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A Campaign for Male Beauty: The Influence of Advertisement on Dimensions of Male Body

Michelle Meehan, '09
Illinois Wesleyan University

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A Campaign for Male Beauty: The Influence of Advertisement on Dimensions of Male Body

Image

Michelle Meehan

Illinois Wesleyan University

Abstract

Distorted body image perception is a growing problem in today's society, with advertisements that display a "thin-ideal" having a significant effect on the issue. Recent advertising campaigns have been designed to improve self perceptions of body image and are now the focus of research. Dremonas (2008) concluded from her research of the Dove Campaign for Real Beauty, that such a campaign actually decreased self perceptions of body esteem in females. Adding to the research of Dremonas (2008), the present study utilized 50 male, undergraduate students to examine the effects of the Dove Campaign for Real Beauty on men. Participants either viewed the Dove commercial "Evolution" in its entirety, "Evolution" in part, or a control commercial. The men then completed self-report questionnaires to measure perceptions of their body and esteem. It was found that men's general self esteem and self perceptions of sexual attractiveness increased after viewing the full Dove "Evolution" commercial. The current research has supported past findings that men who view images of attractive women experience increased esteem. In addition, current findings support that the Dove Campaign for Real Beauty does attain its goal to increase esteem, for male viewers. The results of the present study are pertinent because there is currently a discrepancy in findings regarding male body image. As the problems associated with decreased body satisfaction continue to grow, it is important to more clearly differentiate between successful and harmful advertising techniques so as to better improve the pervasive media that effects esteem.

A Campaign for Male Beauty: The Influence of Advertisement on Dimensions of Male Body
Image

Whether driving home from work or perusing the evening television programs, the

presence and influence of advertising is inescapable. Consumer reports indicate that the average

American views upwards of 250 advertising messages each day (www.consumerreports.org).

Advertisements present a wide range of ideals from things such as anthropomorphized, shower-

cleaning bubbles, to the more typical attractive women holding anything from a vacuum to a

brand-name fragrance. However, regardless of the product or target audience, all advertisements

portray appealing, ideal images. Because advertisements are meant to sell, or demonstrate the

appeal of a product, advertisements utilize appealing images to create the association between

the appeal and the product (Englis, Soloman, & Ashmore, 1994). While such strategies may

prove effective for advertisers, the appealing images displayed in advertising messages bombard

the people of today's society allowing for the creation of certain expected appealing or beautiful

ideals (Silverblatt, 2004).

Origins of a Beauty Ideal

It has long been socially accepted that what is beautiful is good (Dion, Berscheid, &

Walster, 1972). As advertisers and social normative culture have capitalized on the long-standing

theory, the issues of physical appearance and attractiveness have become increasingly prevalent

and pertinent (Englis et al., 1994). The construct of body image is the dimension most widely

used to measure self perceptions of beauty (Jones & Buckingham, 2005). Body image is often

defined as a continuum of satisfaction with one's physical appearance (Agliata & Tantleff-Dunn,

2004) and has been conceptualized as consisting of an evaluative and an investment component.

The evaluative component relates to satisfaction with appearance and the investment component

relates to the importance an individual attaches to appearance (Cash, Melnyk, & Hrabosky, 2004).

Advertising as it Affects Body Image Perceptions

In this modern era of communication and technology, where advertisements and images of a specific beauty ideal are constantly available and present, it is reasonable that there has been a dramatic increase in body dissatisfaction in recent years. There is a long history of marketers using images of female beauty to sell products to men and women (Englis et al., 1994). Previous research has justified the claim that images soliciting society's beauty ideals are pervasive (Thomas & Heinberg, 1999), but a review of such literature is beyond the scope of the current discussion. The justification to be made is that such global images of beauty in advertisements affect individuals' self perceptions. Englis et al. (1994) reported that attractive people portrayed in advertising effect consumers' perceptions of their own facial attractiveness. According to Silverblatt (2004) this is because mass media has emerged as a social institution, assuming the role of support system for individuals as they seek membership in a larger social network. In short, people today are increasingly looking to forms of media for information, values, and rules of behavior. Media figures serve as societal role models because of the standard of success they embody. As people strive to satisfy their innate desire for success and fitness, they strive to emulate and epitomize the attractive images of success portrayed in media (Silverblatt, 2004).

The most prevalent ideals of beauty in current advertisements are those of thin women (Thompson & Heinberg, 1999) and muscular men (Fawkner & McMurray, 2002). There is extensive research bolstering the idea that exposure to these ideals promoted in media images are among the factors that negatively affect body image satisfaction (Cusamano & Thompson, 1997). While it would seem that exposure to beauty ideals in advertising is enough to affect the

attitudes and behaviors of individuals, researchers are currently narrowing their focus in attempts to better understand the relationship between media and body image. The most empirically supported models explaining the negative effects of media exposure on body image conveys the idea that social pressures, such as media endorsements of an ideal body shape, are the catalyst behind an individual's need to conform to body shape standards (Cusamano & Thompson, 1997). Furthermore, Cusumano and Thompson (1997) emphasized the importance of awareness of societal pressures regarding appearance and internalization of the messages in advertisements as mediators of the relationship between exposure to the body shape ideals in advertisements and body image satisfaction.

Advertising as it Affects Women

The effects of media exposure, internalization, and awareness in terms of social comparisons are only well documented for women. One study found that women reported lower appearance self esteem, greater body image importance, and greater body image dissatisfaction after exposure to thin ideals (Ip & Jarry, 2007). Of the women in the Ip and Jarry (2007) study, those with higher internalization of beauty ideals, meaning most highly invested in body image and appearance, were more susceptible to the negative effects of exposure to thin media images than are women who are less invested in their appearance. Other researchers have also found evidence that women exposed to advertisements containing images that portray a thin ideal experienced increased body dissatisfaction and lowered self esteem (Bessenoff, 2006; Cahill & Mussap, 2007) and eating disorder symptoms (Hawkins, Richards, Granley, & Stein, 2004). As postulated in Cusumano and Thompson's (1997) research, the relationship between exposure to thin ideals and lowered self perceptions, in these studies, was mediated by social comparisons (Bessenoff, 2006). After exposure to attractive or unattractive female images, women with high

self esteem reported a more positive mood and lower internalization of sociocultural norms than women with low self esteem (Jones & Buckingham, 2005). Subsequently, these researchers found a contrast effect, wherein women with low self esteem displayed higher body esteem after exposure and comparison to an unattractive female than after exposure and comparison to an attractive female. On the contrary, women with high self esteem displayed lower body esteem after comparison to an unattractive female than after comparison to an attractive female (Jones & Buckingham, 2005). This contrast can be explained using the idea of downward social comparison theory, which supports that women with low self esteem prefer to make comparisons to other females who are seen as less attractive in their attempts to improve their own self esteem. Women with high self esteem feel no need to improve their self esteem, so they do not tend to make downward comparisons (Wills, 1981).

Advertising as it Affects Men

Little research has investigated the relations among these constructs for males. The challenge, as one study by Furnham and Calnan (1998) found, has been that males who were dissatisfied with their bodies were equally divided between those who wished to gain weight and those who wished to lose weight. The researchers also found that reported exercising for physical tone, attractiveness, health, fitness, and/or weight control were all related to measures of disordered eating for males, while exercising for mood and enjoyment were not. Such a variable phenomenon can be explained in that exposure to and internalization of the typical images displayed in the media of the muscular male ideal leads to increasing body dissatisfaction (Fawkner & McMurray, 2002) and concerns with muscularity (Cahill and Mussap (2007). While Stice, Schupak-Neuberg, Shaw, and Stein (1994) also demonstrated that awareness of society's beauty ideals was correlated with body image disturbance, and Cusumano and Thompson (1997)

found that internalization of social norms of appearance mediated the relationship between the variables of media exposure and disturbance, further conclusive research on this topic is scarce.

Because a majority of previous researchers have used experimental designs that exposed male participants to advertisement and media images of attractive males, there is reason to study the effects on male body image when exposed to images of attractive women. Designs that exposed males to images of other males are logical because they allow for comparisons to be made between similar types of research done with females. However, as Englis et al. (1994) purported, modern advertisements most often utilize attractive females to sell products to both men and women, so a more realistic design would be one that measures how men are affected by exposure to images of attractive females. Kenrick, Montello, Gutierres, and Trost (1993) used this type of experimental design and presented males with images of attractive women. The researchers found that participants' mood and self perceptions of body image increased when exposed to attractive, opposite sex images (Kerick et al., 1993). Exposure to less attractive faces belonging to the opposite sex interrupted this increase. The researchers explained this contrast by comparing exposure to opposite sex faces with a reward-stimulus relationship. In other words, exposure to attractive faces belonging to the opposite sex is rewarding and individuals will subsequently work to obtain access to this type of individual. However, exposure to attractive faces belonging to the same sex creates a social comparison situation in which an individual might perceive the other as superior. Such social comparison perceptions are what lowered participants' self perceptions of body image in other studies (Kenrick et al., 1993).

Harmful Ramifications

Regardless of the cause of negative self perceptions, body dissatisfaction and over-evaluation of appearance stemming from exposure to beauty ideals in advertisements are leading

factors in the development and maintenance of body dysmorphic attitudes and behaviors (Stice, 2002). Exposure to beauty ideals in advertisements is also related to maladaptive behaviors. Thompson et al. (1999) reported that media is a significant factor in the development of eating and shape related disorders, and Stice et al. (1994) found that media exposure had a direct effect on eating disorder symptoms. For men, these symptoms do not manifest themselves in the same way that they do for women. For example, decreased body satisfaction in men was associated with strategies to increase muscularity (Cahill and Mussap, 2007). In addition, male participants in the Fawkner and McMurray (2002) study reported that their psychological state and behavior were influenced negatively by idealized images presented in media, and harmful health behaviors, such as disordered eating, steroid use, and excessive exercise were often the result.

Steele's (1988) theory of self-affirmation, offers a theoretical explanation for the Fawkner and McMurray (2002) findings. Self-affirmation theory states that individuals strive to maintain a sense of global self worth, and to do so, they generally turn to the most readily available and salient means of restoration. People who otherwise feel ineffective in important and complex self domains of the self tend to turn to appearance as a source of self esteem because it is deemed as more attainable. In other words, individuals strive for social acceptance by trying to meet the culturally mandated standards of physical appearance displayed in media images. This demonstrates that, in males, overall measurements of self perceptions of body image are related to the previously mentioned body regulating behaviors (Stice et al., 1994).

Media Literacy Campaigns

Marketers and laypeople alike are becoming increasingly aware of the pervasive, negative effects advertising can have on esteem. In an attempt to undo the damage that has been done by previous advertisements that portrayed a beauty ideal, advertisers have adapted the

concept of media literacy campaigns. These campaigns are rooted in the idea that once individuals can identify and understand the motives, purposes, and perspectives embedded within media messages, they will be less susceptible to its pervasive appeal (Austin, Pinkleton, & Funabiki, 2007). With the advent of such campaigns, there are benefits to be had by both consumers and advertisers when it is considered that media literacy campaigns work because advertisements that increase self esteem will promote general good feelings toward oneself and the product (Durgee, 1986). Furthermore, there could even be hope that an entirely new beauty ideal could evolve from such a pattern of campaigns as they manifest themselves into the societal norms and associations with consumerism.

Dove Campaign for Real Beauty

Following the move towards positive advertisements and media literacy campaigns, Dove developed a campaign to promote the appreciation of all types of beauty by featuring women of average appearance. Dove's research has corroborated the findings regarding how media images influence women's self esteem. In order to combat these negative effects, the campaign created by Dove's researchers and marketers was meant to undo the pervasive, negative effects of the media. This campaign is the "Dove Campaign for Real Beauty," and the Dove "Evolution" commercial is just one of the many tools designed to help women feel more satisfied with their bodies (www.dove.com).

It was previously, largely unknown how well Dove's Campaign for Real Beauty was reaching its intended goals. To test this, Dremonas (2008) studied the effects of the Dove "Evolution" commercial on the self esteem and body perceptions of women. Contrary to the campaign's goals, Dremonas (2008) found that women who viewed the entire Dove "Evolution" commercial rated their general self esteem and body esteem significantly lower than women who

viewed the modified "Evolution" commercial. There was no significant difference between participants who viewed the full "Evolution" commercial and the control commercial in respect to participants' ratings of general self esteem and body esteem. Thus, those who viewed the modified commercial had the highest ratings of general esteem and body esteem, followed by the control commercial and then the full commercial.

Identifying Differences

After an extensive literature review it seems that there is a divide in the conclusions drawn about the effects of media on body image. Women and men both seem to be negatively effected by traditional advertisements that portray idealized beauty in a model of the same sex as the viewer. However, men are unique in that they have been found to be positively effected by traditional advertisements that portray idealized beauty in a model of the opposite sex. In a study by Lennon, Lillethun, and Buckland (1999), it was found that participants exposed to attractive models in advertisements reported less comparison than those exposed to average models. These results could explain the previous findings related to men's increased self perceptions of body image in response to traditional advertisements, and women's decreased self perceptions in response to the Dove campaign. In a separate study by Durgee (1986), it was found that viewing someone else's success or self esteem within an advertisement may also cause general positive feelings for the viewer. This poses a dynamic explanation as a model may be portrayed while experiencing success or increased self esteem regardless of attractive or average appearances. Similar to the Lennon et al. (1999) study, the Durgee (1986) viewpoint could also be used to explain the positive effects experienced by men when viewing a traditional beauty ideal, as well as the negative effects experienced by women when viewing the Dove commercial.

Research Question

Based on past research findings that support the idea that advertisement and media have an effect on the attitudes and behaviors of individuals, the current research is focused primarily on beauty ideals portrayed in advertisements as they effect males' self perceptions of body image. From this, the current research begs the question how will the Dove "Evolution" commercial effect male participants' self perceptions of body image as measured by general self esteem, body related esteem, masculinity, social comparisons, and internalization of societal norms for beauty? It is reasonable to examine and expect that the Dove commercials, although they target women, will affect men because they are similar to the type of commercials that men see every day.

Hypotheses

Based on the research findings of Kenrick et al. (1993), it was expected that the current research would reveal that men experienced an increase in self-perceived of body esteem, self esteem, and masculinity, and a decrease in social comparisons, weight concern, physical condition, and internalization of society's beauty ideals in response to both the full and modified Dove commercials. This increase is expected because both "Evolution" commercials portray an attractive, successful model in the end. While it was expected that participants who viewed either "Evolution" commercial would experience increased self perceptions of body image, the addition of the tagline to the full "Evolution" commercial was expected to compound the positive effects of the attractive model and make the increase greater for the full "Evolution" commercial than for the modified "Evolution" commercial. Finally, it was expected that participants who viewed the control commercial would experience no change in self perceptions of self esteem, body esteem, masculinity, internalization, or social comparisons. Measures of self esteem, body esteem, appearance esteem, self rated physical attractiveness, appearance evaluation, and

masculinity are expected to converge in such a way that high scores on these measures will indicate increased appearance satisfaction. Measures of overweight preoccupation, self classified weight, weight appearance orientation, social comparison, media awareness, media internalization are all expected to converge in such a way that high scores will indicate decreased appearance satisfaction.

In sum, the purpose of the current study is to serve as a follow up to the Dremonas (2008) study. In particular, as previously noted, there have not yet been many empirical assessments of the Dove campaign. Because Dremonas (2008) found that the Dove "Evolution" commercial may actually lead to lowered body esteem in women, there is need for further research to better identify if this campaign affects males in a similar way.

Methods

Participants

Fifty male students from Illinois Wesleyan University were recruited to participate in the present study. The racial composition of the sample of participants was representative of the Illinois Wesleyan student population with 78% of participants identifying as Caucasian, 10% as Asian, 6% as African American, and 6% as another or mixed race. Participants were undergraduate students, with a majority in their first year of college. In exchange for their participation, general psychology students were granted research credits toward the fulfillment of course requirements and other volunteer students were entered into a raffle to win a gift certificate.

Procedure

Session 1. Males were asked to participate in a study about advertising appeal. Upon arrival at the computer laboratory, participants were seated in front of a computer and told that

they would be asked to watch a commercial and then complete a series of self-report questionnaires, in which they would be asked to rate varying statements about themselves that would simply be used to form demographic statistics. Participants were then given informed consent forms that described the study as outlined above and they were asked to read and sign the forms to consent to participation.

After the consent forms were signed and collected, a computer program called MediaLab was started and the participant was asked to complete demographic information followed by the Self-rating of Attractiveness scale measure, which the MediaLab program presented to the participants in sequence. Next, participants watched one of three possible commercials.

One third of the participants (n=17) viewed a 74-second commercial entitled "Evolution," which is a part of the Dove Campaign for Real Beauty. This advertisement begins with a moderately attractive woman shown without makeup and hairstyling. As the commercial continues, the woman is dramatically transformed as a result of hairstyling and makeup. The woman's attractiveness by the end is greatly improved as she poses for a photo shoot. A photo of the woman is chosen and the commercial continues to illustrate the further improvements a graphic designer and computer software can make to transform an attractive, cosmetically enhanced woman into a flawless model. Finally, the flawless photo is then displayed as the focus of a large billboard advertisement. The purpose of this commercial is to illustrate how a moderately attractive woman is transformed into a model bearing almost no resemblance to the original woman featured at the beginning of the advertisement. The commercial is completed as the screen turns to a black background with the sentence, "No wonder our perception of beauty is distorted." The second third of the participants (n=16) were asked to view the exact same Dove commercial with the end statement about our distorted perceptions of beauty omitted.

The last third of participants (*n*=17) were randomly assigned to view a 120-second Honda Automotives commercial that features no people and serves as the control condition. The commercial illustrates the pieces of a car coming together in a domino effect to create the final working product. The commercial finishes with the completed Honda Accord rolling off a platform into the foreground as a male's voice says, "Isn't it nice when things just work?" This video seems to be an appropriate control for the Dove commercials. It is similar in that it illustrates pieces coming together in a process to achieve perfection. However, because the advertisement features no people, participants are not inclined to desire such a process as a means of achieving their own perfection.

After participants watched their respective videos, all participants were then asked to complete the Advertising Effectiveness, General Self Esteem, the Appearance Based Self Esteem, Self-Rating of Physical Attractiveness: Assessment 2, the Multi-Dimensional Body Self Relations Questionnaire, Body Esteem, the PACS, the PAQ, and the Sociocultural Attitudes Toward Appearance Questionnaire-Revised, in this order. Upon completion of these measures participants were thanked and scheduled to return to the lab about one week later, at which point they completed Session 2 of the experimental procedure.

Session 2. In order to assess how longstanding the effects of the commercial were upon participants' self-perceptions participants will be asked to return one week after Session 1 to complete the General Self Esteem questionnaire, the MBSRQ, the PACS, and the PAQ, in this order. The questionnaires were presented to participants in computer form, as before. Upon completion of the second round of scales the participants were debriefed about the true focus of the study. This second session was important because Dremonas (2008) found that the effects of the commercial were still significant after one week.

Measures

All participants were asked to complete the following measures at Session 1, in this order. Session 2 was completed one week after Session 1 and contained the previously mentioned measures.

Self-Rating of Physical Attractiveness: Assessment 1. Participants were asked to complete a rating of their own physical attractiveness, in order to determine if one's own physical attractiveness influences judgments about advertisement appeal or other reactions to the advertisement. The question, "From your own perspective, how physically attractive are you?" was presented to participants to rate using a ten-point Likert scale (1=extremely unattractive and 10=extremely attractive). The lower the rating participants gave in response to this question, the lower their personal perception of their physical attractiveness. This question was presented before participants viewed the commercial as part of the demographic information.

Advertising Effectiveness. In order to rate the overall effectiveness of the advertisement viewed (see procedure) participants completed the Advertising Effectiveness Measure developed by Smoak, Marsh, and Dovidio (2005; α=.92) after viewing the commercial. This scale contains 15 items in the form of statements, such as, "This ad is effective overall," "This ad prompts me to take action." Participants rated the statements on a 7-point Likert scale (1=strongly disagree and 7=strongly agree). This measure was scored by finding the mean of participants' responses to the items. Higher scores indicate that the participants were more satisfied with the effectiveness of the commercial viewed.

Appearance Based Self Esteem. Participants' appearance based self esteem was measured using the Appearance Based Self Esteem subscale from the Heatherton and Polivy State Self-Esteem Measure (Heatherton & Polivy, 1991; α=.78). This subscale contains six statements that

participants rated using a 5-point Likert scale (1=not at all and 5=extremely). Sample items include: "I feel unattractive." "I feel good about myself." "I am pleased with my appearance right now." This measure was scored by finding the mean of participants' responses to items. Higher scores indicate higher appearance based self-esteem.

Self-Rating of Physical Attractiveness: Assessment 2. The Self-Rating of Physical Attractiveness was presented to participants a second time after they view the commercial to assess whether the commercial affected participants' self perception of their own attractiveness. In order to remain inconspicuous, the item was included in the Appearance Based Self Esteem Scale. Participants were given the question, "How physically attractive do you think you are?" and using the same Likert scale as is used in the Appearance Based Self Esteem Scale (1=not at all and 5=extremely).

General Self Esteem. In order to measure global self esteem, participants were asked to complete the General Self Esteem Scale (Rosenberg, 1965; α=.84 for Sessions 1 and 2). The scale contains 10 items, which participants will be asked to rate in regard to themselves on a 4-point Likert scale (1=strongly agree, 2=agree, 3=disagree, 4=strongly disagree). Examples of the statements given to participants to rate are as follows: "On the whole, I am satisfied with myself." "I feel that I have a number of good qualities." Scores for this measure were obtained by finding the mean of each participant's ratings of the items. Higher scores indicated a higher general self-esteem.

Body Esteem. Participants completed the Body Esteem Scale, which measured the construct of body esteem (Franzoi & Shields, 1984; α=.89). This scale consists of 35 items in which participants rated their own body on a 5-point Likert scale (1=Have strong negative feelings and 5=Have strong positive feelings). Participants rated body parts or functions, such as,

biceps, width of shoulders, physical stamina, and muscular strength. The scale is divided into 5 subscales that measure the body esteem dimensions of sexual attractiveness (SA; α =.74), upper body strength (UBS; α=.83), weight concern (WC; α =.85), and physical condition (PC; α=.87). Participants' scores were calculated by finding the mean of their responses to the items overall and the three subscales individually. Higher scores indicated higher body esteem.

Multidimensional Body-Self Relations Questionnaire (MBSRQ). The MBSRQ was used to measure affective, cognitive, and behavioral components of body image (Cash, 2000; α =.63 and α =.59 for Sessions 1 and 2 respectively). Four subscales were used and are as follows: Appearance Evaluation (AE; α=.89 for Sessions 1 and 2), Appearance Orientation (AO; α=.77 and α=.80 for Sessions 1 and 2 respectively), Overweight Preoccupation (OP; α=.79 and α=.76 for Sessions 1 and 2 respectively), Self-Classified Weight (SCW; α=.72 and α=.61 for Sessions 1 and 2 respectively). Participants responded to statements, such as, "My body is sexually appealing," "I am careful to buy clothes that will make me look my best," using a 5-point Likert scale (1=definitely disagree and 5=definitely agree). There are six reverse-scored items. The participants' final scores were calculated by finding the averages for each individual subscale, as well as the overall scale. Higher scores on the Appearance Evaluation subscale indicated higher satisfaction with appearance. Higher scores on the Appearance Orientation subscale indicated that participants placed greater importance on appearance and grooming behaviors. Higher scores on the Overweight Preoccupation subscale indicated that participants were more highly concerned with weight and dieting. Finally, participants who scored highly on the Self-Classified Weight scale perceived themselves as more overweight.

Physical Appearance Comparison Scale (PACS). In order to measure the tendency to compare one's appearance to another person's appearance participants completed the PACS

(Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999; α=.52 and α =.70 for Sessions 1 and 2 respectively). This scale contains five items to be rated on a 5-point Likert scale (1=never and 5=always). Participants rated their feelings in response to statements such as, "At parties or other social events I compare my physical appearance to the physical appearance of others," "The best way for a person to know if they are overweight or underweight is to compare their figure to the figure of others." in regards to their own feelings. Participants' scores were calculated by finding the mean of their ratings of each statement. There was one item that was reverse-scored. Higher scores indicated that participants take part in higher amounts of social comparison in regards to their own physical appearances.

Personal Attributes Questionnaire (PAQ). The PAQ measured how masculine or feminine an individual feels (Helmreich, Spence, & Wilhelm, 1978, α=.72 and α=.70 for Sessions 1 and 2 respectively). There are 24 items on which participants rated themselves using a 5 point Likert scale from 1 through 5, with 1 being the lowest and 5 being the highest possible rating. Items were written as paired, contradictory statements, such as, "Not at all artistic," and "Very artistic," and the Likert scale serves as a measurement continuum between the two statements. The statements fit into three scales: masculine, feminine, and a dual masculine-feminine scale. High scores (5) on the masculine items will be scored as high and high scores (5) on the feminine items will be reversed-scored as low (1). Items on the dually masculine-feminine scale were scored in a similar fashion, meaning that if the masculine trait was on the high end of the rating continuum then it was scored as high but if the masculine trait was on the low end of the rating continuum then it was reverse-scored. Participants' final scores were then calculated by finding the average of the scores overall. Higher scores indicated a higher self-perception of masculinity (see appendix for complete PAQ).

Sociocultural Attitudes Toward Appearance Questionnaire—Revised : Male Version

(SATAQ). The revised version of the SATAQ measured awareness and internalization of cultural

beauty ideals in the media (Thompson, van den Berg, Roehrig, Guarda, & Heinberg, 2004;

α=.74). The scale contains 21 items rated on a 5-point Likert scale (1=completely disagree and

5=completely agree). Sample items are as follows: "I would like my body to look like the men

who appear on TV shows and movies," and "It's important for people to look attractive if they

want to succeed in today's culture." This measure was scored by finding the mean of the

participants' responses overall and for each subscale. No items were reverse-scored for this

scale, so higher scores represented a higher awareness and internalization of cultural attitudes

about appearance.

Results

Analysis

Means and standard deviations were calculated for each scale and subscale using SPSS

(see Table 2 and 3). Scales were then tested for reliability using Cronbach's alpha. The data

collected during the two sessions was analyzed using a univariate analysis of covariance

(ANCOVA). More specifically, the design of this analysis was a between subjects ANCOVA

where assigned commercial (full "Evolution", modified "Evolution", or control) served as the

independent variable. An ANOVA was completed with commercial viewed serving as a

predictor of advertisement effectiveness ratings. The results of the ANOVA revealed that ratings

of advertising effectiveness were significantly different as a function of condition $F(2, 46)$=12.7,

p=.00. Post-hoc analyses suggested that participants believed the full "Evolution commercial was

significantly more effective than either the modified "Evolution" commercial or the control

commercial. The mean rating of effectiveness for the full commercial was 5.0 (out of 7), whereas

the mean ratings of effectiveness were 3.9 for the modified commercial and 3.5 for the control commercial. As in the study completed by Dremonas (2008), the data from the advertising effectiveness measure was included in the analysis as a covariate because it was found that participants in each condition rated their respective advertisements as differentially effective. By using an ANCOVA, the variance associated with the advertising effectiveness variable was partialed out of the analysis. In other words, participants' opinions of an advertisement's effectiveness might affect their ratings on other measures; as such, covarying advertising effectiveness out of the analysis controls for this "noise" in the data. This is accomplished statistically as the mean ratings on other measures are adjusted for the participants' ratings of advertising effectiveness. With the covariance of advertising effectiveness accounted for, the ANCOVA was conducted to assess the commercials' effects on the measures of body satisfaction and esteem. Analysis was performed for all data from both session 1 and 2: session 1 to measure the initial effects and session 2 to measure the lasting effects of the three different commercials.

Self-Rating of Physical Attractiveness

There was no significant main effect of condition for the self-rating of physical attractiveness $F(3, 46)=1.5$, $p=.22$. Because this measure was administered before participants viewed their respective commercials, it can be assumed that participants' self perceptions of physical attractiveness were equivalent before exposure to the commercials.

Appearance Based Self Esteem

There was no significant main effect of condition for the appearance based self esteem scale $F(2, 46)=.50$, $p=.61$. The means reported by participants were not dependent on condition and did not differ in response to the different commercials viewed. Participants who viewed the

full and modified "Evolution" commercials did not report different perceptions of appearance based self esteem as compared to participants who viewed the control commercial.

General Self Esteem Scale

There was a significant main effect of condition found for the general self esteem scale in both session 1 $F(2, 46)=3.6$, $p=.03$ (see Figure 1) and session 2 $F(2, 46)=7.0$, $p=.00$ (see Figure 2). Post-hoc analyses indicated that the mean for participants who viewed the full commercial was significantly higher than the mean for the participants who viewed the control commercial ($Ms=3.5$ and 3.1, respectively, p=.03). Participants who viewed the modified "Evolution" commercial reported marginally higher esteem than the control group, which suggests that viewing an attractive female face increased male esteem. However, because viewing the full "Evolution" commercial was the only condition to yield significant results, it is reasonable to infer that the tagline following the successful transformation of the attractive female also impacted viewers and created the compounded positive effect expected. The increase in esteem experienced by participants who viewed the full commercial was still significant at session 2. Because post-hoc analysis revealed that participants who watched the full "Evolution" commercial rated their general self esteem ($M=3.5$) significantly higher than participants who viewed either the modified "Evolution" commercial ($M=3.0$, $p=.01$) or the control commercial ($M=3.0$, $p=.00$), it is reasonable to believe the full "Evolution" commercial had a short-term lasting impact.

Body Esteem Scale

The means for each subscale of the body esteem scale were calculated separately and there was a significant main effect of condition found for the sexual attractiveness subscale in session 1 $F(2, 46)=4.5$, $p=.02$ (see Figure 3). Post-hoc analyses revealed that the means reported

by participants who viewed the full Dove "Evolution" commercial (M=4.0) were significantly higher than those reported by participants who viewed either the modified "Evolution" commercial (M=3.5, p=.03) or the control (M=3.5, p=.04). This supports the idea that viewing attractive female faces increased male body esteem, in the realm of self perceptions of sexual attractiveness. However, because viewing the modified "Evolution" commercial did not yield the similar results, it is reasonable to infer that the tagline following the model's transformation had no impact on this dimension of body esteem.

No significant main effects of condition were found for the subscales measuring weight concern $F_{(2,46)}$=.05, p=.95, physical condition $F_{(2, 46)}$=.03, p=.98, or upper body strength $F_{(2, 46)}$=1.2, p=.31. Participants who viewed the full and modified "Evolution" commercials did not report significantly different perceptions of weight concern, physical condition, or upper body strength as compared to participants who viewed the control commercial. For both the weight concern and physical condition subscales participants who watched the full "Evolution" commercial tended to rate their self perceptions lower than those who watched the modified and control commercial.

Multidimensional Body Self-Relations Questionnaire

The means of the MBSRQ were calculated separately, but there were no main effects of condition found for the appearance evaluation $F_{(2, 46)}$=.96, p=.40, appearance orientation $F_{(2, 46)}$=.43, p=.66, overweight preoccupation $F_{(2, 46)}$=1.3, p=.29, or self-classified weight $F_{(2, 46)}$=2.2, p=.12 subscales. There were also no significant main effects of condition for session 2 for the appearance evaluation $F_{(2, 46)}$=.69, p=.51, appearance orientation $F_{(2, 46)}$=.04, p=.96, overweight preoccupation $F_{(2, 46)}$=.31, p=.73, or self-classified weight $F_{(2, 46)}$=2.6, p=.09 subscales. This means that participants' reports of appearance evaluation, orientation, overweight

preoccupation, and self classified weight were not dependent on condition and did not significantly differ in response to the different commercials viewed. However, participants who viewed the modified "Evolution" commercial tended to rate their self perceptions lower than both the participants who viewed the full or control commercials.

Physical Appearance Comparison Scale

There was no significant main effect of condition found for the PACS for session 1 $F(2, 46)=.63$, $p=.54$ or session 2 $F(2,46)=1.5$, $p=.23$. The means ratings of social comparison reported by participants were not dependent on condition and did not significantly differ in response to the different commercials viewed. However, participants who viewed the modified commercial tended to rate their self perceptions the highest, with those who viewed the full commercial rating their self perceptions lowest.

Personal Attributes Questionnaire

There was no significant main effect of condition found for the PAQ for session 1 $F(2, 46)=.49$, $p=.62$ or session 2 $F(2, 46)=.19$, $p=.83$. Participants who viewed the full and modified "Evolution" commercials did not report significantly higher or lower masculinity as compared to participants who viewed the control commercial. However, participants who viewed the full commercial tended to rate their self perceptions lower than both participants who viewed the modified commercial or the control commercial.

Sociocultural Attitudes Toward Appearance Questionnaire—Revised: Male Version

There was no significant main effect of condition found for the SATAQ $F(2, 46)=1.0$, $p=.36$. Participants who viewed the full and modified "Evolution" commercials did not report significantly different amounts of awareness or internalization of sociocultural beauty ideals as compared to participants who viewed the control commercial. However, participants who viewed

the control commercial tended to rate their self perceptions of awareness and internalization of sociocultural beauty higher than both participants who viewed the full or modified "Evolution" commercials.

Discussion

Based on the research findings of Kenrick et al. (1993), it was expected that the current research would reveal that men experienced an increase in self perceived body esteem, self esteem, and masculinity, and a decrease in social comparisons, weight concern, physical condition, and internalization of society's beauty ideals in response to both the full and modified Dove commercials, because both portray an attractive, successful model in the end. It was also expected that participants who viewed the full "Evolution" commercial would experience the greatest increase in self perceptions of body image, because the addition of the tagline to the full "Evolution" commercial was expected to compound the positive effects of the attractive model. Both hypotheses were supported in that the complete Dove "Evolution" commercial significantly improved men's general self esteem and self perceptions of sexual attractiveness. On the measure of general self esteem and self perceptions of sexual attractiveness, the hypothesis that those who viewed the full "Evolution" commercial would experience the greatest increase in self perceptions of body image was supported. In addition, participants who viewed the modified "Evolution" commercial did tend to report higher general esteem than control, with the increase remaining lower than the participants who viewed the full commercial. The increase in general self esteem was also present one week following exposure to the commercial. These findings indicate that the aesthetic of viewing an attractive woman did tend to increase general self esteem, but it was the addition of the tagline that truly brought the improvement in self perceptions of body image to significance.

However, there were no significant differences between the modified "Evolution" commercial and the control commercial as they affected participants' self reports. Furthermore, neither the full or modified Dove advertisements caused a significant change in self perceptions of body image, weight concern, physical condition, masculinity, social comparisons, or internalization of society's beauty ideals. While many results were not significant, the presence of trends create some room for conclusions to be drawn and implied for future research. Weight concern and physical condition tended to decrease in response to the full "Evolution" commercial. This is consistent with the idea that attractive woman and the tagline present in the full "Evolution" should increase self perceptions of body image if it is considered that such an increase would lower concerns about weight and physical condition. Measures of internalization and awareness of sociocultural values showed an unexpected increasing trend in participants who viewed the full "Evolution" commercial. This was expected to decrease as the beautiful woman would increase self perceptions of body image and related mediating factors such as internalization and awareness. However, it is possible that the tagline about perceived beauty in society may have drawn to mind ideals about socialization and sociocultural expectations, thus causing the increased internalization and awareness of sociocultural expectations about beauty.

There are two very different conclusions to draw from the current research findings. The initial hypothesis was supported in that viewing the Dove "Evolution" commercial increased feelings of general self esteem and some facets of body esteem. However, participants who viewed the Dove "Evolution" commercial reported no improvement on other measures of body image, esteem, social comparison, and internalization of societal expectations. Overall, these findings indicate that the Dove campaign is to some extent reaching the goals it was meant to achieve. It can be concluded that men who view images of attractive women will experience

increased general self esteem, as well as increased perceptions of their sexual attractiveness. However, men who view images of attractive women will also experience feelings and perceptions about body esteem that are comparable to those experienced by men who did not view images of attractive women.

There is previous research examining the effects of advertising that portrays traditional beauty ideals (Cusamano & Thompson, 1997; Englis, 1994; Fawkner & McMurray, 2002; Silverblatt, 2004; Stice, 2002), however, the Dove Campaign for Real Beauty is a new genre of advertising that requires further examination. With a campaign that boasts such lofty goals of improving esteem, it is necessary to analyze whether or not the campaign is achieving its goals. The significant results yielded by the current research make it possible to infer that this particular campaign has a positive effect on men's general self esteem and perception of sexual attractiveness. The inconclusive results found offer the possibility that this particular campaign has no effect on certain dimensions of men's body image. While these inconclusive results leave room for further research, it may be reasonable to conclude that an advertisement that has no effect on certain dimensions of body image is better than a campaign that negatively effects body image perceptions.

The Dove company's mission is to "make women feel more beautiful everyday" (www.dove.com), but the reality is both men and women view such advertisements (Englis et al., 1994). There are numerous well-founded research studies to support that men do experience body dissatisfaction (Cusamano & Thompson, 1997; Englis, 1994; Fawkner & McMurray, 2002; Stice, 2002). With a majority of advertisements utilizing images of women there is reason to believe such advertising may be affecting men and women exposed to advertising's pervasive images (Ip & Jarry, 2007). If it is true that advertising is negatively affecting those exposed to it,

then there is need to create and evaluate the campaigns' goal to increase esteem. If there is a need to create and evaluate campaigns intended to increase women's esteem, then there is an equal need to evaluate the effects that such campaigns have on men.

Limitations

There are some notable limitations to the current research. Although this study was based on significant findings in past research, previous findings on men's body image could not generalized to the current sample on all measures of esteem. The inconclusive results could be explained by the small, homogenous sample size. The current study was conducted at a small university with a predominantly white population, which is a hindrance to generalizability. It is also possible that the all male subject pool may pose a limitation to this and further research on the topic. While research suggests there is reason to examine advertisements' effects on male body image (Fawkner & McMurray, 2002), there may be a stigma related to body image dissatisfaction in that disordered eating and related topics only concern women. Because of this it is possible that men simply did not feel comfortable enough to be as truthful as possible when reporting feelings and perceptions about their appearance and esteem. Since past research does present evidence that there is a need to study advertising's effects on males in order to improve body image perceptions and healthy behaviors, the limitations found in this study provide guidance for future research.

There are also further limitations to note dealing with the context in which the commercials were viewed. The Dove commercials are available to watch online and are often watched separate from other media, so having participants view the commercials in an isolated setting was not entirely unrealistic. However, the fact that men most commonly view programming or are found in areas where images of physically fit and talented men are

pervasive, such as sporting events or athletic stores, begs the question whether a commercial like "Evolution" would make as great an impact in the context of a social comparison situation. Viewing "Evolution" while watching a basketball game may not increase esteem as men get caught up in the images of physically fit males. However, it is possible that the added tagline as part of the full "Evolution" commercial may offer a positive component that could change the esteem being affected by viewing the basketball game. Furthermore, this study is limited in that it only examined one type of commercial. The Dove Campaign for Real Beauty employed several other video commercials and billboard advertisements that illustrated very different images that could possibly have varying effects on self perceptions of body image.

Directions for Future Research

Research on campaigns that attempt to increase esteem should be continued. There is not currently enough evidence to entirely support the claims of well intentioned advertisers. Future studies using larger, more ethnically diverse subject pools may find more significant results. There is always a greater chance of finding significant results with a larger sample size. While many of the results in the current study were not significant, several trends were demonstrated that could be increased to significance given a larger sample. Also, adding an ethnicity variable may uncover significant interaction effects between ethnicity and differing feelings about appearance and esteem. There are characteristics prevalent in other cultures that may mediate the relationship between advertising and self esteem. For example, in cultures where there is less emphasis on body size, outward appearance, or personal qualities, self esteem may not be affected by advertising.

In addition, further research could be done using body mass index (BMI) or a subjective measure of body type completed by the experimenter. Such a variable could pose further

implications about how people of different appearances are affected differently by advertising campaigns. There is also need to study more age groups. While body image disorders are most prevalent in young adolescents and college students, there is little evidence to demonstrate at how young an age viewers begin to feel the impact of advertisements and the socialization of beauty ideals.

It could also be beneficial to conduct future research using variations on the methodology utilized in the current research. It could be beneficial to complete further research on the topic of male body image using implicit measures of body image perceptions. The use of explicit measures, such as self-report questionnaires, allow for more restraint in disclosure. Using implicit measures, such as implicit association tasks, may reveal more realistic and uncensored perceptions related to body image dissatisfaction. Also, a repeated measures ANOVA could be used to better understand the impact the commercials had on participants over time. Furthermore, the use of different Dove commercials that portray models of more average appearance could affect body image differently. An advertisement that does not portray an attractive model may not an effect on men's body esteem as the viewers may simply find the stimuli neutral. This same concept could also be analyzed by showing participants the "Evolution" commercial in reverse so that the end image that remains in the minds of viewers is that of the average model. Such an advertisement could create interesting effects because it would still contain the attractive image, but perhaps show a greater compounding of the effects of the "No wonder our perception of beauty is distorted" tagline.

Realistically, further research should be conducted to assess all forms of advertising, positive or otherwise. It is only when the troubling characteristics of advertising can be better identified that great advancements can be made in the understanding and prevention of the

negative effects advertisements can so often have on those exposed to the pervasive ideals portrayed.

Implications

Many companies perform research and market analysis for their own advertising campaigns. However, the results found in the current research, along with the findings of the Dremonas (2008) study, indicate that Dove's campaign is having notable effects even on a small scale. While many studies have been conducted to examine the effects of attractive male models featured in advertisements on men (Cusamano & Thompson, 1997; Englis, 1994; Fawkner & McMurray, 2002), the current research continues to bolster previous findings on men's body image as they view attractive women in advertising (Kenrick et al., 1993). With this, the current research can serve to encourage marketers, specifically those who devised the Dove Campaign for Real Beauty, that their efforts are actually working to improve males' self esteem to some extent. Although improving self esteem in males may not be part of Dove's mission, the implications of the current research may prove useful as further research and new campaigns are designed. Not only do the success and limitations of this study offer valuable lessons and further directions for research, but the current findings can be used to direct and more accurately identify variables and aspects of body image that are most susceptible to advertisements effects.

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Table 1 Scale Correlations

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1. SRPA	—	-.26	.49**	.20	.56**	.36**	.41**	.46**	.30**	.05	-.01	-.10	-.21	.33*	-.01
2. AdE		—	-.22	.13	-.08	-.10	-.11	-.15	-.24	.25	-.13	-.09	-.11	-.29*	.12
3. ABSE			—	.45**	.33*	.51**	.61**	.44**	.56**	-.06	-.34*	-.29*	.17	.31*	-.12
4. GSE				—	.28*	.03	.07	.08	.26	-.16	-.23	.05	-.28*	.27	-.17
5. SA					—	.32*	.32*	.56**	.30*	.02	.02	.08	-.28	.37**	-.19
6. WC						—	.92**	.65**	.53**	.07	-.35*	-.54**	-.02	.13	.03
7. PC							—	.72**	.57**	.06	-.42**	-.52**	-.06	.19	-.01
8. UBS								—	.54**	.08	-.16	-.13	-.10	.35*	-.12
9. AE									—	-.08	-.36**	-.30*	-.11	.35*	-.20
10. AO										—	.09	.00	.22	-.12	.15
11. OP											—	.42**	.33*	-.13	.18
12. SCW												—	.07	.05	.17
13. PACS													—	-.31*	.40**
14. PAQ														—	-.15
15.SATAQ															—

Note. SRPA=Self Rating of Physical Attractiveness, AdE=Advertising Effectiveness Measure, ABSE=Appearance Based Self Esteem Scale, GSE=General Self Esteem Scale, SA=Body Esteem: Sexual Attractiveness, WC=Body Esteem: Weight Concern, PC=Body Esteem: Physical Condition, UBS=Body Esteem: Upper Body Strength, AE=MBSRQ: Appearance Evaluation, AO=MBSRQ: Appearance Orientation, OP=MBSRQ: Overweight Preoccupation, SCW=MBSRQ: Self Classified Weight.
* $p<.05$. ** $p<.01$

Table 2 Descriptive Statistics by Condition for Session 1

Condition	Full Dove "Evolution"		Modified Dove "Evolution"		Control	
	M	SD	M	SD	M	SD
Self-rating of Attractiveness	7.0	1.0	6.9	.77	7.2	1.1
Ad. Effectiveness	5.0	.66	4.0	.97	3.5	1.0
Appearance Based Self Esteem	3.7	.51	3.6	.51	3.8	.53
General Self Esteem	3.4	.29	3.2	.43	3.1	.41
Body Esteem: Sexual Attractiveness	3.8	.43	3.5	.37	3.6	.50
Body Esteem: Weight Concern	3.5	.67	3.6	.43	3.6	.79
Body Esteem: Physical Condition	3.6	.65	3.7	.47	3.6	.75
Body Esteem: Upper Body Strength	3.8	.57	3.7	.60	3.7	.75
MBSRQ Appearance Evaluation	3.2	.37	3.2	.36	3.4	.33
MBSRQ Appearance Orientation	3.3	.57	3.1	.48	3.2	.61
MBSRQ Overweight Preoccupation	2.3	1.0	2.0	.80	2.1	.87
MBSRQ Self Classified Weight	3.1	.63	3.0	.51	2.9	.43
PACS	2.4	.55	2.7	.44	2.6	.60
PAQ	3.0	.40	3.0	.31	3.0	.35
SATAQ	3.6	.34	3.5	.44	3.6	.32

Table 3 Descriptive Statistics by Condition for Session 2

Condition	Full Dove "Evolution"		Modified Dove "Evolution"		Control	
	M	SD	M	SD	M	SD
General Self Esteem	3.4	.30	3.1	.50	3.0	.42
MBSRQ Appearance Evaluation	3.2	.36	3.3	.33	3.2	.32
MBSRQ Appearance Orientation	3.3	.59	3.1	.49	3.1	.60
MBSRQ Overweight Preoccupation	2.1	.94	2.0	.79	2.1	.85
MBSRQ Self Classified Weight	3.1	.57	3.0	.37	2.8	.64
PACS	2.5	.57	2.8	.55	2.6	.66
PAQ	3.0	.36	3.2	.30	3.2	.33

Figure 1: Mean ratings of General Self Esteem, Session 1.
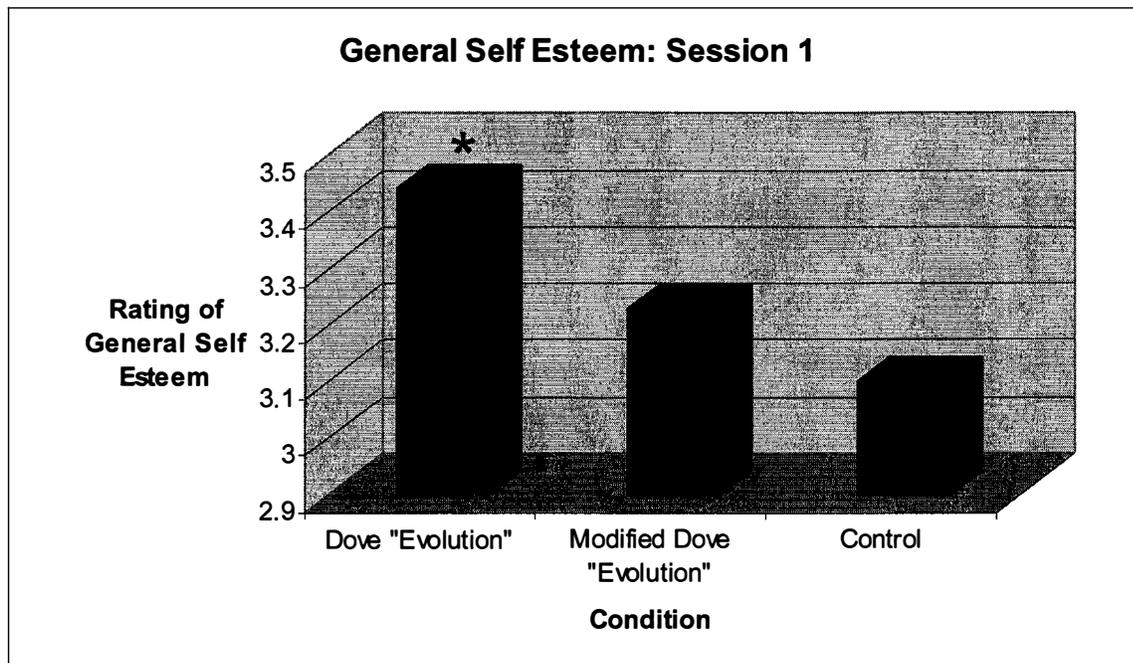
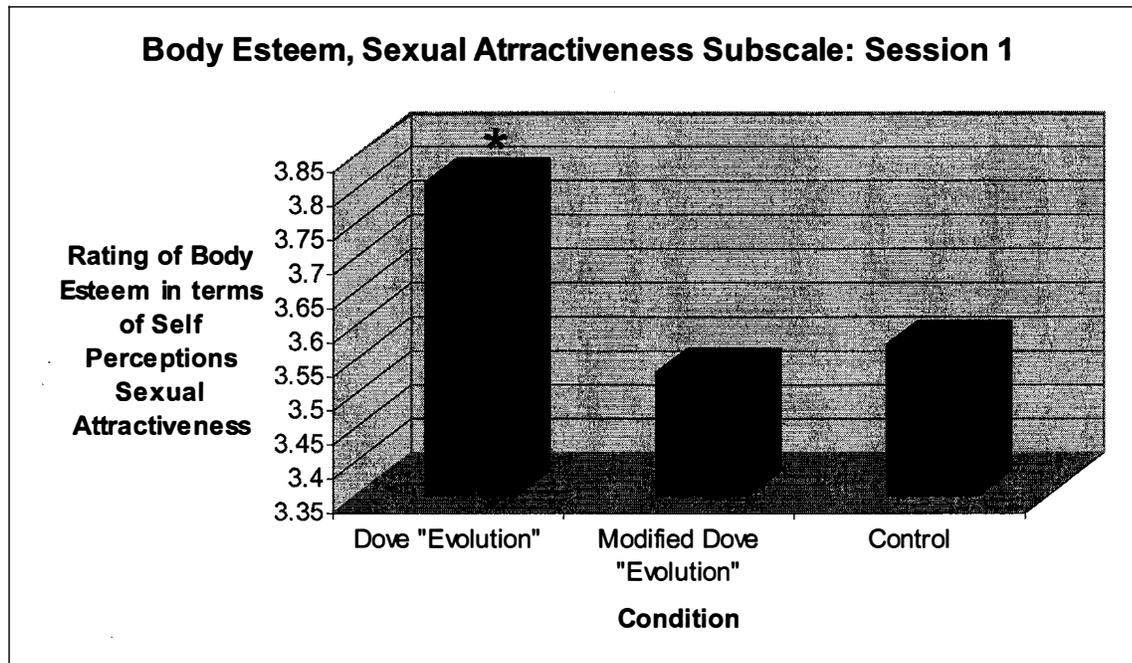*Note.* ANCOVA results, main effect of condition, $F(2, 46)=3.6$, $p=.03$, with Advertising Effectiveness as the covariate. Post-hoc analyses revealed that the mean for participants who viewed the full commercial was significantly higher than the mean for the participants who viewed the control commercial ($Ms=3.5$ and 3.1, respectively, p=.03).

Figure 2: Mean ratings of General Self Esteem, Session 2

General Self Esteem: Session 2
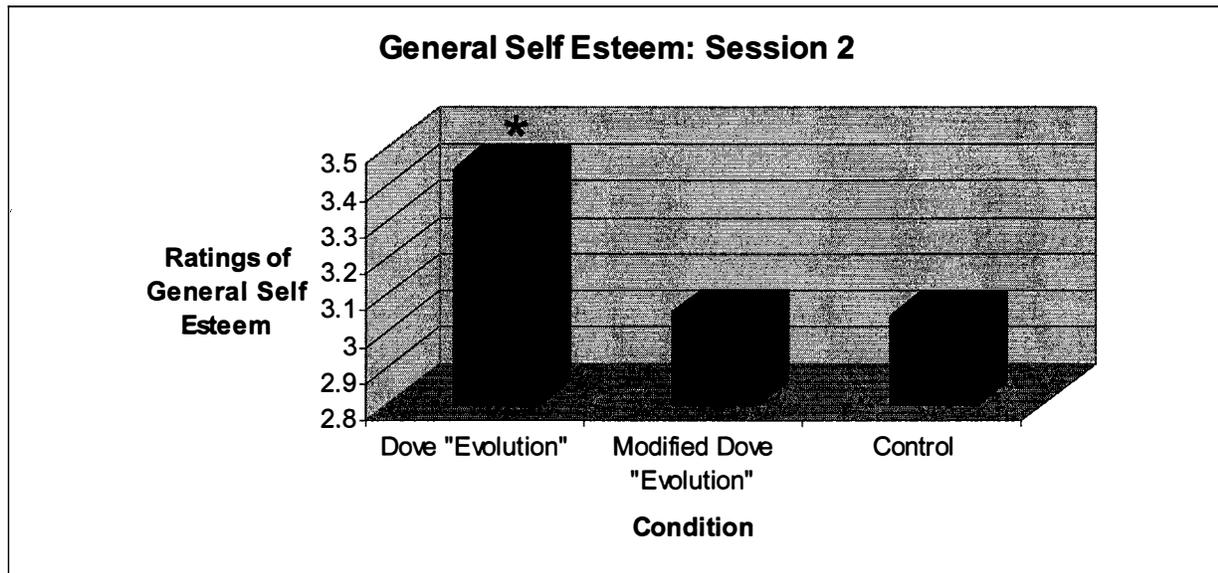
Note. ANCOVA results, main effect of condition, $F(2,46)=7.0$, $p=.02$, with Advertising Effectiveness as the covariate. Post-hoc tests that participants who watched the full "Evolution" commercial rated their general self esteem ($M=3.5$) significantly higher than participants who viewed either the modified "Evolution" commercial ($M=3.0$, $p=.01$) or the control commercial ($M=3.0$, $p=.00$),

Figure 3: Mean ratings of Body Esteem: Sexual Attractiveness Subscale

Note. ANCOVA results, main effect of condition, $F(3, 50)=4.5$, $p=.02$, with Advertising Effectiveness as the covariate. Post-hoc tests revealed that the means reported by participants who viewed the full Dove "Evolution" commercial ($M=4.0$) were significantly higher than those reported by participants who viewed either the modified "Evolution" commercial ($M=3.5$, $p=.03$) or the control ($M=3.5$, $p=.04$).

Appendix A
Demographics

Please answer the following demographic questions:
1. What is your height in inches? (Note: 5 feet is 60 inches, so if you are 5 feet, 5 inches, please enter 65.) _____inches

2. What is your weight? _____pounds

3. What is your year in school? Freshman Sophomore Junior Senior

4. What is your race? Caucasian, Black/African American, Asian, Native American, Latino/Hispanic, Pacific Islander, Native America, Mixed, Other (please specify) _____.

Appendix B
Self Rating of Physical Attractiveness: Assessment 1

Please answer the following question on a scale from 1 to 10.

From your own perspective, how physically attractive are you?

1	2	3	4	5	6	7	8	9	10
Extremely Unattractive									Extremely Attractive

Appendix C
Advertising Effectiveness

The following statements refer to the commercial you saw earlier. Please rate them using the scale provided.

Strongly   1   2   3   4   5   6   7   Strongly
Disagree   Agree

1. This ad is effective overall.

2. The images in this ad are vivid.

3. This ad prompts me to take action.

4. This ad prompts most college students to take action.

5. This ad is motivating.

6. This ad prompts me to change my attitudes.

7. This ad motivates me to change my behavior.

8. This ad prompts most college students to change their attitudes.

9. This ad motivates most college students to change their behavior.

10. The topic addressed in this ad is not at all important.*

11. This ad addresses a timely issue.

12. The statements made in this ad are believable.

13. This is ad is clear.

14. This ad addresses a critical topic.

15. I believe the topic addressed in this ad is essential to consider.

*Item is reverse scored.

Appendix D
Appearance Based Self Esteem

The questionnaire is designed to measure what you are thinking at this moment. There is, of course, no right answer for any statement. The best answer is what you feel is true of yourself at this moment. Be sure to answer all the items, even if you are not certain of the best answer. Again, answer these questions as they are true for you RIGHT NOW.

1	2	3	4	5
Not at all	A little bit	Somewhat	Very much	Extremely

1. I feel satisfied with the way my body looks right now.

2. I feel that others respect and admire me.

3. I am dissatisfied with my weight.*

4. I feel good about myself.

5. I am pleased with my appearance right now.

6. I feel unattractive.*

*Items are reverse scored.

Appendix E
Self Rating of Physical Attractiveness: Assessment 2

The following question will be embedded into the previous scale to avoid conspicuousness.

1	2	3	4	5
Not at all	A little bit	Somewhat	Very much	Extremely

1. How physically attractive do you think you are?

Appendix F
Body Esteem

On this page are listed a number of body parts and functions. Please read each item and indicate how you feel about this part or function of <u>your own body</u> using the following scale:

1 = Have strong negative feelings
2 = Have moderate negative feelings
3 = Have no feelings one way or the other
4 = Have moderate positive feelings
5 = Have strong positive feelings

1. body scent
2. appetite
3. nose
4. physical stamina
5. reflexes
6. lips
7. muscular strength
8. waist
9. energy level
10. thighs
11. ears
12. biceps
13. chin

14. body build
15. physical coordination
16. buttocks
17. agility
18. width of shoulders
19. arms
20. chest
21. appearance of eyes
22. cheeks/cheekbones
23. hips
24. legs
25. figure or physique
26. sex drive

27. feet
28. sex organs
29. appearance of stomach
30. health
31. sex activities

32. body hair
33. physical condition
34. face
35. weight

Subscales:
Sexual Attractiveness (SA) 1, 3, 6, 11, 13, 20, 21, 22, 26, 28, 31, 32, 34
Weight Concern (WC) 2, 8, 10, 14, 16, 23, 24, 25, 29, 35
Physical Condition (PC) 2, 4, 5, 7, 8, 9, 10, 12, 15, 17, 25, 29, 30, 33, 35
Upper Body Strength (UBS) 7, 12, 14, 15, 18, 19, 20, 25, 26

Appendix G
General Self Esteem

Below is a list of statements dealing with your general feelings about yourself.

1. On the whole, I am satisfied with myself.

2. At times, I think I am no good at all.*

3. I feel that I have a number of good qualities.

4. I am able to do things as well as most other people.

5. I feel I do not have much to be proud of.*

6. I certainly feel useless at times.*

7. I feel that I'm a person of worth, at least on an equal plane with others.

8. I wish I could have more respect for myself.*

9. All in all, I am inclined to feel that I am a failure.*

10. I take a positive attitude toward myself.

*Items are reverse scored.

Appendix H
Multidimensional Body-Self Relations Questionnaire – Appearance Subscales
MBSRQ-AS

The following is a series of statements about how people might think, feel, or behave. You are asked to indicate <u>the extent to which each statement pertains to you personally.</u>

In order to complete this questionnaire read each statement carefully and decide how much it pertains to you personally. There are no right or wrong answers. Just give the answer that is most accurate for you. Remember, your responses are confidential, so please be <u>completely honest</u> and answer all items.

Using the scale below, indicate your answer for numbers 1-22.

1	2	3	4	5
Definitely Disagree	Mostly Disagree	Neither Agree Nor Disagree	Mostly Agree	Definitely Agree

1. Before going out in public, I always notice how I look.
2. I am careful to buy clothes that will make me look my best.
3. My body is sexually appealing.
4. I constantly worry about being or becoming fat.
5. I like my looks just they way they are.
6. I check my appearance in a mirror whenever I can.
7. Before going out, I usually spend a lot of time getting ready.
8. I am very conscious of even small changes in my weight.
9. Most people would consider me good-looking.
10. It is important that I always look good.
11. I use very few grooming products.
12. I like the way I look without my clothes on.
13. I am self-conscious if my grooming isn't right.
14. I usually wear whatever is handy without caring how it looks.
15. I like the way my clothes fit me.
16. I don't care what people think about my appearance.
17. I take special care with hair grooming.
18. I dislike my physique.
19. I am physically unattractive.
20. I never think about my appearance.
21. I am always trying to improve my physical appearance.
22. I am on a weight-loss diet.

Please choose the best answer using the scales provided for numbers 23-25.

23. I have tried to loose weight by fasting or going on crash diets.
    1. Never
    2. Rarely
    3. Sometimes
    4. Often
    5. Very often

24. I think I am:
    1. Very underweight
    2. Somewhat underweight
    3. Normal weight
    4. Somewhat overweight
    5. Very overweight

25. From looking at me, most other people would think I am:
    1. Very underweight
    2. Somewhat underweight
    3. Normal weight
    4. Somewhat overweight
    5. Very overweight

Item numbers for subscales of the MBSRQ-AS (*Reverse-scored items)

Appearance Evaluation	3	5	9	12	15	18*	19*
Appearance Orientation	1	2	6	7	10	11*	13
	14*	16*	17	20*	21		
Overweight Preoccupation	4	8	22	23			
Self-classified Weight	24	25					

Appendix I
Physical Appearance Comparison Scale
PACS

Please read each of the following items and select the number that comes closest to how you feel.

1. At parties or other social events, I compare my physical appearance to the physical appearance of others.
2. The best way for a person to know if they are overweight or underweight is to compare their figure to the figure of others.
3. At parties or other social events, I compare how I am dressed to how other people are dressed.
4. Comparing your "looks" to the "looks of others is a bad way to determine if you are attractive or unattractive.*
5. In social situations, I sometimes compare my figure to the figures of other people.

*Items are reverse scored.

Appendix J
Personal Attributes Questionnaire
PAQ

The following items inquire about what kind of person you think you are. Each item consists of a pair of characteristics. Please read and rate each of the items using the given scale.

1. Are you :
       1 – Not at all aggressive
       2
       3
       4
       5 – Very aggressive

2. Are you :
       1 – Not at all independent
       2
       3
       4
       5 – Very independent

*3. Are you :
       1 – Not at all emotional
       2
       3
       4
       5 – Very emotional

4. Are you :
       1 – Very submissive
       2
       3
       4
       5 – Very dominant

*5. Are you :
       1 – Not at all excitable in a major crisis
       2
       3
       4
       5 – Very excitable in a major crisis

6. Are you :
       1 – Very passive
       2
       3
       4
       5 – Very active

*7. Are you :

1 – Not at all able to devote self completely to others
2
3
4
5 – Able to devote self completely to others

*8. Are you :
1 – Very rough
2
3
4
5 – Very gentle

*9. Are you :

1 – Not at all helpful to others
2
3
4
5 – Very helpful to others

10. Are you :
1 – Not at all competitive
2
3
4
5 – Very competitive

11. Are you :

1 – Very home oriented
2
3
4
5 – Very worldly

*12. Are you :
1 – Not at all kind
2
3
4
5 – Very kind

*13. Are you :
1 – Indifferent to others' approval
2
3
4
5 – Highly needful of others' approval

*14. Are your :
1 – Feelings not hurt easily
2

3

4

5 – Feelings hurt easily

*15. Are you :

    1 – Not at all aware of feelings of others

    2

    3

    4

    5 – Very aware of feelings of others

16. Do you :

    1 – Make decisions easily

    2

    3

    4

    5 – Have difficulty making decisions

17. Are you someone who :

    1 – Gives up very easily

    2

    3

    4

    5 – Never gives up easily

*18. Are you someone who :

    1 – Never cries easily

    2

    3

    4

    5 – Cries very easily

19. Are you someone who is :

    1 – Not at all self confident

    2

    3

    4

    5 – Very self confident

20. Are you someone who :

    1 – Feels very inferior

    2

    3

    4

    5 – Feels very superior

*21. Are you someone who is :

    1 – Not at all understanding of others

    2

    3

    4

    5 – Very understanding of others

*22. Are you someone who is :

      1 – Very cold in relations with others
      2
      3
      4
      5 – Very warm in relations with others
*23. Are you someone who has :
      1 – Very little need for security
      2
      3
      4
      5 – Very strong need for security
24. Are you someone who :
      1 – Goes to peices under pressure
      2
      3
      4
      5 – Stands up very well under pressure

* Items are reversed scored.

Appendix K
Sociocultural Attitudes Toward Appearance Questionnaire-3
SATAQ-3

Please read each of the following items and indicate the number that best reflects your agreement with the statement.

Completely Disagree   1   2   3   4   5   Completely Agree

1. I would like my body to look like the men who appear in TV shows and movies.
2. I believe that clothes look better on men that are in good physical shape.
3. Music videos that show women who are in good physical shape make me wish that I were in better physical shape.
4. I do not wish to look like the male models who appear in magazines.*
5. I tend to compare my body to TV and movie stars.
6. In our society, fat people are regarded as attractive.*
7. Photographs of physically fit men make me wish that I had better muscle tone.
8. Attractiveness is very important if you want to get ahead in our culture.
9. It's important for people to look attractive if they want to succeed in today's culture.
10. Most people believe that a toned and physically fit body improves how you look.
11. People think that the more attractive you are, the better you look in clothes.
12. In today's society, it's important to always look attractive.
13. I wish I looked like the men pictured in magazines who model underwear.
14. I often read magazines and compare my appearance to the male models.
15. People with well-proportioned bodies look better in clothes.
16. A physically fit man is admired for his looks more than someone who is not fit and toned.
17. How I look does not affect my mood in social situations.*
18. People find individuals who are in shape more attractive than individuals who are not in shape.
19. In our culture, someone with a well-built body has a better chance of obtaining success.
20. I often find myself comparing my physique to that of athletes pictured in magazines.
21. I do not compare my appearance to people I consider very attractive.*

*Items are reversed scored.