

THE STUDY OF THE INFLUENCE OF WOMEN MAGAZINE
EXPOSURE ON FEMALE ADOLESCENTS' BODY DISSATISFACTION

A MASTER'S PROJECT
BY
PANIDA KASEMVORAPONGKUL

Presented in partial fulfillment of the requirements for
the Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University
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การศึกษาอิทธิพลของนิตยสารสตรีที่มีต่อความไม่พึงพอใจในรูปร่างของวัยรุ่นสตรี

บทคัดย่อ

ของ

พนิดา เกษมวรพงศ์กุล

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร

ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษเพื่อการสื่อสารนานาชาติ

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การศึกษานี้มีจุดประสงค์ เพื่อสำรวจผลของการตอบสนองนิตยสารสตรีที่มีต่อความไม่พึงพอใจในรูปร่างของวัยรุ่นสตรีและการใช้วิธีลดน้ำหนักที่ไม่ปลอดภัย และผลของโฆษณาที่มีค่านิยมในเรื่องรูปร่างของผู้หญิงไทย

ข้อมูลจากการวิจัยนำมาจากการสำรวจความคิดเห็นของกลุ่มตัวอย่างซึ่งเป็นนักศึกษาสตรีในระดับปริญญาตรีจากจุฬาลงกรณ์มหาวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ และมหาวิทยาลัยธรรมศาสตร์ จำนวน 45 คน โดยรวบรวมข้อมูลจากแบบสอบถาม ดังปรากฏผลดังนี้

1. การรับรู้ข้อมูลเกี่ยวกับรูปร่างจากนิตยสารมีผลอย่างมากในการทำให้วัยรุ่นสตรีมีความไม่พึงพอใจในรูปร่างของตนเอง
2. การรับรู้เกี่ยวกับรูปร่างจากนิตยสารมีส่วนในการทำให้สตรีใช้วิธีลดน้ำหนักที่ไม่ปลอดภัยต่อสุขภาพในระดับปานกลาง
3. สตรีให้คุณค่าในเรื่องของความผอมในเชิงบวก อาทิ ความสวยงาม การมีรูปร่างดี และความดูดี

จากผลการศึกษานี้ พบว่า การรับรู้ข้อมูลเกี่ยวกับรูปร่างจากนิตยสารมีอิทธิพลต่อความไม่พึงพอใจในรูปร่างของวัยรุ่นสตรี และมีส่วนทำให้วัยรุ่นสตรีใช้วิธีที่เสี่ยงในการลดน้ำหนัก นอกจากนี้ ความผอมยังหมายถึงความสวยงาม การมีรูปร่างดี และความดูดีในสังคม

THE STUDY OF THE INFLUENCE OF WOMEN MAGAZINE
EXPOSURE ON FEMALE ADOLESCENTS' BODY DISSATISFACTION

AN ABSTRACT
BY
PANIDA KASEMVORAPONGKUL

Presented in partial fulfillment of the requirements for
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This research project explored whether magazine exposure had an impact on female adolescents' body dissatisfaction and made them engaged in unhealthy weight loss methods. It also investigated the impact of advertisements on Thai women's value judgment on their body.

Data in the research were derived from a survey of 45 female undergraduate students from Chulalongkorn University, Srinakharinwirot University, and Thammasat University. The data were collected from questionnaires. The findings were as follows:

1. Magazine exposure had a strong impact on female adolescents' body dissatisfaction.
2. Magazine exposure led women to use unhealthy weight loss methods in moderate degree.
3. Women valued beauty as reflected in thinness, good figure, and good looks.

From the findings, exposure to women magazines had an influence on body dissatisfaction of female adolescents and partly led female readers to use unhealthy methods to lose weight. In addition, thinness has a positive value resulted in good figure and good looks which are related aspects of beauty in Thai society.

The Master's Project advisor, Chair of Business English for International Communication Program and Oral Defense Committee have approved this master's project as partial fulfillment of the requirement of the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

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This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

.....Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

February....., 2007

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CHAPTER 1

INTRODUCTION

Background

Media has a great influence on all walks of life. Messages from various kinds of media are seen everywhere from billboards, televisions, newspapers, magazines, posters and so on. The values portrayed and reflected in the media will be permeated through the society and when people receive similar messages day by day, they will become acquainted and accept those values. As a result, it has a lot of influences on passersby. Apparently, many products are exploiting women as their targets to expand their business. Images of female bodies are omnipresent. Women and their body parts can be utilized to sell everything from food to cars. Popular film and television actresses are becoming younger, taller, and thinner than actresses in the previous time. Women's magazines are full of articles urging that if they can just shed some pounds, they will have happier lives and the influx of better things.

As girls enter and move through early adolescence, their reading of fashion and teen-oriented magazines increases (Harris, 1999). These magazines promote thinness and associate attractiveness with body weight/shape by presenting (a) models who are below average in weight (Andersen; & DiDomenico. 1992) and (b) products and dieting articles that tell readers how to become thin (Wiseman; et al. 1992).

Many popular magazines for females (even male-oriented magazines) tell women to focus on their physical, outside attributes (i.e. body shape, muscle tone, bone structure, hair, makeup, clothing, etc.) and rarely mention the importance of being smart, sophisticated, amused and/or possessing many other positive attributes that have nothing to do with physical attributes. This implies that the contemporary society gives an importance to outside attributes as the first priority for females. Females have to be beautiful and are also sex objects in the eyes of males. Besides, females are looked and judged by their physical appearance rather than their inner attributes. Andersen and DiDomenico (1992) found that the media representation of the thin ideal has been connected to the predominance of body image dissatisfaction and dieting disorders. This is yet another reason why this connection

between the media and body image is important. This connection is serious because low body image sometimes leads to eating disorders (anorexia and bulimia), which in turn can lead to death. The female images represented in the media are always unattainable for women in general and when women try to imitate the female images in the media but face with the failure, it may lower their body image for not living up to the beauty standard.

Historically, most societies have associated fatness with desirable social status, as it is an overt sign of wealth where food is not abundant. In many countries, obesity is viewed with admiration as a sign of fertility, strength, and prosperity, all of which are related to human survival. In many non-Western countries, large people are considered beautiful and sexually attractive (Kaplan; Sallis; & Patterson. 1993). Despite these historical and cross-cultural values, Western society promotes widespread hatred and fear of fat (Crandall, 1994). From an early age, children learn that fat people are to be stigmatized. Fat people are viewed as weak in character, being unhealthy and lazy. Numerous studies suggest children of both sexes develop clear preferences for thin bodies (Reed. 1998 : Online).

In Western culture, as well as modern eastern culture, most adolescent males and females prefer to be of a body size proportion representative of their ideal standard of cultural beauty and society's standards for beauty. Then males and females are unhappy with their bodies, as are those who are short or fat. Simmons and Rosenberg (1975) found that adolescents are particularly sensitive to appearance norms and girls show more concern with their appearance than do boys (Wolinsky; & Tavantzis. 1996).

Consequently, this leads people to develop eating disorders in order to emulate those images. There have been many reports about eating disorders in Western countries in the late 20th century (Cooper; & Fairburn. 1987; Russell. 1979; Garner; & Garfinkel. 1980; citing Makino; Tsuboi; & Dennerstein. 2004. Prevalence of Eating Disorders: A Comparison of Western and Non-Western Countries). It has been claimed that those with eating disorders have mostly been white women and that few cases have been seen in non-Western countries other than Japan (Nogami; & Yabana. 1997; citing Makino; Tsuboi; & Dennerstein. 2004. Prevalence of Eating Disorders: A Comparison of Western and Non-Western Countries). Recently, eating disorders have been reported in non-Western countries, such as the Middle East and the People's Republic of China (Gunewardene;

Huon; & Zheng. 2001; Al-Adawi; et al. 2002; Huon; et al. 2002; citing Makino; Tsuboi; & Dennerstein. 2004. Prevalence of Eating Disorders: A Comparison of Western and Non-Western Countries). These recent studies suggest that the prevalence of eating disorders has been rising among non-Western countries as well. One of the reported explanations for the development of eating disorders is the social pressure resulting from the standards of female beauty imposed by modern industrialized society or Western culture (Kiriike; et al. 1988; citing Makino; Tsuboi; & Dennerstein. 2004. Prevalence of Eating Disorders: A Comparison of Western and Non-Western Countries). The increasing globalization and exposure to Western media have been suggested to increase the rate of eating disorders in non-Western countries.

For example, traditionally Koreans preferred a round face and somewhat chubby body figure in woman, and such attributes were considered to bring fortune. However, young females in Korea today seem to be captivated with having a thin body like models in fashion magazines (Han. 2003 : Online). The recent survey with 469 Korean female college students found that 55.9% of respondents belong to the underweight category, 42% to the normal weight range, and only 2.6% were in the overweight category expressed that they needed to lose more weight to look attractive, and 57.4% of them said that they had been engaged in excessive diets. Furthermore, 4.1% of females were taking laxatives and diet pills to control weight.

Similarly, Matsuura (1992) found that in Japan the desire to be thinner has increased within the last 20 years, accompanied by an increase in body size dissatisfaction among the Japanese (Dittrich. 1998 : Online). The results indicated that most of them were in agreement with their Western counterparts in terms of their desire to be slim. The rising significance of the “thin ideal” is apparent to women’s perception of beauty.

From a study of the body proportion of Thai women, it was found that most Thai women would like to be 156-165 centimeters in height, with a breast size of 34 inches, a waist size of 23 inches, and a hip size of 36 inches (Thai Wacoal. 1992). Somchai Ninlawon (1995), the former coach of a women’s beauty contest, stated that the ideal shape of women is 34-24-36 inches for breast, waist, and hips, a height of 170-175 centimeters, and weight not over 54-55 kilograms (Angkaret. 1996). Therefore, it unquestionably states that Thai

society has been also influenced by the worship of thinness because from the prior statement, Ninlawon only mentioned that the ideal weight of female is not over 54-55 kilograms; however, he did not tell the least weight of the ideal female. Further, according to his statement, it meant the ideal BMI for women is not over 19 which is in the normal weight category, yet nearly falls into the underweight category. This also suggests that the women considered 'beautiful' in our contemporary society should not have a BMI over 19 in spite of the fact that the BMI between 18.5 and 25 is considered as "normal weight." Therefore, it can be said that if anyone has a BMI over 19, she is probably considered "overweight" in the contemporary society.

In Thailand, most female adolescents feel dissatisfied with their bodies even though they are in the underweight or normal weight categories. Moreover, more than half (62%) of female adolescents in the sample demonstrate that media influence their desire for slim body and two-thirds (66.8%) desire to be slim as actors or models (Boonchai. 2001). Additionally, the 17-year-old girl's death from the liposuction operation prominently exemplifies the cultural preoccupation of thinness in Thailand and this incidence staggered people all over the country. It demonstrated that thinness has become a symbol of beauty for women in general. It led her to internalize the value of thinness and decide to have the operation that ended in tragedy.

Recently the fashion industry becomes awakening of the dead and sufferers from eating disorders, including Luisel Ramos, top Uruguayan model, who died from heart failure due to using the extreme method to lose weight. Spain fashion shows rocked the fashion world by banning skinny models with a BMI below 18 (which is considered "underweight"). French and Israeli fashion industries support this campaign to fight anorexia within the fashion industry. On the other hand, the United of Kingdom and the United States declare they will not restrict model participation based on BMI (Skinny Model Ban Fallout Continues In France, Israel. 2006 : Online). This is a great vision though it is just a beginning step. It probably helps decrease a number of people with eating disorders. Although at first it affects only a small group of female fashion models, it can expand to impact on the mass of people. Fashion models act as fashion leaders in the society and if the size of fashion models on the catwalk is changing, it will imply that the trend of ideal body is changing. It is

implicit that the skinny body is no longer in. People have a tendency to emulate models on the catwalk. If the models' bodies become bigger, it is predictable that the bodies of people in general will tend to change in the same direction as the models. As a result, it can decrease a number of people with eating disorders.

In brief, one can see ever-changing images of women throughout the century. Changes are still occurring today, which still cause some confusion about what is expected for the female image. The media can be seen, at times, emphasizing and promoting these different images for females. As seen throughout the numerous studies conducted on how the media influences on women to conform to thin body ideal, there can be various negative effects brought about from this pressure. From this constant reminder towards females of how they are expected to look, some women try to obtain this image but never live up to the media's standards. Many young girls are caught in the trap from the media to achieve this perfect image that the media portray. Additionally, there has been a proclamation that many acute illnesses are involved with obesity and obesity equals badness. This will help promote people to believe what is thin is good. Therefore, it is important to learn how women magazine exposure effects female adolescents' body dissatisfaction. The study will lead to a better understanding and raise an awareness of how exposure to women magazines affects our lives.

Objectives of the Study

1. To explore whether magazine exposure have an impact on female adolescents' body dissatisfaction.
2. To find out whether women's exposure to magazine makes them engaged in unhealthy weight loss methods.
3. To investigate the impact of advertisements on Thai women's value on their body.

Research Questions

1. Does magazine exposure have an impact on female adolescents' body dissatisfaction?

2. Does women's exposure to magazine make them engage in unhealthy weight loss methods?

3. In what way do female adolescents value thinness in our society?

Significance of the Study

Thai women may indeed be entrapped by the confined definitions of beauty offered by advertisements and the media. Magazines for female adolescents often portray very thin young women in the advertisements. In actuality this thin figure accounts for only five percent of the female adolescent population, leaving the other ninety-five percent feeling large (Wolf. 1992). This study will provide information about the impact of thin ideal reflected in the advertisements and magazine exposure on female adolescents' body dissatisfaction. This will be beneficial not only to women but also to men in acknowledging how these advertisements affect the images of women in society and body perception of every woman. The researcher holds that this study will raise women's awareness of how women's images are portrayed to affect women's self- images and acquire knowledge of how the impact of women's images in the advertisements impinges on women's lives. Further, this study will be functional in assisting female adolescents to become aware of the misconception that everyone is thin, and look at how this belief promotes an obsession to be thin. Women and society may learn to put an emphasis on the value of intrinsic attributes that is more meaningful and enduring than extrinsic attributes typically portrayed in the advertisements. This study also shows the negative impact and influence of media that affect to women's self-pride and self-worth. Everything has two sides but the advertising only presents only one side that everyone is beautiful and flawless in order to enhance the business. Therefore, the best way to protect readers from the brainwash of the media is to educate adolescents to understand the nature of the mass media, the techniques used by them, and the impact of these techniques. It is time to be awakening as human beings that there are other attributes that are much more important than physical beauty for living in the society.

Scope of the Study

The study will be undertaken to explore the relationship between fashion magazine exposure and female adolescents' body dissatisfaction. The questionnaire utilized as an instrument in this study will be distributed to 45 female undergraduate students randomly selected in three universities: Chulalongkorn University, Srinakharinwirot University, and Thammasat University.

Definitions of Terms

The following terms used in this research paper are defined as follows:

Diuretic	a substance or drug that tends to increase the discharge of urine
Fad diet	a diet that promises quick weight loss through what is usually an unhealthy and unbalanced diet, e.g. Atkins diet and South Beach diet
Laxative	a drug that stimulates evacuation of the bowels
Liposuction	the removal of excess body fat by suction with specialized surgical equipment, typically performed by a plastic surgeon
Thin ideal	thin female who is defined as a symbol of beauty and physical attractiveness leading to be the beloved in society, desirable for men, and bringing happiness and success in life
Unhealthy weight loss methods	potentially dangerous behaviors to control weight, such as, fasting, vomiting, and taking diet pills

CHAPTER 2

REVIEW OF RELATED LITERATURE

The review of relevant literature is presented in this chapter and proceeds in seven parts: 1. Body Image, 2. Concept of Magazines, 3. Magazine Influences, 4. The Effects of Media on Female Adolescents, 5. Weight Loss, and 6. Previous Research.

1. Body Image

Body image is how an individual conceptualizes his/her personal appearance including the size, shape, and weight of his/her body (Thompson. 1990). According to Gardner (1996), the concept of body image consists of an attitudinal and a perceptual dimension. The attitudinal aspect is reflected in the positive or negative feelings people have about their body, that is, how satisfied they are with their physical self. The perceptual component relates to how accurately people estimate their body size, that is, the discrepancy between their estimated body size as assessed from an objective measure.

Adolescence is a lifecycle stage characterized by physiologic, emotional, and cognitive changes, and by an increased preoccupation with physical appearance. This preoccupation often centers on a strong desire to attain the socially sanctioned muscular male or slender female body types that young people are constantly exposed to in advertisements, music videos, and films (LeCroy. 2004). Adolescent girls, for example, frequently become dissatisfied with their increased adiposity as they go through puberty. Accordingly, these girls may adopt unhealthy strategies to alter their body size, including severe caloric restriction, self-induced vomiting, overuse of diet pills, laxatives and diuretics, and compulsive exercising (Law; & Deixoto. 2002).

Central to a body image disturbance is the belief that body size defines the identity and determines the worthiness of the individual. Consequently, in vulnerable persons, failure to achieve the body ideal can foster body dissatisfaction, lowered self-esteem, and intense guilt feelings (LeCroy. 2004). Several theories have emerged to explain the development of an unfavorable body image. Haeworth-Hoettner (2000) observed that the family is a primary mediator of cultural norms and values. Accordingly, the extent to which

the family communicates the cultural ideal to its members, and the manner in which this message is conveyed and interpreted, strongly impact the formation of body image. Researchers favoring the sociocultural theory propose that body image problems stem from the messages conveyed by various forces comprising the individual's cultural milieu, including norms and values, personal interactions, religious beliefs, the print and film media, and social expectations which create and promote standards of masculine and feminine attractiveness (Law; & Deixoto. 2002; Lokken; et al. 2003). Adherents to the social comparison theory extend this argument by noting that internalization of idealized body image can lead to body dissatisfaction through a social comparison process whereby individuals compare themselves to media-portrayed idealized images, and judge themselves as not meeting social expectations (Slice; Spangier; & Stewart-Agras. 2001).

In sum, body image is a critical factor in how a person feels about himself/herself and often has a significant impact on feelings of self-esteem and self-worth. Adolescents are vulnerable to body image problems and tend to increase a preoccupation with physical appearance. Sometimes they use unhealthy strategies to lose weight. Failure to achieve the ideal body can lead to negative body image that results in a variety of social, health, and psychological problems including bashfulness, eating and nutrition problems and depression.

2. Concept of Magazines

2.1 Definition of Magazines

Magazine is a word derived from Arabic means emporium or warehouse. Magazines buyers are like people who buy all products in the emporium or in the warehouse and look forward to new products being launched if they are of good quality (Witsanoo, 1988).

Definitions of the word "magazine" which are offered by many researchers are as follows (cited in Darunee, 1987):

Davidson (1969) defined magazine as a periodical for general readers with articles and stories by many writers and the contents mostly are short stories, novels, and poems. The original meaning of magazine is summaries of news, and miscellanies from newspapers.

Besides, there are no stories involved with associations and magazines are produced for entertainment.

E.W. Hildick (1975) gave the definition of magazine as a center of articles or stories by many writers and having been issued on schedule.

According to Oxford Advanced Learner's Dictionary (2003), magazine is a type of thin book with a paper cover that you can buy every week or month, containing articles, photographs, etc., often on a particular topic.

In conclusion, magazine is print media that usually has a paperback and specifies an issue on schedule consists of providing knowledge and entertainment, such as, articles, interview, short stories, novels, criticism, news, and advertising with lots of illustration.

2.2 Categories of Magazines

In general ,magazines can be categorized into four types as follows (Darunee, 1987):

2.2.1 General or Consumer Magazines are the highest-circulation magazines because they are the magazines that people in general are interested in. There is the highest number of magazine titles in this category distributed in the marketplace. Mostly these magazines aim at providing entertainment and a variety of knowledge. Examples of these magazines are Lalanaa, Dichan, Praew, Kullastree, Matichon Weekly, etc. Examples of foreign magazines are Reader's Digest, Time, Newsweek, Vogue, Elle, etc.

2.2.2 Business Magazines are the magazines targeting at readers in the business, industry, or other domains in order to understand various aspects of business circumstances. This type of magazines is rare in Thailand and mostly in English edition. Examples of business magazines are Business in Thailand, Business Review, Who is Who in Thailand, Lookcast, Business Industry and Agriculture.

2.2.3 Association Magazines are the magazines published by various associations to disseminate information between members. This kind of magazines is published monthly, quarterly, biannually, or annually. The publication is in the patronage pattern and receives a support from members, associations, or member fee of associations. Examples of these magazines are Reporters Association Magazine, Journalists Association Magazine, Medical Science Association of Thailand Magazine, etc.

2.2.4 Public Relation Magazines are the magazines issued by organizations or

companies in distributing to employees, customers, dealers, shareholders, and interested persons.

Furthermore, based on the data from AC Nielson (Thailand) Media Index, Rate Card 1998 by doing the survey among the age of 12 and above all over the country, Mindshare (Thailand) Co, Ltd., the company handling the use of advertising media and public relation for Ogilvy & Mather (Thailand) Co, Ltd. and J. Walter Thompson (Thailand) Co, Ltd., divided magazines into many categories, that is (Kanjana, 2001),

1. Women Magazines for example, Koosangkoosom, Kwanruen, Kullastree, Yingthai, Dichan, Praew, Prew, Image, Elle, Cleo, etc.
2. Teen Magazines for example, Tergubchan, Sudsupda, The Boy, etc.
3. Men Magazines for example, GM, Boss, Esquire, etc.
4. Current Event Magazines for example, Matichon Weekly, Siamrath Weekly, etc.
5. Business Magazines for example, Manager, KhooKhaeng, Money & Banking, Advance Business, Corporate Thailand, etc.
6. Car Magazines for example, Motorcycle, Hi-performance, Motoring, Motorcross, Grand Prix, Motorcar & Boating, etc.
7. House Magazines for example, Baanlaesuan, Baannaifun, Home & Décor, etc.
8. Travel Magazines for example, Trips
9. Entertainment magazines for example, Khaihuaroh, TV Review, Starpics, etc.
10. Sport Magazines for example, Star Soccer, Muay Siam, etc.

2.3 Roles of Magazines

According to Raweewan (1987), there are five aspects of roles of magazines as follows:

2.3.1 Act as a watchman Magazines report situations and activities that happen in the society to readers.

2.3.2 Act as a bridge to link the old society and the new society Magazines transfer changes to readers, for example, passing on changes in culture and a way of life of people in the society.

2.3.3 Act as a stage to express the opinion Magazines are more advantageous

than other kinds of media because they are able to present a matter that is sensitive, elaborate, and profound.

2.3.4 Act as a teacher Magazines provide knowledge and education to readers. Some give knowledge and education directly, whereas some provide knowledge together with entertainment.

2.3.5 Act as a service for business Magazines provide a service for business, especially in the announcements and advertisements, both in public benefit and product advertisements.

According to roles of magazines mentioned above, it is clear that roles of magazines are transferring information, educating, entertaining, providing service in announcing and advertising. In other words, magazines are the media that record matters, situations, and memories, act as a stage to express opinion and a bridge to link old and new societies, and is a source to research in order to understand the past and history of human society.

3. Magazine Influences

Research has shown that the media plays a powerful role in molding children's beliefs, attitudes, and perceptions. From an early age, girls are active participants in the media population, reading fashion magazines, watching over twenty hours of television a week, seeing over 20,000 advertisements a year, listening to the radio and music, watching music videos, and playing video games (Children and the Media: Reflections of Girls in the Media. 1997 : Online). Researchers have suggested that the increasing impact of the media may make it one of the most significant influences in the adolescent community.

The media can offer girls many positive role models; however, the media can often contain stereotypical messages about appearance, relationships, and priorities. With these messages being both positive and negative, their influence is increased through continuous repetition. According to Children and the Media: Reflections of Girls in The Media (1997 : Online), the media seems to reinforce troubling stereotypes about the importance of appearance and relationships to girls, while stressing that careers are more important for men than women. Moreover, magazine articles reinforce this message by focusing much

more on dating (35%) and appearance (37%) than on subjects such as school or career (12%).

The media portrays women in an unrealistic manner. According to Paff and Buckley-Lakner (1997), advertising has historically included stereotypical and unrealistic images of women. These thin ideals encourage women and men to focus on a woman's appearance and body shape. The cultural message that was found to be suggested in some magazines was that women should spend time and engage in behaviors that will make them more physically attractive.

A reported increase in eating disorders over the last several decades has aligned with a decrease in women's ideal body weight as depicted in the media (Wiseman; et al. 1992). Parallel with the rise in eating disorders is an increase in articles and advertisements promoting weight-loss diets (Wiseman; et al. 1992). Besides, Andersen and DiDomenico (1992) discovered that magazines for women contained 10.5 times more advertisements and articles promoting weight loss than magazines for men, which happens to be the same sex-ratio reported for eating disorders.

Since the majority of women are dissatisfied with their bodies (Garner. 1997), many women will become incredibly concerned with their weight after viewing these images. "Women are particularly susceptible to public claims related to appearance and weight because women themselves, as well as dominant culture, define women by their appearance" (Sobal; & Maurer. 1999).

By failing to represent the whole segment of the female population, models create the false impression that all women are to be thin. Wertheim et al. (1997) did a study to determine why adolescent girls watch their weight. The findings suggest a strong role of the media influence of leading to unhealthy body attitudes and fashion magazines were reported to exert the strongest pressure to be thin. Moreover, reliance on fashion magazines in defining the ideal body image and how to attain this ideal are associated with teen dieting efforts (Levine; Smolak; & Hayden. 1994).

An analysis of magazine advertising can reveal the demands placed on bodies by contemporary societies. Magazines are filled with images that present an ideal female body type and many women experience pressure to conform to this ideal. The average size of an

idealized woman, as portrayed by models, has become progressively thinner and is currently 23% below a healthy height to weight ratio. Models only represent the body type of 5% of American women (Cussins. 2001). Thus, when most women use models as a reference in evaluating their own bodies' image, the thin ideal is likely to cause dissatisfaction and anxiety in the large number of women whose bodies do not match this ideal. In fact, women attribute their desire to be thin primarily to women's magazines because the magazines provide one definition of ideal body that women become obsessed to achieve (Hesse-Biber. 1996).

Magazine advertisements are not the only form of media that can lead a woman to dissatisfaction about her perceived body image, but definitely the most prevalent. Female high school students report that magazines are their primary source of information regarding ideal body images, dieting, and health (Paxton; et al. 1991). Two-thirds of the girls in this study reported that being thinner would have a positive impact on their lives. The girls reported a higher level of body dissatisfaction than boys did on a variety of measures of this construct. Thus, magazines are helping to create a culture where thinness is valued and this influence seems to be much more powerful for young women than for young men.

According to a study done by Silverstein et al. (1986), women are exposed to more media messages about their bodies than are men (cited in Unger; & Crawford. 1996). They found that in forty-eight issues of magazines there were sixty-three ads for diet foods in women's magazines and only one in men's magazines. They also found that women's magazines had many ads for sweets and snack foods. They concluded from their study that women receive a lot of messages about food and how they should stay thin while at the same time thinking about food. The media facilitates and feeds women's desire to become slimmer and fit with constant images portrayed in advertisements and articles. In fact, 43 percent of women who are dissatisfied with their bodies state that they compare themselves with models in fashion magazines, and 49 % state that very thin models make them feel insecure about themselves (Garner. 1997).

As stated earlier, from childhood, girls learn to compare themselves with others. When they are exposed to the fashion magazines, it is inevitable that they also compare themselves with the models in magazines. Magazines usually portray extremely thin models

and this practice can create body dissatisfaction among adolescent girls. In addition to female images, the number of advertisements and articles related to weight loss are involved with the differences in body concerns between men and women. There have appeared to have much more articles related to dieting and weight loss in women's magazines than in men's magazines. It connotes that women, but not men, are obsessed with thinness.

4. The Effects of Media on Female Adolescents

Media has a detrimental effect on body satisfaction, especially in women (Harrison. 2003; Stephens; & Hill. 1994). Presumably, media is influential because it is pervasive in society. Everyday individuals are surrounded by media such as billboards, television, and magazines. These media images contain societal standards of beauty (Harrison. 2003; Stephens; & Hill. 1994).

The media affects women in many different ways. In a body image and media study by Heinberg and Thompson (1995), it was concluded that media-presented images of the thin ideal and attractiveness might negatively affect a woman's mood and body satisfaction. King, Touyz, and Charles (2000) supported these findings, stating that media exposure causes some women to feel more dissatisfaction with their body shape. Then they resort to extreme measures to reach the thin ideal such as dieting to attain the thin ideal body, smoking more to control weight and putting themselves through reconstructive surgeries. Rabak-Wagner, Eickhoff-Shemek, & Kelly-Vance (1998) found that the mass marketing for body images has been a powerful force in creating the 1990s thin ideal standard for women. Furthermore, Garner (cited in Stice; & Shaw. 1994) found that as the number of magazine articles on weight loss diets and exercise increased, the occurrence of eating disorders also increased. Grogan (1999) agreed that women are encouraged to undergo pain to change their bodies.

Tiggemann et al. (2000) suggested that media images are highly noticeable influences on body image. The adolescent girls in the sample conveyed feelings of guilt and inadequacy since they were unable to conform to the ideals set forth by media sources. Consistent with Tiggemann et al. (2000), Thornton and Maurice (1997) revealed that the

women who were exposed to the photos of thin ideal figures showed lower self-esteem and heightened physique anxiety, self-consciousness, and body dissatisfaction. Tiggemann et al. (2000) suggested that media images may impact adolescent and young adult women in a variety of ways. Implications that thinness leads to a life of wealth and happiness (Thornton; & Maurice. 1997) and assumptions that the ideal images are in fact the female norm (Tiggemann; et al.. 2000) seem to have led to a change in how consumers view health, and produced feelings of anxiety, self-consciousness, body dissatisfaction, guilt, and inadequacy.

Grogan (1999) stated that women viewers of the media images critically with the imagery, using it to inform their body image. Bloom et al. (1999) reported that the media tells woman that they are nothing without their looks. Women begin to believe what the media tells them, thus increasing their negative body image. The media allows for women's bodies to be objects for men to look at and lust after. Women's bodies become objects to the media and to some people who view the media. Sometimes women's bodies even become objects to themselves, objects to be criticized when standing in front of a mirror. The message that the media and society send women about the importance of their appearance is internalized by women and tends to be ingrained in their core beliefs about themselves.

The media portrays women in an unrealistic manner. Female models in the media are predominately thin, tall, big breasted and Caucasian. Society and culture turn the bodies of the media into the ideal body shape that all women should and need to attain to achieve true happiness. Women resort to plastic surgeries, extreme dieting, and spend large amounts of money on beauty products to attain the image of the thin ideal. Viewing the thin ideal everyday on television, in magazines and on billboards may decrease women's self-esteem, negatively influence body image, and lead some women to clinical eating disorder behaviors.

5. Weight Loss

Weight loss methods consist of healthy weight loss methods and unhealthy weight loss methods.

5.1 Healthy Weight Loss Methods

According to Healthy Weight Loss: Guide to the Popular Plans and Tips for Managing Your Weight (n.d. : Online), the most successful weight loss plans combine healthy eating, balanced nutrition and regular exercise to help you lose weight. Often, people find themselves in a perpetual diet cycle, always thinking they have a few pounds to lose, or yo-yo dieting—losing weight and then gaining it right back, only to start dieting again.

Successful weight loss over the long term will likely include:

- Adhering to a healthy lifestyle (including nutritious foods and physical activity),
- Making changes in the way you think about food, and
- Paying attention to reasons why you eat (emotions, boredom, or reward vs. actually being hungry).

To lose weight, you must eat fewer calories than your body uses. This does not necessarily mean that you have to eat less food. There are many ways you can continue to enjoy foods you like while working towards your weight loss goals, creating and maintaining a healthy lifestyle:

- Create lower-calorie versions of some of your favorite dishes by substituting low-calorie fruits and vegetables in place of high-calorie ingredients.
- Choose sensible portion sizes.
- Choose low-fat dairy and meat products.
- Engage in daily physical activity.
- Plan your meals and snacks ahead of time and tune into the feelings you experience while eating.

5.2 Unhealthy Weight Loss Methods

There is a great deal of unhealthy methods to lose weight. However, only widely used methods will be mentioned here.

5.2.1 Laxatives Laxatives are taken to stimulate the emptying of the large bowel, which has little effect on actual weight loss. The reason for this is because the food and calories that you consume have already been absorbed in the small intestine by the time the laxatives begin to work. The only difference in weight is the loss of water weight, even

though you may feel thinner. Repeated use of laxatives can cause side effects, some of which are very unpleasant. Users tend to find that after awhile, they cannot have a bowel movement without using a laxative. Your bowels become permanently damaged, and in extreme cases, death can result (4 Dangerous Weight Loss Methods. n.d. : Online).

5.2.2 Diet Pills Diet pills are a huge industry in the U.S. and continue to be one of the most popular attempts at weight loss. Diet pills are prescribed by doctors and can be obtained over-the-counter (which is then classified as dietary supplements). Prescription diet pills are given to obese people, and are more effective in stimulating weight loss. This is because their ingredients are stronger due to the fact that they are regulated by the FDA and are taken under medical supervision. But dependency on over-the-counter diet pills or self-proclaimed diet pills can be dangerous to your health (4 Dangerous Weight Loss Methods. n.d. : Online).

5.2.3 Fasting Fasting is a widely used method of weight loss because it gives fast results. With little or no calories being consumed, weight is, of course, lost because the body is feeding off of itself. Up to 50% of the weight lost is from lean body mass, which is muscle. Lean body mass or muscle, is the fat burning engines of your body. When your body eats muscle for nutrition, you are losing these metabolic engines which are needed to burn your body fat. As a result, when you start eating again, more of the calories are stored as fat rather than being burned for energy. In addition to losing lean body mass, fasting results in malnutrition and loss of important minerals (Unsafe Weight Loss. n.d. : Online).

5.2.4 Fad or Trendy Diets Many of fad diets are unsafe and untested. Any diet that is extremely high or extremely low in protein or carbohydrate consumption, should be considered risky. While many of this diet can result in quick weight loss (usually water weight), they can have serious health consequences. Osteoporosis, mineral loss, kidney damage, muscle loss and malnutrition are all risks of an inappropriate diet (Unsafe Weight Loss. n.d. : Online).

6. Previous Research

In order to achieve the objectives of the study, the researcher collected previous studies from various experts in the field as the following:

In the study of Piyyarat (2002), the meaning of the women's body, the body discourse level and the influence of consumer culture on the women in terms of their decisions and motives to enter the process were investigated. The research was carried out by studying 10 case studies. The research showed that the women gave special meaning to their bodies or the body identity construction and decided to go through the corpulence eradicated process. The motives which caused the women to adopt this process are the social acceptance, the health content, the need for beautiful figure, the social sanction and the work place standard. The women's corpulence eradicated process reflected the relation between an identity and the body in cultural terms. Also, the research found that the consumer culture influenced the women by the fine discourse building of skinny figure standard. The need to eradicate the corpulence persuaded the women to consume the products and services. In the process of eradicate the corpulence the women chose the dietary pills, exercises, dietary foods, beauty services or even make themselves vomit.

Pagamat (2003) conducted a research entitled, "The Influence of "thin ideal" in Advertising Based on Physical Attractiveness Stereotype in Female Consumption Patterns". The purpose of the study was to survey the decision making in reflecting thin ideal as physical attractiveness in advertising and the influence of thin ideal on female consumption patterns. The research methods were male focused group discussion and female focused group discussion. Results showed that the reflection of thin ideal in advertising influenced by social values of attractiveness. Additionally, female consumption patterns may be indirectly influenced by thin ideal, which presented in advertising as beauty aspiration.

Panjai (2005) conducted a study entitled, "The Effects of Women's Images Used in Print Advertisements for Beauty Products on Thai Women's Self-Images". The research was to explore the attitudes of Thai women toward women's images used in print advertisements for beauty products, the influence of women's images on product buying and the influence of the images on women's attitudes toward themselves. The respondents were shown 12 beauty product print advertisements featuring models followed by responding to a questionnaire. The findings showed that Thai women accepted the idea that the images of women used in print advertisements for beauty products were representations of cultural norms of beauty against which women should measure themselves. Women were

vulnerable to the sales argument that leaded them to buy beauty products or services because they believe they could be as beautiful as the images of women in the print ads. The results also indicated that the advertising images of women tended to have a limited negative affect on women's attitudes toward themselves.

Previous studies reconfirmed that women gave a special meaning to their bodies and underwent the process to eradicate corpulence to meet the ideal body. Social values of attractiveness are reflected through thin ideal in advertising and the thin ideal may be indirectly resulted in female consumption patterns. Advertising portrays the images of beautiful women and convinces people that it represents cultural norms of beauty. Therefore, the researcher is interested to investigate the influence of women magazine exposure towards female adolescents' body dissatisfaction.

CHAPTER 3

METHODOLOGY

This chapter presented the method employed to conduct the research with the purpose to answer the research questions. A questionnaire was the research instrument. The research procedures included the following.

Sample and Sampling

The target population of this study was 45 female undergraduate students. These students were randomly selected three universities to answer a questionnaire. The questionnaire was distributed in six days: Srinakharinwirot University on 13-14 November 2006, Chulalongkorn University on 15-16 November 2006, and Thammasat University on 17-18 November 2006. The questionnaire was randomly given to 15 female undergraduate students of each university. A total of 45 questionnaires were collected. The researcher selected the undergraduate students from these three universities because they were located in the metropolitan area and it was convenient to collect the data.

Research Instrument

A questionnaire was the main research instrument. It was divided into three parts:

Part I : Personal Information

This part was designed to categorize the BMI of the sample group that was used in the data analysis and explore the frequency of fashion magazine exposure in the sample group.

The BMI value can be calculated as:

$$\text{BMI} = \text{weight (kg)} / (\text{height x height}) (\text{m x m})$$

Part II : Attitudes of Female Adolescents Towards Their Bodies

This part was designed to analyze the attitudes of female adolescents towards their own body and the methods they used to lose weight.

Part III : Influence of Magazine Exposure Towards Female Adolescents' Body Dissatisfaction

This part was designed to investigate the influence of magazine exposure towards body dissatisfaction of the sample group. This part was divided into three aspects: image, psychological aspect, and acceptance.

Data Collection

The pilot phase began with an interview. There were 10 female undergraduate students at Srinakharinwirot University who were randomly selected to talk about their body dissatisfaction and the role of media in shaping the emphasis on body. The interview showed that almost all adolescents felt dissatisfied with their body and they thought they were too fat. Half of them had a great concern with their bodies. Nearly all thought having a good body shape was important. All of them thought the contemporary society gave a tremendous importance in having a good figure and mass media played a part in shaping the society in putting an emphasis on figure. Nearly half of the interviewees had a bias when seeing overweight or obese people. And three-fourths thought models in advertisements played a part in shaping the idea of what a good figure was like. Then a formal investigation was extended to complete this study. Forty-five questionnaires were distributed to female undergraduate students in Chulalongkorn University, Srinakharinwirot University, and Thammasat University.

Data Analysis

The data gathered from the questionnaire were analyzed and calculated in percentages in order to discuss how the respondents replied to each research question. Finally, recommendations were made for further studies.

CHAPTER 4

FINDINGS

The findings of the study are presented in this chapter. Details of the data obtained from the completed questionnaires are divided into three parts based on the questionnaires:

PART I: PERSONAL INFORMATION

PARTII: ATTITUDES OF FEMALE ADOLESCENTS TOWARDS THEIR OWN BODIES

PARTIII: INFLUENCE OF WOMEN MAGAZINE EXPOSURE TOWARDS THEIR OWN BODY DISSATISFACTION

Summaries and interpretations are presented and discussed in the order of the questions in the questionnaire. Tables are drawn to display the findings in percentage and mean score and a brief discussion and comment.

Part I: Personal Information

Forty-five female undergraduate students were randomly selected to answer the questionnaire at three universities: Chulalongkorn University (CU), Srinakharinwirot University (SWU), and Thammasat University (TU). The questionnaires were randomly given to 15 female undergraduate students of each university.

TABLE 1 WEIGHT CATEGORY

Respondents	Underweight		Normal		Overweight	
	Number	Percent	Number	Percent	Number	Percent
CU students	7	47%	7	47%	1	6%
SWU students	7	47%	8	53%		
TU students	6	40%	9	60%		
Total	20	44%	24	53%	1	3%

Fifty-three percent of the sample group fell into the normal weight category and 44% fell into the underweight category. The figures reveal that most of the respondents were in the normal weight and underweight categories.

TABLE 2 WOMEN MAGAZINES READING FREQUENCY

Respondents	Less than once a month		Once a month		2-4 times a month		5 times or over a month	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
CU students	1	7%	2	13%	9	60%	3	20%
SWU students	2	13%	3	20%	9	60%	1	7%
TU students	1	7%	3	20%	7	47%	4	26%
Total	4	9%	8	18%	25	55%	8	18%

According to Table 2, 55% of the respondents read women magazines 2-4 times a month. This means that the sample group read magazines once a week or once in two weeks. It implies that magazines have some characteristics that appeal the respondents to read.

TABLE 3 LIST OF MAGAZINES READING

Magazines	CU students		SWU students		TU students		Total	
	No.	%	No.	%	No.	%	No.	%
Cleo	11	73%	9	60%	12	80%	32	71%
Praew	5	33%	3	20%	3	20%	11	24%
Elle	6	40%	7	47%	6	40%	19	42%
Dichan	1	7%	1	7%	3	20%	5	11%
Cosmopolitan	3	20%	2	13%	2	13%	7	16%
Sudsupda	5	33%	5	33%	1	7%	11	24%
Lisa	1	7%	5	33%	1	7%	7	16%
Seventeen	8	53%	7	47%	10	67%	25	56%
Lips	4	27%	3	20%	3	13%	9	20%
Ploykaempetch	2	13%	4	27%			6	13%
Marie Claire	2	13%	2	13%	4	27%	8	18%

TABLE 3 (CONTINUED)

Magazines	CU students		SWU students		TU students		Total	
	No.	%	No.	%	No.	%	No.	%
Hi	1	7%	-	-	-	-	1	2%
Image	4	27%	3	20%	1	7%	8	18%
Health & Cuisine	2	13%	1	7%	-	-	3	7%
Slimming	2	13%	-	-	3	20%	5	11%
Oops	5	33%	5	33%	4	27%	14	31%
Spicy	1	7%	3	20%	1	7%	5	11%
Koosangkoosom	1	7%	5	33%	2	13%	8	18%
Her World	2	13%	2	13%	2	13%	6	13%
Kullastree	1	7%	-	-	-	-	1	2%
In	1	7%	1	7%	2	13%	4	19%
Madame Figaro	-	-	-	-	1	7%	1	2%
Hair	-	-	2	13%	3	20%	5	11%
Front	-	-	1	7%	-	-	1	2%
We	-	-	2	13%	1	7%	3	7%
Volume	1	7%	1	7%	2	13%	4	9%
I-Spy	1	7%	2	13%	1	7%	4	9%
Popolo	1	7%	-	-	-	-	1	2%
Vivi	1	7%	-	-	-	-	1	2%
Knock Knock	1	7%	-	-	1	7%	2	4%
Sakulthai	-	-	1	7%	-	-	1	2%
Bazaar	-	-	-	-	1	7%	1	2%
Cheese	-	-	-	-	1	7%	1	2%

According to Table 3, the results of this study show that the most popular women magazines of the sample group were Cleo, Seventeen, and Elle, respectively. These three most popular magazines are the foreign magazines that are translated into Thai edition. It is

an access that the western culture disseminates in Thailand and Thai adolescents absorb the western culture by reading these magazines and become assimilated that culture into their life.

Part II: Attitudes of Female Adolescents towards Their Own Bodies

The five questions in this section asked the respondents to indicate their attitudes towards their own bodies and the methods they use to lose weight. The results of the findings are presented in Table 4-12.

TABLE RESPONDENTS' OPINION TOWARD THEIR CURRENT BODY WEIGHT

Respondents	Underweight		Normal		Overweight	
	No.	%	No.	%	No.	%
CU students	1	7%	4	27%	10	66%
SWU students	1	7%	4	27%	10	66%
TU students	1	7%	5	33%	9	60%
Total	3	7%	13	29%	29	64%

According to Table 4, most of the respondents felt they were overweight whereas 29% felt their weight was normal, and 7% felt they were underweight. Compared to Table 1, the calculation of their height and weight based on body mass index (BMI), only 3% was in the overweight category, 53% in the normal weight range, and 44% in the underweight category. The findings show that most of the respondents thought they were larger than they actually were.

TABLE 5 READING FREQUENCY AND ATTITUDES ABOUT BODY WEIGHT

Respondents	Frequency	Underweight			Normal			Overweight		
		Underweight	Normal	Overweight	Underweight	Normal	Overweight	Underweight	Normal	Overweight
CU students	Less than once a month	-	1	-	-	-	-	-	-	-
	Once a month	-	-	-	-	1	-	-	-	-
	2-4 times a month	1	1	2	-	-	6	-	-	-
	5 times or over a month	-	1	1	-	-	-	-	-	1
SWU students	Less than once a month	-	1	1	-	-	-	-	-	-
	Once a month	-	-	1	-	-	2	-	-	-
	2-4 times a month	1	3	1	-	-	4	-	-	-
	5 times or over a month	-	-	-	-	-	1	-	-	-
TU students	Less than once a month	-	-	-	-	-	1	-	-	-
	Once a month	-	1	1	-	-	1	-	-	-
	2-4 times a month	1	1	1	-	1	3	-	-	-
	5 times or over a month	-	1	-	-	1	2	-	-	-
	Total	3	10	8	-	3	20	-	-	1

According to Table 5, most of the sample group had a distorted perception about their weight that they were fatter than what they really were even though some are infrequent readers. Reading magazines can result in body dissatisfaction because there are advertisements presenting thin female models, who appear to have a happy and enjoyable

life, are considered as an appealing look for females in general. In addition, there are also a lot of articles in magazines that involve with body concerns. These will help consolidate their fault impression about themselves.

TABLE 6 DESIRE TO LOSE WEIGHT

Respondents	Yes		No		Total	
	No.	%	No.	%	No.	%
CU students	11	73%	4	27%	15	100%
SWU students	10	67%	5	33%	15	100%
TU students	9	60%	6	40%	15	100%
Total	30	67%	15	33%	45	100%

Most of the sample group would like to lose some weight although in reality only 3% is overweight. It reveals that there are a large number of the respondents who would like to lose weight. They felt dissatisfied with their body weight as a result of magazine reading.

TABLE 7 EXPERIENCE IN LOSING WEIGHT

Respondents	Yes		No		Total	
	No.	%	No.	%	No.	%
CU students	14	93%	1	7%	15	100%
SWU students	11	73%	4	27%	15	100%
TU students	10	67%	5	33%	15	100%
Total	35	78%	10	22%	45	100%

When respondents were asked whether they had tried to lose weight, 78% answered "Yes." This shows that most of the respondents are conscious about their weight.

TABLE 8 READING FREQUENCY AND THE NUMBER OF RESPONDENTS HAVING TRIED TO LOSE WEIGHT

Frequency in reading magazines	Number of respondents who have tried to lose weight			Total
	CU students	SWU students	TU students	
Less than once a month	1	1	1	3
Once a month	2	3	2	7
2-4 times a month	8	6	5	19
5 times or over a month	3	1	2	6
Total	14	11	10	35

According to Table 8, 75% (3 out of 4) of the respondents who read magazines less than once a month, 88% (7 out of 8) read once a month, 76% (19 out of 25) read 2-4 times a month, and 75% (6 out of 8) read 5 times or over a month. All of these have tried to lose weight. This reveals that reading magazines in part leads them to try to lose weight.

TABLE 9 METHODS USED IN LOSING WEIGHT

Ways to lose weight	CU students		SWU students		TU students		Total	
	No	%	No.	%	No	%	No.	%
Omitting certain foods	7	50%	4	36%	6	60%	17	49%
Restricting the intake of certain foods	10	71%	9	82%	7	70%	26	74%
Fasting	-	-	1	9%	1	10%	2	6%
Not eating at certain time of the day	4	26%	6	55%	3	30%	13	37%
Using diet pills	2	14%	1	9%	-	-	3	9%
Using laxatives	-	-	4	36%	2	20%	6	17%
Using fad diets	5	36%	-	-	4	40%	9	26%
Doing exercises	7	50%	6	55%	6	60%	19	54%

According to Table 9, the response to the question “Have you ever tried to lose weight?,” there were 14 CU students, 11 SWU students, and 10 TU students who answered “Yes.” Therefore, for the question “In what way(s) do you use to lose weight?,” the number of students who answered “Yes” would be utilized to this question because this question was asked to explore the methods the respondents used in losing weight. The most frequent method that most of the respondents used to lose weight was restricting the intake of certain foods (74%). The second frequent method was doing exercises (54%) and the third one was omitting certain foods (49%). Not eating at certain time of the day (37%) was the fourth and the fifth was using fad diets (26%). It demonstrates that the respondents chose the convenient method for them because they do not need to avoid any kind of foods. Instead, they only limit the intake of some foods that make them fat or gain weight. Although doing exercises is the weight loss method accepted by people in general as the most effective and safe method, it is applied as the second most frequent way.

TABLE 10 READING FREQUENCY AND USE OF UNHEALTHY WEIGHT LOSS METHODS

Frequency in reading magazines	Use of unhealthy weight loss methods			Total
	CU students	SWU students	TU students	
Less than once a month	-	-	1	1
Once a month	-	1	1	2
2-4 times a month	5	3	1	9
5 times or over a month	2	1	1	4
Total	7	5	4	16

According to Table 10, 33% (1 out of 3) of respondents who read magazines less than once a month, 29% (2 out of 7) who read once a month, 47% (9 out of 19) who read 2-4 times a month, and 67% (4 out of 6) who read 5 times or over a month used unhealthy methods to lose weight. This illustrates that reading magazines partly lead them engaged in unhealthy weight loss methods to lose weight.

TABLE 11 WEIGHT LOSS MOTIVATIONS

Motivations to lose weight	CU students		SWU students		TU students		Total	
	No	%	No.	%	No	%	No	%
To feel better about myself	11	79%	10	91%	7	70%	28	80%
Peer pressure	1	7%	1	9%	1	10%	3	9%
Family pressure	2	14%	-	-	-	-	2	6%
Societal pressure (media)	3	21%	1	9%	1	10%	5	14%
To attract the opposite sex	1	7%	4	36%	-	-	5	14%
To please a romantic partner	2	14%	1	9%	-	-	3	9%
To wear fashionable clothes	11	79%	6	55%	7	70%	24	69%
To be healthy	5	36%	6	55%	3	30%	14	40%
To be more confident	10	71%	9	82%	8	80%	27	77%

Table 11 indicates the motivations of respondents in losing weight. “To feel better about myself” (80%) was the motivation of respondents in losing weight that was placed as the first rank and to be more confident (77%) as the second rank. The third was to wear fashionable clothes (69%). The fourth motivation was to be healthy (40%). Lastly, 14% of the respondents answered that societal pressure and to attract the opposite sex were the motivations for them to lose weight. This reveals that prime motivation in losing weight of the respondents is for psychological aspects rather than for health. The respondents concern about their appearance rather than their health. It implies that people in the society concern the importance of appearance more than other attributes.

Part III: Influence of Women Magazine Exposure towards Their Own Body Dissatisfaction

This part of the questionnaire asked the female respondents to indicate the influence of magazine exposure towards body dissatisfaction. The findings are divided into two sections: A) the responses of the respondents to the given statement in Part III of the questionnaire in Table 12-26, and B) one open-ended questioning Table 27-30.

SECTION A

In this section, the findings presented below report the influence of magazine exposure towards body dissatisfaction of the respondents. Their attitudes toward the given statements in Part III of the questionnaire are expressed in five levels: 'Completely Agree,' 'Agree,' 'Neutral,' 'Disagree,' and 'Completely Disagree.'

TABLE 12 IMPORTANCE OF MAGAZINE ARTICLES ABOUT FASHION AND ATTRACTIVE IMAGES

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	1	7%	11	72%	1	7%	1	7%	1	7%	15
SWU students	4	26%	10	67%	1	7%	-	-	-	-	15
TU students	7	47%	5	35%	2	13%	1	7%	-	-	15
Total	12	27%	26	58%	4	9%	2	4%	1	2%	45

Table 12 shows that most of the respondents agreed that magazine articles are important sources of information about fashion and about attractive images. Articles in magazines are important for the respondents in seeking for information about fashion and attractive images.

TABLE 13 IMPORTANCE OF MAGAZINE ADVERTISEMENTS ABOUT FASHION AND
“SELF-IMAGE”

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
Cu students	2	13	7	47%	4	27%	2	13%	-	-	15
SWU students	3	20	8	53%	3	20%	1	7%	-	-	15
TU students	4	27	7	46%	4	27%	-	-	-	-	15
Total	9	20	22	49%	11	24%	3	7%	-	-	45

Table 13 reveals that half of the respondents agreed that magazine advertisements are important sources of information about fashion and “self-image.” Advertisements in magazines are influential on the respondents about their self-image.

TABLE 14 IMPORTANCE OF PICTURES IN MAGAZINES ABOUT FASHION AND
ATTRACTIVENESS

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	3	20%	9	60%	3	20%	-	-	-	-	15
SWU students	3	20%	10	67%	2	13%	-	-	-	-	15
TU students	5	33%	8	54%	2	13%	-	-	-	-	15
Total	11	24%	27	60%	7	16%	-	-	-	-	45

Table 14 illustrates that 60% of the sample group agreed that pictures in magazines are important sources of information about fashion and attractiveness. This means that pictures in magazines have an influence on respondents' perception of attractiveness.

TABLE 15 DESIRE TO HAVE A BETTER FIGURE LIKE MODELS IN MAGAZINES

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
CU students	4	27%	3	20%	2	13%	6	40%	-	-	15
SWU students	1	7%	6	40%	7	46%	1	7%	-	-	15
TU students	3	20%	3	20%	4	27%	2	13%	3	20%	15
Total	8	17%	12	27%	13	29%	9	20%	3	7%	45

According to Table 15, 44% of the respondents agreed or completely agreed that they wanted to have a better figure like models who appear in magazines. This illustrates that reading magazines can create the desire to look like models in magazines.

TABLE 16 COMPARING FIGURE WITH OTHERS IN MAGAZINES

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	1	7%	7	46%	1	7%	4	27%	2	13%	15
SWU students	1	7%	6	40%	3	20%	4	26%	1	7%	15
TU students	3	20%	5	33%	3	20%	1	7%	3	20%	15
Total	5	11%	18	40%	7	16%	9	20%	6	13%	45

Table 16 illustrates that 40% of the respondents agreed that they compared their figure with others' who appear in magazines. This means while reading magazines, the respondents see a lot of pictures and compare themselves with others. It can result in their body dissatisfaction and they think their figure have flaws and need to be improved.

TABLE 17 FEELING BAD ABOUT BODY

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	1	7%	5	33%	4	27%	5	33%	-	-	15
SWU students	2	13%	5	34%	3	20%	3	20%	2	13%	15
TU students	3	20%	6	40%	-	-	5	33%	1	7%	15
Total	6	13%	13	36%	7	16%	13	29%	3	6%	45

Table 17 demonstrates that half of the respondents agreed or completely agreed that they have felt bad about their body. Reading magazines can create bad feeling about body among the respondents.

TABLE 18 FEELING DEPRESSED ABOUT BODY

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	1	7%	1	7%	3	20%	7	46%	3	20%	15
SWU students	1	7%	1	7%	7	46%	3	20%	3	20%	15
TU students	1	7%	4	27%	4	27%	2	12%	4	27%	15
Total	3	7%	6	13%	14	31%	12	27%	10	22%	45

Table 18 reveals that half of the respondents disagreed or completely disagreed that they have been depressed about their body. Reading magazines do not create the feeling of depression among the respondents because magazines provide ways to look like models in magazines and guarantee that everyone can have that look.

TABLE 19 BEING MOTIVATED TO HAVE A BEAUTIFUL BODY

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	1	7%	3	20%	5	33%	4	27%	2	13%	15
SWU students	-	-	4	27%	7	46%	1	7%	3	20%	15
TU students	-	-	6	40%	6	40%	1	7%	2	13%	15
Total	1	2%	13	29%	18	40%	6	13%	7	16%	45

Table 19 reveals that a number of the respondents who felt neutral were almost equal to a number of the respondents who disagreed or completely disagreed that they were motivated to have a beautiful body. This means that reading magazines have no impact up to a moderate impact on the respondents' desire to have a beautiful body.

TABLE 20 BEING INSPIRED TO BE ON DIET

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	-	-	7	47%	5	33%	3	20%	-	-	15
SWU students	-	-	5	33%	7	47%	-	-	3	20%	15
TU students	3	20%	3	20%	7	47%	-	-	2	13%	15
Total	3	7%	15	33%	19	42%	3	7%	5	11%	45

According to Table 20, the number of the respondents who felt neutral were close to the number of the respondents who agreed or completely agreed. This illustrates that reading magazines has a moderate up to a strong impact on being inspired to be on diet among the respondents.

TABLE 21 BEING INSPIRED TO HAVE AN EXERCISE

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	6	40%	5	33%	1	7%	1	7%	2	13%	15
SWU students	4	27%	7	46%	3	20%	-	-	1	7%	15
TU students	4	27%	10	66%	-	-	-	-	1	7%	15
Total	14	31%	22	49%	4	9%	1	2%	4	9%	45

Table 21 reveals that the half of the respondents agreed that they were impressed to have an exercise. This means that reading magazines in part leads the respondents to do exercises.

TABLE 22 ATTRACTIVE PEOPLE BEING LIKED MORE THAN UNATTRACTIVE PEOPLE

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	9	60%	5	33%	1	7%	-	-	-	-	15
SWU students	7	46%	4	27%	4	27%	-	-	-	-	15
TU students	8	54%	5	33%	2	13%	-	-	-	-	15
Total	24	53%	14	31%	7	16%	-	-	-	-	45

Table 22 shows that more than half of the respondents completely agreed that attractive people were liked more than unattractive people. Interestingly, no one disagreed or completely disagreed with this statement. Therefore, this means that appearance is important for most of the respondents.

TABLE 23 THIN PEOPLE BEING MORE CONFIDENT

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students			1	7%	8	53%	5	33%	1	7%	15
SWU students			5	33%	7	47%	3	20%			15
TU students	1	7%	2	13%	8	53%	3	20%	1	7%	15
Total	1	2%	8	18%	23	51%	11	24%	2	5%	45

According to Table 23, half of the respondents felt neutral with the statement “Thin people are more confident.” In addition, the number of the respondents who disagreed or completely disagreed are more than the number of the respondents who agreed or completely agreed. This shows that the respondents had no opinion up to disagreed with this statement.

TABLE 24 DESIRE TO BE THINNER AND TO FEEL BETTER ABOUT MYSELF

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	3	20%	6	40%	2	13%	2	13%	2	13%	15
SWU students	3	20%	6	40%	1	7%	1	7%	4	26%	15
TU students	5	33%	5	33%	2	13.5%	1	7%	2	13.5%	15
Total	11	24%	17	38%	5	11%	4	9%	8	18%	45

Table 24 demonstrates that 62% of the respondents agreed or completely agreed that they would like to be thinner to feel better about themselves. This implies that appearance is vital in our society and it relates to the psychological aspect that make people feel better about themselves.

TABLE 25 PREFER TO HAVE A SLIM BODY RATHER THAN AN AVERAGE BODY

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	2	13%	8	53%	3	20%	1	7%	1	7%	15
SWU students	3	20%	6	40%	1	7%	2	13%	3	20%	15
TU students	8	53%	2	13%	2	13%	1	7%	2	13%	15
Total	13	29%	16	36%	6	13%	4	9%	6	13%	45

Table 25 illustrates that 65% of the respondents agreed or completely agreed that they would prefer to have a slim body rather than an average body. This emphasizes that the value of thinness had already been widespread in our society.

TABLE 26 A SLIM BODY LEADING TO BE HAPPIER

Respondents	Completely Agree		Agree		Neutral		Disagree		Completely Disagree		Total
	No	%	No	%	No	%	No	%	No	%	
CU students	3	20%	3	20%	2	13%	5	34%	2	13%	15
SWU students	2	13%	5	33.5%	3	20%			5	33.5%	15
TU students	5	33.5%	2	13%	5	33.5%	1	7%	2	13%	15
Total	10	22%	10	22%	10	22%	6	14%	9	20%	45

Table 26 reveals that 44% of the respondents agreed or completely agreed with the statement "If I have a slim body, I will be happier." This indicates that a slim body relates with the psychological aspects because it can make people be happier.

SECTION B

Each respondent was asked to provide three words which best described her attitude toward female model figure when she saw the thin female images in women magazines. The Thai words that were provided by the respondents have been translated into English as carefully as possible. Some have been rendered as phrases. Below, the words and phrases are categorized into two groups; one with 'positive meanings' and the other with 'negative meanings.' The words and phrases are reported in the tables below.

TABLE 27 WORDS FOUND IN CU STUDENTS' RESPONSES

Respondents	Positive Meanings		Negative Meanings	
	Word	No.	Word	No.
CU students	Model figure	3	Too skinny	3
	Slender	4	Fashion victim	1
	Fashionable	4		
	Beautiful	7		
	Healthy	3		
	Well-proportioned	1		
	Looking good when wearing clothes	3		
	Good figure	6		
	Good looks	6		
	Confident	1		
	Attractive	3		
	Total	41		4

Table 27 demonstrates that the words that 'CU students' used in describing their attitudes toward the thin female images in women magazines most often have a positive meaning. The most often used positive word found was 'beautiful,' followed by 'good figure' and 'good looks.' Two words with negative meanings were mentioned: 'too skinny' (three times) and 'fashion victim' (once). This shows that CU students have positive attitudes

toward the thin female images in women magazines rather than negative attitudes. Most of them value thinness as 'beauty' in their point of view.

TABLE 28 WORDS FOUND IN SWU STUDENTS' RESPONSES

Respondents	Positive Meanings		Negative Meanings	
	Word	No.	Word	No.
SWU students	Beautiful	7	Chopsticks-like	2
	Good figure	6	Too skinny	1
	Adorable	5	Unhealthy	1
	Confident	3		
	Good looks	5		
	Want to be slim like models in magazines	4		
	Fashionable	2		
	Looking good when wearing clothes	2		
	Healthy	1		
	Sexy	2		
	Slender	1		
	Attractive	3		
	Total	41		4

Table 28 shows the words that SWU students used to describe their attitude toward the thin female images in women magazines. Words with positive meanings were also the most common. The positive words most often applied were 'beautiful' (7), 'good figure' (6), 'adorable' (5), and 'good looks' (5). Three words with negative meaning were reported: 'chopsticks-like' (2), 'too skinny' (1), and 'unhealthy' (1). This reveals that SWU students have positive attitudes toward the thin female images in magazines. They relate 'beauty' with the female images in magazines.

TABLE 29 WORDS FOUND IN TU STUDENTS

Respondents	Positive Meanings		Negative Meanings	
	Word	No.	Word	No.
TU students	Jealous of them	5	Too skinny	2
	Want to be slim like models in magazines	5	Skeleton	1
	Beautiful	7	Unhealthy	1
	Sexy	3	Bony	1
	Good looks	3		
	Smart	1		
	Can wear various kinds of clothes	1		
	Attractive	4		
	Adorable	3		
	Slender	2		
	Good figure	6		
	Total	40		5

Table 29 shows that positive words were also most often used by TU students. The most frequent positive words offered in this group were 'beautiful,' followed by 'good figure,' 'jealous of them,' and 'want to be slim like models in magazines.' Four words with negative meanings were provided: 'too skinny' (twice), 'skeleton' (once), 'unhealthy' (once), and 'bony' (once). TU students have positive attitudes toward the female images in magazines and attach 'beauty' to the thin images.

TABLE 30 SUMMARY OF WORDS FOUND IN THE RESPONDENTS' RESPONSES

Positive Meanings		Negative Meanings	
Word	No.	Word	No.
Model figure	3	Too skinny	6
Slender	7	Fashion victim	1
Fashionable	6	Chopsticks-like	2
Beautiful	21	Unhealthy	2
Healthy	4	Skeleton	1
Well-proportioned	1	Bony	1
Looking good when wearing clothes	5		
Good figure	18		
Good looks	14		
Confident	4		
Attractive	10		
Adorable	8		
Want to be slim like models in magazines	9		
Sexy	5		
Jealous of them	5		
Smart	1		
Can wear various kinds of clothes	1		
Total	122		13

According to Table 30, the five most frequent positive words offered by the respondents were 'beautiful,' followed by 'good figure,' 'good looks,' 'attractive,' and 'want to be like models in magazines.' Six words with negative meanings were provided: 'too skinny' (six times), 'chopsticks-like' (twice), 'unhealthy' (twice), 'fashion victim' (once), 'skeleton' (once), and 'bony' (once). Overall, 122 (90%) of the word meanings female undergraduate students offered to describe their attitude towards the thin female images in women

magazines had positive meanings. 13 (10%) had negative meanings. This shows that in our society thinness is considered as beautiful and seen as positive rather than negative.

CHAPTER 5

CONCLUSIONS AND DISCUSSION

In this chapter, conclusions are drawn with regard to the major findings relevant to the three research questions of the study. Discussions and recommendations for further studies are also included.

Conclusions

This study used 45 female undergraduate students from Chulalongkorn University, Srinakarinwirot University, and Thammasat University as the target population. The questionnaire was given to 15 female undergraduate students of each university. The study was conducted to explore whether magazine exposure had an impact on female adolescents' body dissatisfaction and made them engage in unhealthy weight loss methods. It also investigated the impact of advertisements on Thai women's value judgment on their body.

According to Table 4, 64% thought they were overweight whereas calculating from BMI only 3% overweight. When considering the frequency in reading women magazines of the female respondents, the results showed that magazine exposure had an impact on their body dissatisfaction. (See Table 5) One hundred percent of the respondents who read magazines less than once a month, 86% who read once a month, 85% who read 2-4 times a month, and 86% who read 5 times or over a month were dissatisfied with their body. They had a misconception about their body. Some in the underweight range thought they were in the normal weight or overweight range, and some in the normal weight range thought they were overweight. It shows that magazine exposure had an influence on the attitudes of the respondents toward their body no matter how frequent they read magazines.

Based on Table 12-14, most respondents agreed or completely agreed that magazine articles, magazine advertisements, and pictures in magazines were important sources of information about fashion, attractiveness, and self-image. According to Table 15 and 16, 44% agreed or completely agreed that they wanted to have a better figure like

models who appear in magazines and 51% agreed or completely agreed that they compared their figure with others' who appear in magazines.

Moreover, almost half (49%) agreed or completely agreed that they had felt bad about their body (See Table 17), and 49% disagreed or completely disagreed with the statement "I've felt depressed about my body," (See Table 18).

In response to the research question, "Does magazine exposure have an impact on female adolescents' body dissatisfaction?", the findings show that magazine exposure had an impact on female adolescents' body dissatisfaction no matter how frequent they read magazines. In addition, the female respondents thought magazines were important sources of information about fashion, attractiveness, and self-image. Some wanted to have a better figure like models they saw in magazines. Half of the respondents compared their figure with others' in magazines and felt bad about their body.

According to Table 20, a number of the respondents who agreed or completely agreed (40%) with the statement "I am inspired be on diet" are almost the same as a number of the respondents who felt neutral (42%). When asked the respondents about their opinion to the statement "I am impressed to have an exercise," 80% agreed or completely agreed with it (See Table 21).

Based on Table 9, the findings showed that the most frequent method the respondents used to lose weight was restricting the intake of certain foods (74%), followed by doing exercises (54%), omitting certain foods (49%), not eating at certain time of the day (37%), and using fad diets (26%).

According to Table 10, 33% (1 out of 3) of the respondents who read magazines less than once a month, 29% (2 out of 7) who read once a month, 47% (9 out of 19) who read 2-4 times a month, 67% (4 out of 6) who read 5 times or over a month reported that they used unhealthy weight loss methods to lose weight (using diet pills, using laxatives, and using fad diets). It demonstrated that exposure to women magazines make them engage in unhealthy weight loss methods. Therefore, this statement responded to the research question, "Does women's exposure to magazine make them engage in unhealthy weight loss methods?," that magazine exposure partly makes them engage in unhealthy methods to lose weight.

According to Table 11, when asked what is/are respondents' motivation(s) to lose weight, to feel better about themselves (80%) was mentioned the most, followed by to be more confident (77%), to wear fashionable clothes (69%), to be healthy (40%), to be accepted due to societal pressure (14%), and to attract the opposite sex (14%).

Three-fifths of the respondents agreed or completely agreed that they would like to be thinner to feel better about themselves (62%) (See Table 24), and they would prefer to have a slim body rather than an average body (65%) (See Table 25). In addition, from Table 26, 44% of the respondents agreed or completely agreed that if they had a slim body, they would be happier.

When considering words used to describe their attitude toward the thin female images in women magazines, 90% of the word meanings they used to describe their attitude had positive meanings and 10% had negative meanings (See Table 30). The first five words most frequently mentioned by the respondents were 'beautiful' (49%), 'good figure' (40%), 'good looks' (31%), 'attractive' (22%), and 'want to be slim like models in magazines' (20%).

In response to the research question "In what way do female adolescents value thinness in our society?", the study reveals that female respondents valued thinness in the positive way in our society. The findings illustrate that thinness means 'beautiful,' 'good figure,' and 'good looks.' In addition, the respondents would like to be thinner to feel better about themselves and prefer to have a slim body rather than an average body.

Discussion

According to the findings, magazine is a kind of media that has influenced on female adolescents because they consider magazines as important sources of information about fashion, attractive images, and self-image. Each part of the magazine has an impact on readers, including articles, advertisements, and pictures. Most magazines provide articles that instruct readers how to improve their looks or how to be a beautiful or attractive person. In addition, magazines always include advertisements relating to beauty. Magazines portray pictures of women with a perfect look, including skin, face, and body. When people read magazines, they not only get the information about how to improve their looks, but also

absorb the images portrayed in magazines. Therefore, female adolescents think they have flaws and try to get rid of those flaws. In addition, some adolescents take female models in magazines as an example and try to imitate the look that they considered as attractive. According to Philip (1999), physical attractiveness and body image have an important relationship to the adolescent's positive self-evaluation, popularity, and peer acceptance. Attractive adolescents are generally thought of in positive terms: warm, friendly, successful, and intelligent. Partly as a result of differential treatment, attractive adolescents appear to have higher self-esteem and healthy personality attributes are better adjusted socially and possess a wider variety of interpersonal skills.

Being attractive is very important for adolescents because adolescents are searching for their identity and thus feel insecure about themselves. They are inducible easily and have instable behaviors. Therefore, media is able to approach to adolescents easily. Magazine is also a kind of media that adolescents spend a great deal of time with it and believe that it is an important source providing information for them in searching for their own identity. Adolescents need acceptance from people surrounding them. Therefore, being physically attractive is the way that adolescents will gain acceptance. Physical attractiveness is a matter that can be seen easily and be noticeable. If adolescents are physically attractive, they will have positive body image towards themselves. As stated by F. Rice Philip (1999), physical attractiveness and body image have an important relationship to the adolescents' self-concept. Adolescents want to be physically attractive in the eye of other people. If they believe they are attractive, they will be more confident, feel better about themselves, and have higher self-esteem.

Adolescents are caught in the beauty trap created by the media. They do not realize that the main revenue of magazines is from advertising. Therefore, most contents in the magazines are advertisements, advertorials, and articles about beauty to encourage its readers to think that the images they see in the magazines are common in our society and want to have a similar image like them. Besides, those contents in the magazines persuade the readers to believe in the products and want to try the products advertised in the magazines. Some try to raise their self-esteem by imitating the images they see in the magazines. Astoundingly, at present the majority of people feel dissatisfied with their body,

even though they are in the underweight or normal weight. They frequently find methods as the solution to help them look more like the models.

According to the article *“The Weight Loss Products and Services Market is a Genuine Growth One; Spending by U.S. Residents to Reach \$157.6 Billion by 2007”* (2003 : Online), the total weight loss products and services in the U.S. was approaching \$100 billion in 2002 and it was anticipated that this product to grow substantially through 2007 resulting in a projected market size about double that of the large 2002 figure. This illustrates that weight loss business is a lucrative business and a great number of people spend a large amount of money in order to have the same figure as the models. Additionally, when people go to the bookstores, they will find a great deal of books that provide the instruction about foods they should take and avoid while being on diet as well as instruct exercise patterns to increase metabolism and boost weight loss more effectively. Food labels also provide nutrition information about the calories they will get, including energy from fat. There is a variety of low fat and low sugar products provided in the market place. This will help consolidate body concerns of people in general.

It is remarkable that all notions about beauty with their figures exploited by all kinds of media reflect the mainstream stereotype about women as objects. From the book entitled *“The Second Sex”* (1993), de Beauvoir reconfirms the attitude that women are considered as object by stating that the role of women is to please men. The supreme necessity for woman is to charm the masculine heart and most often no quality is asked of them other than their beauty. It is understandable that the care of her physical appearance should become a real obsession for the young girl. They must always be pretty in order to obtain love and happiness. Furthermore, Friedan (2001) stated that women are exploited by men and not seen their value as human beings. Women are told that their role is to seek fulfillment as wives and mothers. They are confined to the home, whereas the world belongs to men. Women are being left behind. Women are treated as men’s object rather than human being. Women exist in terms of man’s love, to love man, and serve his needs.

The value in thinness of people in the contemporary society is greatly menacing because it is a fault impression. Recently, the fashion industry becomes awakening of the dead and sufferers from eating disorders, including a Latin American model, who died from

anorexia. This situation led the media go into a short lived frenzy of self-reflection asking, what is too thin? In addition, Spain fashion shows rocked the fashion world by banning skinny models with a BMI below 18. In November, Brazil also launched a campaign to ban underage, underweight models from its catwalks in response to the death of a Brazilian model, Ana Carolina Reston, from complications due to anorexia. Further, Italy's government and its fashion chiefs issued a manifesto to crack down on the use of ultra-thin teenagers on the catwalk, requiring models to show proof of their good health or be barred from fashion shows (Italy Issues Code to Stop Skinny Models. December 17, 2006 : Online). It is obvious that people in the fashion domain become aware of the danger of being too thin. Therefore, it implies that it is not a trivia in our society. Moreover, eating disorders are psychological problems, and if they are neglected for a long time, they can become big problems that are difficult to solve.

The findings of this study show that the media portrays the archetype of women in terms of sensuality. It gives an importance of physical appearance as the supremacy for being woman. It also reveals that the role of reproduction is becoming terrifying and shocking for people in the society. It leads people act and behave in the same way. Their thought and idea are led by the mainstream.

Recommendations for further study

1. The study was undertaken to focus on the sole body dissatisfaction. Therefore, factors that cause people become fatter and influence of fast food should also be explored.
2. Since at present there is a great deal of men magazines in the market place, a study about men's attitudes towards men's body dissatisfaction should also be carried out.
3. Apart from magazines, television, newspaper, and the Internet should also be studied to explore the impact on body dissatisfaction.

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APPENDICES

Pilot Phase: Interview Questions

1. Are you satisfied with your body?
2. How much are you concerned with your body?
3. Do you think having a good body shape is important?
4. How much does the contemporary society give an emphasis on having a good figure?
5. Do you think mass media plays a part in shaping the society in putting an emphasis on figure?
6. What women magazines do you read?
7. What reasons at present make people place more concern on their body?
8. Do you have any bias with overweight or obese people?
9. Do you think models in advertisements play a part in shaping the idea about what a good figure is?

Questionnaire

This questionnaire is part of a graduate research project at Srinakharinwirot University on the subject entitled "The Study of the Influence of Women Magazine Exposure on Female Adolescents' Body Dissatisfaction." The researcher would like to ask for your cooperation in providing useful information in the questionnaire which is important for this project. Your information will be kept confidential.

Part I : Personal Information

Height _____ cm.

Weight _____ kg.

How often do you read women magazines?

- ☐ less than once a month ☐ once a month
☐ 2-4 times a month ☐ 5 times or over a month

What magazines do you read? (You can choose more than one)

- ☐ Cleo ☐ Praew ☐ Elle ☐ Dichan ☐ Cosmopolitan
☐ Sudsupda ☐ Lisa ☐ Seventeen ☐ Lips ☐ Ploykaempetch
☐ Marie Claire ☐ Kwanruen ☐ Hi ☐ Image ☐ Health & Cuisine
☐ Slimming ☐ Oops ☐ Prew ☐ Spicy ☐ Koosangkoosom
☐ Pooying ☐ Her World ☐ Kullastree ☐ In ☐ Madame Figaro
☐ Hair ☐ Front ☐ We ☐ Volumn ☐ I-Spy
☐ Other (Please state)_____

Part II : Attitudes of Female Adolescents Towards Their Own Body

1. What do you feel about your current body weight?
☐ Underweight ☐ Normal ☐ Overweight
2. Would you like to lose some weight?
☐ Yes (please explain why)_____ ☐ No
3. Have you ever tried to lose weight?
☐ Yes ☐ No
4. How do you lose weight? (You can choose more than one)
☐ Omitting certain foods ☐ Restricting the intake of certain foods

- ☐ Fasting
 ☐ Not eating at certain time of the day
☐ Using diet pills
 ☐ Using laxatives
☐ Using fad diets
 ☐ Smoking
☐ Vomiting after you eat
 ☐ Doing exercises
☐ Others (please state) _____

5. What is/ are your motivation(s) to lose weight? (You can choose more than one)

- ☐ To feel better about myself
 ☐ Peer pressure
☐ Family pressure
 ☐ Societal pressure (media)
☐ To attract the opposite sex
 ☐ To please a romantic partner
☐ To wear fashionable clothes
 ☐ To be healthy
☐ To be more confident
☐ Others (please state) _____

Part III : Influence of Women Magazine Exposure on Their Own Body

Dissatisfaction

Please identify how strongly you agree with these statements.

Completely Agree 5	Agree 4	Neutral 3	Disagree 2	Completely Disagree 1
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1. Images

- ☐ 1. Magazine articles are important sources of information about fashion and about attractive images.
☐ 2. Magazine advertisements are important sources of information about fashion and "self-image."
☐ 3. Pictures in magazines are important sources of information about fashion and attractiveness.
☐ 4. I want to have a better figure like models who appear in magazines.
☐ 5. I compare my figure with others' appear in magazines.

2. Psychological Aspects

- ☐ 1. I've felt bad about my body.
- ☐ 2. I've felt depressed about my body.
- ☐ 3. I am motivated from magazines to have a beautiful body.
- ☐ 4. I am inspired to be on diet.
- ☐ 5. I am inspired to have an exercise.

3. Acceptance

- ☐ 1. I think attractive people are liked more than unattractive people.
- ☐ 2. Thin people are more confident.
- ☐ 3. I would like to be thinner to feel better about myself.
- ☐ 4. I would prefer to have a slim body rather than an average body.
- ☐ 5. If I have a slim body, I will be happier.

● Which three words come to your mind when you see the thin female images in women magazines?

- 1. _____
- 2. _____
- 3. _____

THANK YOU FOR YOUR COOPERATION

แบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยระดับบัณฑิตศึกษา ในหลักสูตร
ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ ภาควิชา
ภาษาตะวันตก คณะมนุษยศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒในหัวข้อเรื่อง “การศึกษาอิทธิพล
ของการเปิดรับนิตยสารสตรีที่มีต่อความไม่พึงพอใจในรูปร่างวัยรุ่นสตรี” ผู้วิจัยใคร่ขอความร่วมมือจาก
ท่านในการตอบแบบสอบถามซึ่งจะเป็นข้อมูลที่สำคัญอย่างยิ่งต่อการวิจัย ท่านสามารถมั่นใจได้ว่า
ข้อมูลของท่านจะถูกเก็บไว้เป็นความลับ

ส่วนที่ 1: ข้อมูลส่วนตัว

ส่วนสูง _____ ซม.

น้ำหนัก _____ กก.

คุณอ่านนิตยสารสตรีบ่อยแค่ไหน

☐ น้อยกว่า 1 ครั้ง/เดือน

☐ 1 ครั้ง/เดือน

☐ 2-4 ครั้ง/เดือน

☐ 5 ครั้งหรือมากกว่า/เดือน

คุณอ่านนิตยสารใดต่อไปนี้บ้าง (สามารถเลือกได้มากกว่า 1 ข้อ)

☐ Cleo

☐ แพรว

☐ Elle

☐ ดิฉัน

☐ Cosmopolitan

☐ สุดสัปดาห์

☐ Lisa

☐ Seventeen

☐ Lips

☐ พลอยแถมเพชร

☐ Marie Claire

☐ ขวัญเรือน

☐ Hi

☐ Image

☐ Health & Cuisine

☐ Slimming

☐ Oops

☐ เปรี๊ยะ

☐ Spicy

☐ คู่สร้างคู่สม

☐ ผู้หญิง

☐ Her World

☐ กุลสตรี

☐ In

☐ Madame Figaro

☐ Hair

☐ Front

☐ We

☐ Volume

☐ I-Spy

☐ อื่นๆ (โปรดระบุ) _____

ส่วนที่ 2: ทศนคติของวัยรุ่นสตรีที่มีต่อรูปร่างของตนเอง

1. คุณรู้สึกอย่างไรกับน้ำหนักปัจจุบันของคุณ

☐ น้อยเกินไป

☐ พอดี

☐ มากเกินไป

2. คุณต้องการลดน้ำหนักหรือไม่

☐ ต้องการ (โปรดอธิบาย) _____

☐ ไม่ต้องการ

3. คุณเคยลดน้ำหนักหรือไม่

☐ เคย

☐ ไม่เคย

4. คุณใช้วิธีใดในการลดน้ำหนัก (สามารถเลือกได้มากกว่า 1 ข้อ)

☐ งดอาหารบางชนิด

☐ จำกัดปริมาณการรับประทานอาหารบางชนิด

☐ อดอาหาร

☐ งดทานอาหารช่วงใดช่วงหนึ่งของวัน

☐ ทานยาลดความอ้วน

☐ ทานยาระบาย

☐ ทานสูตรอาหารลดความอ้วน

☐ สูบหรี่

☐ ล้วงคออาเจียนหลังทานอาหาร

☐ ออกกำลังกาย

☐ อื่นๆ (โปรดระบุ) _____

5. แรงบันดาลใจในการลดน้ำหนักของคุณคืออะไร (สามารถเลือกได้มากกว่า 1 ข้อ)

☐ เพื่อรู้สึกดีกับตนเอง

☐ แรงกดดันจากเพื่อน

☐ แรงกดดันจากครอบครัว

☐ แรงกดดันจากสังคม (สื่อ)

☐ เพื่อดึงดูดเพศตรงข้าม

☐ เพื่อเอาใจคนรัก

☐ เพื่อสวมใส่เสื้อผ้าทันสมัย

☐ เพื่อสุขภาพที่ดี

☐ เพื่อความมั่นใจ

☐ อื่นๆ (โปรดระบุ) _____

ส่วนที่ 3: อิทธิพลของการรับรู้ข้อมูลเกี่ยวกับรูปร่างจากนิตยสารสตรีที่มีต่อความไม่พึงพอใจในรูปร่างของตนเอง

โปรดแสดงความคิดเห็นว่าท่านเห็นด้วยกับคำกล่าวนี้อย่างไร

เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่มีความเห็น	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
5	4	3	2	1

1. ภาพลักษณ์

☐

1. ถ้อยคำในนิตยสารเป็นแหล่งข้อมูลสำคัญเกี่ยวกับแฟชั่นและภาพลักษณ์ที่มีเสน่ห์

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2. โฆษณาในนิตยสารเป็นแหล่งข้อมูลสำคัญเกี่ยวกับแฟชั่นและภาพลักษณ์ของตนเอง

- ☐ 3. รูปภาพในนิตยสารเป็นแหล่งข้อมูลสำคัญเกี่ยวกับแฟชั่นและควมมีเสน่ห์
- ☐ 4. ฉันต้องการมีรูปร่างที่ดีเหมือนนางแบบในนิตยสาร
- ☐ 5. ฉันเปรียบเทียบรูปร่างของตนเองกับรูปร่างของคนอื่นในนิตยสาร

2. ด้านจิตวิทยา

- ☐ 1. ฉันรู้สึกไม่ดีกับรูปร่างของตนเอง
- ☐ 2. ฉันรู้สึกหดหู่กับรูปร่างของตนเอง
- ☐ 3. ฉันได้รับแรงบันดาลใจในการมีรูปร่างที่สวยงามจากนิตยสาร
- ☐ 4. ฉันได้รับแรงบันดาลใจในการควบคุมอาหาร
- ☐ 5. ฉันรู้สึกสนใจในการออกกำลังกายเพื่อลดน้ำหนัก

3. ด้านการยอมรับ

- ☐ 1. ฉันคิดว่าคนที่มีเสน่ห์เป็นที่นิยมชมชอบมากกว่าคนที่ไม่มีเสน่ห์
- ☐ 2. คนที่มีรูปร่างผอมเป็นคนที่มีความมั่นใจ
- ☐ 3. ฉันต้องการผอมมากกว่านี้เพื่อจะได้รู้สึกดีกับตนเอง
- ☐ 4. ฉันต้องการมีรูปร่างผอมมากกว่ารูปร่างที่เป็นอยู่
- ☐ 5. ถ้าฉันรูปร่างผอม ฉันจะมีความสุขมากกว่านี้

● โปรดระบุคำ 3 คำที่ท่านนึกถึงเมื่อเห็นผู้หญิงรูปร่างผอมในนิตยสารสตรี

1. _____
2. _____
3. _____

ขอขอบคุณในความร่วมมือ

VITAE

VITAE

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