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**BODY IMAGE AND IT'S CONSEQUENCES**

Adolescents' body image is a crucial factor of their health and wellbeing. The term body image has strong roots and dimensions. Until nowadays, there were many researches were done about importance of body image in certain ages, the causal factors of body image and about its influence on general human psychological and physiological well-being. Current article aims to describe body image from developmental perspective, how it is formed and influenced during childhood, adolescence and adulthood periods of human life and what kind of changes body dissatisfaction can cause in their personal and social life. Our main focus will be about influence of negative personal body image on social anxiety among teenage girls. We expect that body dissatisfaction is one of the main causes of social anxiety which prevents teenagers being active, social, integrated with other people. On the other hand, social anxiety has negative influence on self-esteem, interpersonal relationship of teenager which have negative influences on their overall successful development. In further researches we believe that awareness of people about importance of body image perception will be helpful to create different kind of trainings will be influential in individuals' overall self, success in personal and social life.

**Key words:** body image, social anxiety, teenagers.

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**Тұлға бейнесі және оның салдары**

Жасөспірімдердің денесінің бейнесі олардың денсаулығы мен әл-ауқатының шешуші факторы болып табылады. Тұлғаның бейнесі күшті тамырлар мен өлшемдерге ие. Осы уақытқа дейін дене имиджінің маңыздылығы, имидждің себеп-салдар факторлары және жалпы адамның психологиялық және физиологиялық әл-ауқатына әсері туралы көптеген зерттеулер жасалды. Осы мақалада жасөспірімдердің көзқарасы, балалық шағы, жасөспірімдік және ересек адам өмірінің кезеңдерінде қалыптасуы және әсер етуі, сондай-ақ олардың жеке және қоғамдық өмірінде қанағаттанбаудың қаншалықты өзгеруі мүмкін екенін сипаттауға бағытталған. Біздің басты мақсатымыз – жасөспірім қыздардың әлеуметтік жағымсыздығына жеке тұлғаның имиджінің теріс әсері. Біз дененің қанағаттанбауы жасөспірімдердің белсенді, әлеуметтік, басқа адамдармен интеграциялануына жол бермейтін әлеуметтік алаңдаушылықтың басты себептерінің бірі деп есептейміз. Екінші жағынан, әлеуметтік мазасыздық олардың жалпы табысты дамуына теріс әсер ететін жасөспірімнің өзін-өзі бағалауы, тұлғааралық қарым-қатынасына теріс әсер етеді. Кейінгі зерттеулерде адамдарға имиджді қабылдаудың маңыздылығы туралы хабардар болу әртүрлі тренингтерді жасау үшін пайдалы бола алады деп ойлаймыз, бұл жеке адамдардың жеке өмірінде, жеке және қоғамдық өміріне жағымды әсер етеді деп сенеміз.

**Түйін сөздер:** тұлға бейнесі, әлеуметтік қорқыныш, жасөспірімдер.

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### Образ тела и его последствия

Образ тела подростков является важным фактором их здоровья и благополучия. Термин «образ тела» имеет сильные корни и размеры. До сих пор было сделано много исследований о важности образа тела, причинных факторах образа тела и его влиянии на общее психологическое и физиологическое благополучие человека. Текущая статья направлена на то, чтобы описать образ тела с точки зрения подростков, как он формируется и влияет на детство, подростковый и взрослый периоды жизни человека, и какие изменения неудовлетворенности могут вызвать в их личной и социальной жизни. Основное внимание будет уделено влиянию негативного образа личного тела на социальную тревогу среди девочек-подростков. Мы ожидаем, что неудовлетворенность организма является одной из основных причин социальной тревоги, которая не позволяет подросткам быть активными, социальными, интегрированными с другими людьми. С другой стороны, социальное беспокойство оказывает негативное влияние на самооценку, межличностные отношения подростка, которые отрицательно влияют на их общее успешное развитие. В дальнейших исследованиях мы считаем, что осознание людьми важности восприятия образа тела будет полезно для создания различных тренингов, которые будут влиять на общее самосознание людей, на успех в личной и общественной жизни.

**Ключевые слова:** образ тела, социальная тревога, подростки.

### Introduction

Beauty and physical attractiveness have always been highly valued human attributes, assumed to be connected with happiness, intelligence, and success (Renells, 2012). Body image is the part of human physical attractiveness, which is about how you see yourself when you look in the mirror or when you picture yourself in your mind. The concept of body image was emerged by Austrian neurologist and psychoanalyst Paul Schilder. When we say body image, many psychological and social researches focus on negative body image, which is defined as distorted perception of your shape, some parts and features of your body. Negative body image or body dissatisfaction, is a discrepancy between a person's perceived body and their ideal body (Halliwel & Dittmar, 2006), which it is important to study because it leads to negative self-focused affect and unhealthy body-shaping behaviors (Cash & Pruzinsky, 2002). Negative body image is mostly emerged during teenage years of human being. In general, many teenagers regardless of their culture, religion or educational level, worry about how do they look. «Am I too fat? Too skinny? Am I beautiful or handsome?» are known as a common, uncontrollable thoughts and self-criticisms among teenagers. Therefore, for several decades, teenagers are associated with body image dissatisfaction as a group (Bearman, Presnell, Martinez & Stice, 2006). There were many researches were done about

emergence of body dissatisfaction and its influence on psycho-physiological factors of human being. Different kind of scientists from all over the world they discussed about how social norms, individual personalities and how psychological state of people influence on body image, especially on body dissatisfaction. In their studies Murray, Rieger and Byrne (Murray, Rieger & Byrne, 2013) investigated mediating role of self-esteem and body importance in the relationship between stress and body dissatisfaction in adolescent males and females [5]. They measured level of stress and perception of body image of American adolescents. As a result, they found out that stress is the main cause of body dissatisfaction. However, in their research body dissatisfaction was not found as a predicting factor of stress. In a different study conducted by Bell, Lawton and Dittmar (Bell, Lawton and Dittmar, 2007) the impact of thin models in music videos on adolescent girls' body dissatisfaction was measured. They investigated how mass-media, general social model or norm about body image influenced on teenage girls' negative body perception. They tested three groups of samples were two of them was experimental group and one of them was control group. One of the experimental group was exposed to three music videos, another experimental group was exposed to same music but did not see the video. The last control group was not given any kind of music or video, instead they were given a list of twenty neutral words to memorize. Later, by The

Body Image States Scale their body dissatisfaction level was evaluated (BISS; Cash et al., 2002). As a result, they found out that the members of the group whom were shown both music and video was more dissatisfied with their body comparing to the members of the group that were exposed only to music. The group members that were exposed only to words showed less body dissatisfaction comparing to two experimental group members. The results of study can conclude that there is a high influence of media and social norms on personal body image among teenagers. The relationship of body image dissatisfaction with self-efficacy and depression was studied by Kostonski and Elanora in 1998. In their study that was conducted with 516 samples, they found out that body dissatisfaction is negatively correlated with self-esteem but positively correlated with depression in both males and females. Cultural norms and values, socio-economic status and education level also play a huge role in creation of body image (Oloo, Ribadu and Ribadu, 2016). In a longitudinal cross cultural observation of United States and Guyana teenagers, the huge influence of socio-economic factors, educational level and social norms on body image perception was obtained. Authors Marion Kastonski, Eleanora Gullone studied the relationship of anxiety, depression to body image dissatisfaction (Kostonski, Elanora, 1998). They measured 268 females and 248 males with the figure rating scale for body image, symptoms of anorexia, bulimia, depression, chronic anxiety and self-esteem. As a result, they found out that perceived body image dissatisfaction correlated negatively with self-esteem in both males and females, however, perceived body image dissatisfaction was positively correlated with depression and anxiety. In another study, the aim of investigation was the relationship between body dissatisfaction and stress among university women from US and Bosnia. In this cross-cultural study, body dissatisfaction was investigated as judgement of a personal or cultural body shape. Body shape questionnaire, impact of event scale and body figure rating scale were conducted to measure body image and impact of stressful event. As a statistical program, independent sample t-test, ANCOVA was used among two samples. As a result, they found out that American participants had a higher body dissatisfaction than Bosnian women. In both samples, higher level of stress was associated with more body dissatisfaction. Body dissatisfaction and stress was positively correlated, which shows interrelation of both values to increase and decrease of one another. Another study investigated body

dissatisfaction from adolescents' social physique anxiety perspective. The main aim of investigation was to find out relationship between changes in social physique anxiety, body composition (BMI) and body image dissatisfaction/satisfaction. The measurements of this study included Collins' pictorial instrument of child figures and social physique anxiety scale. Correlation was used in order to reach the result, which showed that there was a positive correlation between body mass index change, body image change and social physique anxiety. The result shows us that each value influences the another value in a positive or negative way. Another cross-cultural study investigated adolescent body image comparison among US and Guyana adolescents. The main focus of study was to find out differences in body image in developing and developed countries. As a measurement scale self-image questionnaire was used which consisted of body image, emotional tone, ethical values, family functioning, idealism, impulse control, mastery, mental health, self-confidence, self-reliance, social functioning and vocational attitude dimensions. These dimensions were measured among three groups of adolescents: early, middle and late adolescent categories. As a result, in Guyana early adolescents were more satisfied with their bodies comparing to late adolescents. This results concluded by the idea of individual formalization concepts, as person grows up, self-criticism grows in a same way. Also, Guyana's adolescent female showed higher rating in their body image awareness than males. However, among US teenagers, such significant difference was not detected. How negative social evaluative fears produce social anxiety, food intake and body dissatisfaction was studied by Cheri Levinson and Thomas Rodebaugh (Levinson, & Rodebaug, 2014). They hypothesized that fear of negative evaluation produces eating and social anxiety disorders. They measured 160 undergraduate women by fear of negative evaluation scale, social appearance anxiety scale and subjective units of distress scale for social anxiety measurement. Post-hoc structural equation analysis and Satorra-Bentler chi-square was used to analysis. As a result, they found out that both social appearance anxiety and fear of negative evaluation were positively correlated to social anxiety, food intake and body dissatisfaction. This means that fear of negative evaluation produces social anxiety and body dissatisfaction. If one value increases, we can obtain the same increase of another value.

Kristina Holmgvist and Ann Frisen (Holmgvist, Frisen, 2013) investigated body dissatisfaction

across cultures. Their purpose of investigation was to describe existing literature about body dissatisfaction among different cultures and to find out how does different specific body image related problems are defined and dealt across different cultures. They made a literature review about how the definition and understanding of body dissatisfaction varied according to culture. As a general conclusion they found out that body dissatisfaction was more talked, explained in cultures where people have Western style. Different kind of TV programs, financial differences, slimming drugs were defined as a main exposure of body image awareness in a more developed countries comparing to developing countries. In another study which was done by Katherine Presnell, Sarah Beraman and Mary Madaley (Presnell, Beraman, Madaley, 2007) the risk factors and resilience factors of body dissatisfaction were investigated among adolescents females and males. Based on their research, the main influential factors of body image among both males and females were sociocultural influences which included social, cultural norms and understandings of accepted beauty standards, media influences which included modern standards of beauty and healthy person's image, parent and peer influences which included general acceptance by peer groups, family and biological factors which included health related issues, illnesses, feeling of yourself so on. As a risk factors of body dissatisfaction among both genders were define negative mood which can take shape of depression and anxiety time by time and dieting which can also take shape of social anxiety and anorexia nervosa, bulimia nervosa. As a conclusion of their research they defined general causal and risk factors of body image which can take different consequences as time passes, and suggested resilience techniques in order to prevent different kind of negative psychological consequences. Miki Brokhoff, Alexander Mussap, David Mellor and Helen Skoutens (Brokhoff, Mussap, Mellor, Skoutens, 2012) investigated body image from Japanese adolescents' perspective. The scientific question of their study was about how traditional Japanese values, modern and Western values are associated with body dissatisfaction. To find out which value has stronger effect on body dissatisfaction was the main purpose of their study. They measured body dissatisfaction level, disordered eating and general demographics of samples. Cluster analysis was used to identify four «acculturative» groups. These were «anti-modern», «traditional», «pro-modern», «anti-traditional» and «pro-Western/anti-Japanese»

cultures. As a result of statistical measurements, they found out that Pro-modern and pro-western adolescents were more dissatisfied with their bodies. And Pro-Western Japanese adolescents were more likely to be inclined to lose weight comparing to other cultures. Authors explained the reason by acculturation, modernization and media exposure influences. Catherine Sabiston and Krista Chandler (Sabiston, Chandler 2010) investigated effects of fitness advertising on weight and body shape dissatisfaction, social physique anxiety and exercise motives in shape of healthy-weight females. They used pre-test and post-test technique: they measured cognitive, affective and behavioral components of body image, then showed advertisement. After advertisement they again measured the same components. As a statistical analysis of pre-test and post-test they came to conclusion that fitness advertising negative influences on body image. They found out that model-focusing advertisement produces higher body-dissatisfaction than product focused advertisement. This result can be concluded that people are more likely to be influenced by real, actual image with result rather than abstract explanation of some phenomenon. Another study related to media influence on body image was done by Rachel Rodgers, Sian Mclean and Susan Paxton (Rodgers, R. F., McLean, S. A., & Paxton, S. J. 2015) Their study was named as longitudinal relationships among internalization of media ideal, peer social comparison and body dissatisfaction: implications of the Tripartite influence model. The aim of investigation was to explore longitudinal relationships among internalization of the media-ideal, social-appearance comparison and body dissatisfaction. As an assessment evaluation they measured media internalization, social appearance comparison and body dissatisfaction scales. By the result of statistical assessments, authors found out the result that media-internalization produces social appearance comparison. This means that as people's awareness increase about current beauty standards, they are more likely to compare their appearance and feel despair or satisfaction. Another conclusion was about social appearance comparison was lead to body dissatisfaction. As people compare themselves with others, they are more likely to be dissatisfied with their current body image. Close to this study, prevalence of and associations between body dysmorphic concerns, obsessive beliefs and social anxiety was investigated by Usha Barahmand and Zeynab Shahbazi (Barahmand, Shahbazi, 2012) The purpose of study was to determine the prevalence of body dysmorphic concerns related to gender



differences and comorbidity with social anxiety and obsessive beliefs. 1200 males and females participated in this study, they filled self-report questionnaire on body image, social anxiety and obsessive beliefs. Apart from this, multidimensional body-self relations questionnaire appearance scales were used to understand subjective body-self relations. All these scales, surveys are analyzed by correlation analysis. Analysis gave result that both social anxiety and obsessive beliefs were found to be comorbid with body dysmorphic disorders. This means that obsessive beliefs about appearance, social anxiety and body image open door to the creation of body dysmorphic disorders like anorexia nervosa, bulimia nervosa even obesity. Another outcome of analysis showed that males with body dysmorphic concerns reported more obsessive beliefs, women reported more social anxiety which means the opposite of previous result. Men who are have body dysmorphic issues including to dissatisfaction are inclined to have more opposite beliefs. Women who have body dysmorphic concerns are more likely to have social anxiety rather than opposite beliefs.

#### **Developmental perspectives and influences of body image**

In this part, body image will be discovered from the perspectives of children, adolescents and adults. Linda Smolak and Thompson (Smolak & Thompson, 2001) discovered how body image understood by small children and claims that children can also experience body dissatisfaction. She told that there can be at least two factors of body image dissatisfaction which included developmental trends which are about body weight, body shape or standards. Second factor of body image dissatisfaction problem is how these values are varied by ethnic norms and genders. The body image can be formed by biological and sociocultural contributions. Biological contributions related to body mass index. He discovered that children by age 6 are aware of social biases against fat people, this means that they can form some kind of negative stereotypes. Some theorists suggest that there can be personality related predispositions on body image disturbances and eating disorders. High level of social anxiety was correlated positively to poorer body esteem during early childhood. This shows that both boys and girls can show body image awareness during early childhood even. If we come to sociocultural contributions which are important to formation of body image it includes society, culture, parents, peers and media. Parents have a big impact on children's body image formation

which includes within parenting clothing children, appearance, parents' requirements on the ways how to feed children and what to avoid. Peer groups are also influential in forming social comparison. Children compare themselves with other children and become aware of negative stereotypes related to body fat. Media and toys also have a big influence on body image formation among children. Children like adults also influenced by gender roles on television, which includes «ideal» gender images, general standards of gender characteristics. The good example of it is Barbie doll which is owned by 90% of children from 3 to 11 years old. Only 1 in 100 000 women are likely to have the same body, appearance as Barbie. Investigators say that not only Barbie's appearance increase girls' body weight and shape consciousness. The process of playing with doll which includes changing clothes can awake awareness of girls to focus on importance of appearance and looking good in clothes. Overall, we can say that there are sociocultural and biological factors which are influential on children's body image formation.

**Body image development in adolescence** is a crucial factor that opens door to many psychological disorders and formation of personality and overall successful interpersonal development of human being, especially to teenage girls. Michael Levine and Linda Smolak (Levine & Smolak, 2001) described the difference of body image perception among boys and girls during the early adolescence. According to them, girls are less satisfied with their body because of unstable body image according to body ideal during the developmental period. However, boys are more likely to grow up as broad-shouldered, tall and muscular ideal which increase their self-esteem. Their study showed that many post pubertal females are more likely to be dissatisfied with their weight and shape of body despite of being normal weight or underweight. These perceptions are quite important because they have a strong connection to body dissatisfaction, eating disorders, dieting and low self-esteem even depression. Studies which was done in industrialized countries showed that negative body image was correlated negatively with some factors like neuroticism, low self-esteem, depression, anxiety, fear of negative evaluation even some obsessive-compulsive disorders. These factors were significantly greater among girls than boys. This correlation explains us the importance of interpersonal rejection and the relation of failure at school with body image from the perspective of teenage girls. Also adolescents' dissatisfaction with

body image, weight, individual body parts and shape can be causal factor of perceived need of being thinner, the action of dieting and purging. Negative body image, fueled by teasing and adolescent self-consciousness, also motivates some girls and boys to avoid physical activity and to fast, binge-eat, or eat too often. In developed cultures negative body image is an essential link between eating disorders and the growing problems of adolescent and adult obesity.

### **Body image development: adulthood and aging**

Many people believe that physical body development takes action only during the adolescent years, however body shape continuously changes up until death. In his study, Wilcox (1997) found a positive relationship between age and body satisfaction in women who engaged in exercise, and a negative relationship in those who did not. By continuing to engage in exercise, these women are not allowing age-related physical changes to limit their activities. In this way, they maintain their existing identities and are able to feel satisfied with their bodies. In contrast, those women who do not engage in exercise may be accommodating or even overly accommodating age-related changes, such that they come to believe that their bodies are less competent and attractive which, in turn, leads them to experience less bodily satisfaction and, presumably, lower self-esteem. One more interesting fact about gender difference in perception of aging is that women are more likely to suffer from changes in appearance, physical shape, wrinkles. Opposite to this, men are less likely to suffer from appearance and bodily changes, but they are more sensitive to the effects of aging on bodily competence and health. When they feel that they are physically weak and not energetic and healthy any more, they are more likely to be depressed, stressed and isolate themselves from society.

### **Media influence on body image development**

In this part we will talk about media influence on body image development. No need to prove that women are more vulnerable to media information. Everyday media exposures influence on physical health, social interaction, self-image, self-acceptance and their psychological health which can result as body dissatisfaction, social isolation, low self-esteem and health related disorders like anorexia nervosa, bulimia nervosa even though obesity. Many studies have investigated the relationship between women's body image

perception and frequency of their media exposure, including magazine reading hours and television watching hours. In current period of time, we can include social media exposures like Instagram, facebook and youtube blogs. More general research on this topics were done by Marika Tiggemann (2001) and his colleagues where they found a direct link between media exposure and eating disorder symptoms, which means that idealization «perfect bodies» on media is one of the causal factor of eating disorders. Apart from this, they proved indirect interrelation between internalization of the thin-ideal standard and the experience of body dissatisfaction. Some other experimental researches were done related to this term; experimenters printed out images of media models and reported participants' self-perception immediately after exposure. Most of the female participants reported negative mood, decreased perception of self-attractiveness. Male participants also reported similar negative responses to their male model exposure element, however their response was less than female participants. Even though results verify hypothesis, we cannot say that all women are equally affected by media since there is no evidence to conclude that brief exposure to idealized media images (less than one night's television viewing or a single issue of a fashion magazine) does have short-term deleterious effects on mood and body satisfaction. In order to reduce, media exposures there were some programs developed. The most obvious preventive strategy would be to reduce exposure to idealized images of thinness by encouraging the media to present a wider and more realistic range of female body shapes as acceptable and even beautiful. Young generation should have critical thinking ability, they should be able to synthesis and select needed information, image and message instead of accepting everything in a way it exists. Therefore, beginning from childhood they should be taught media literacy, in order to prevent internalization of beauty ideals and to stop them to be crucial for self-evaluation.

The concept of body image was studied from different dimension till its emergence as a concept. In current study, we wanted to investigate body image through life span development, we tried to find out the reliability of positive and negative stereotypes related to body perception and body image and we wanted to make aware readers how it is important to create prevention and intervention strategies of self-acceptance, self-evaluation and self-criticism.

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