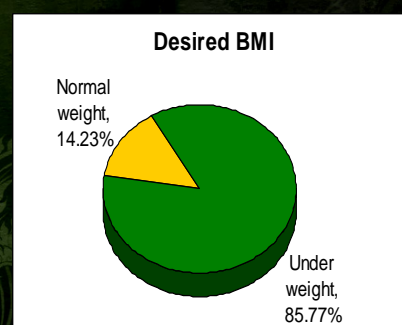
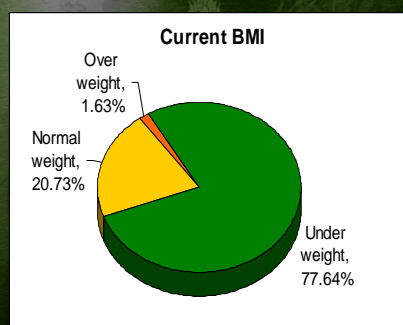
Socio-Demographic Results



Body Mass Index

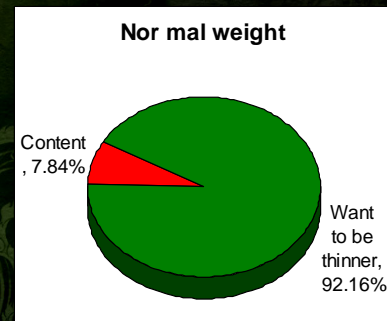
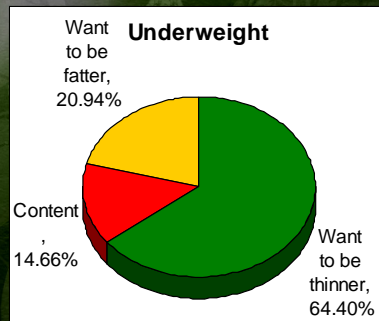
- BMI = weight (kg.) / height² (m.)
- Reported BMI
 - Average = 17.87 (underweight) (Weisell, 2002)
- Desired BMI
 - Average = 17.07 (underweight) (Weisell, 2002)
 - Less than Reported BMI ($p < 0.001$)

BMI Categories



- As of "WHO suggestion for BMI category for Asian adult" (Weisell, 2002)
 - BMI < 18.5 underweight
 - 18.5 ≤ BMI < 22.9 normal
 - 22.9 ≤ BMI over weight

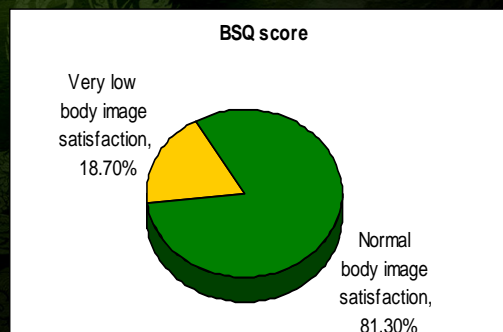
BMI and Satisfaction



- In underweight group, almost two-third of them wanted to be thinner.
- In normal weight group, about 9 of 10 wanted to be thinner.

Body Image Satisfaction Measures

- Body Shape Questionnaire (BSQ) (P. Cooper, Taylor, Z. Cooper, & Fairburn, 1987)
 - Possible score: 34 – 204
 - Higher score = lower body image satisfaction
 - Cut-off at 110:
 - Score ≥ 110 : very low body image satisfaction, risk of eating disorder, clinically significant body dysphoria
- Results
 - **Average = 84.88**
 - Min = 34
 - Max = 181



Eating Disorder Measure

- Eating Attitude Test (EAT-26) (Garner, Olmstead, Bohr, & Garfinkel, 1982).
 - Possible score: 0 – 78
 - Higher score = higher risk of having eating disorder
 - Cut-off at 20:
 - Score ≥ 20 : Risk of eating disorder, problematic attitudes and behavior toward eating
- Results
 - **Mean = 10.97**
 - Min = 0
 - Max = 44



Body Image Satisfaction and Eating Disorder

Variables	Mean	SD	Pearson Correlation Coefficient (r)	
			BSQ	EAT-26
BSQ	84.88	30.96	1	0.782*
EAT-26	10.97	9.61	0.782*	1

* $p < 0.01$

- BSQ associates with EAT-26 score in the positive direction
- Lower body image satisfaction, higher degree of eating disorder

Comparison to other studies

- The prevalence of abnormal eating attitude and behaviors among female samples based on EAT Score cut-off
- Our study
 - Actresses age 14 – 49: **17.89%**
 - Actresses age 14 – 24: **21.21%**
- Thailand (Jennings et al, 2006)
 - College students: 12.87%
- Thailand (Kaewpornawan, 1994)
 - Age 12 -19: 8.96%
- Hong Kong (Lee & Lee, 1996)
 - Age 14 – 19: 6.5%
- Japan (Nakamura et al, 1996)
 - Age 16 – 18: 5.4%
- Japan (Makino et al, 2006)
 - College students: 5.1%

Conclusion

- The majority of Thai TV actresses had normal weight, however they still wanted to be thinner.
- A significant number (about 20%) of Thai TV actresses may have eating disorders.
- The risk of eating disorders in this group was significantly high compared to other studies in Thai and Asian women
- One of the first study in media and entertainment business, which has important impacts to Thai society at large.

Recommendations for the Problems

- Provide knowledge
 - The actresses themselves.
 - The significant persons, such as executives, producers, directors, costume staffs, especially in bad and fatal consequence of eating disorder.
- Social awareness
 - Bad and fatal consequence of eating disorder.
 - Thinness is not beauty, but fatality.

Further Study

- Explore more with qualitative study.
- Explore deeper in detail
 - Satisfaction is not only weight, but parts of body
- Extend to study in both genders.
- Study the aspects of occupation.
 - Roles, characters, durations
- Study on significant persons.
- Participatory study along with the actresses



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Thank You

Questions and comments are welcome

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