



Apr 18th, 2:35 PM - 3:35 PM

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

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Meehan, Michelle and Smoak, Faculty Advisor, Natalie, "Campaign for Male Beauty: The Influence of Advertisement on Dimensions of Male Body Image" (2009). *John Wesley Powell Student Research Conference*. 16.
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**CAMPAIGN FOR MALE BEAUTY: THE INFLUENCE OF
ADVERTISEMENT ON DIMENSIONS OF MALE BODY IMAGE**

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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. The results of the present study are pertinent because there is currently a discrepancy in findings regarding male body image. Researchers have found that males who view attractive men exhibit decreased body esteem, whereas men who view attractive women exhibit increased body esteem. 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.