

Appearance Matters 6

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Keynote Speaker

Professor Tracy Tylka

Ohio State University, USA

Positive Body Image: Individuation, Measurement, and Analytic Findings

What exactly is positive body image? Is it distinct from simply “low levels of negative body image,” and if so, would it be a useful construct to integrate in efforts to prevent and treat disordered eating and body image disturbances? This presentation will answer these questions, provide an overview of the burgeoning research on positive body image to date, and end with questions about positive body image that have yet to be answered.

More specifically, the following areas will be covered in this presentation. First, positive body image will be defined, drawing from rigorous qualitative interviews with individuals who label themselves as having a positive body image. Second, scales that measure positive body image will be presented. Third, evidence will be revealed that supports positive body image’s differentiation from low levels of negative body image and high levels of appearance evaluation. Fourth, research on positive body image will be revealed, including its protective function, links to self-care behaviors, and connections to adaptive eating and various indices of well-being. Ideas will then be shared for how researchers can carry the study of positive body image forward. Last, potential clinical applications will be discussed—such as how positive body image can be preserved, fostered, and used in treatment of body image and disordered eating concerns.



Biography: Professor Tylka’s research includes understanding, assessing, and modelling body image and eating behaviour among women and men of various ages, sexual and gender orientations, and cultural backgrounds. In these endeavours, she focuses on positive and negative body image as well as adaptive and maladaptive eating. She has created many body image instruments, including the Body Appreciation Scale, the Intuitive Eating Scale, and the Male Body Attitudes Scale. She is working on the development and psychometric investigation of a more comprehensive measure of positive body image. She is an Associate Editor for *Body Image: An International Journal of Research* and on the editorial board for *Journal of Counselling Psychology*, *Psychology of Women Quarterly*, and *Sex Roles*. She has written a book, *Healthy Eating in Schools: Evidence-based Interventions to Help Kids Thrive*, which incorporates body appreciation and intuitive eating into school prevention programming, published by the American Psychological Association.

Keynote Speaker

Professor David Sarwer

University of Pennsylvania, USA

The Psychosocial Aspects of Plastic Surgery

The psychosocial aspects of plastic surgery, both cosmetic and reconstructive, have long been of interest to both medical and mental health professionals. Early reports from this literature, from decades ago, suggested that most patients who presented for plastic surgery were suffering from serious psychopathology. These observations, however, have been inconsistent with more recent research as well as the daily experience of most plastic surgeons and other physicians who offer appearance-enhancing medical treatment. Nevertheless, there is a developing belief that a significant minority of patients who present for plastic surgery are experiencing significant psychopathology, such as significant depression and body dysmorphic disorder -that may contraindicate treatment. At the same time, patients who present for reconstructive procedures, either from congenital or acquired disfigurements, also may be experiencing significant psychopathology that may impact postoperative outcomes. Looking to the future, the interplay of appearance-enhancing medical treatments and psychology will continue to be closely linked with the further development of vascularized composite allograft procedures-hand and face transplantation.



Biography: David Sarwer, Ph.D. is Professor of Psychology in Psychiatry and Surgery at the Perelman School of Medicine at the University of Pennsylvania as well as Director of Clinical Services at the Center for Weight and Eating Disorders. Dr. Sarwer's research interests focus on the assessment and treatment of obesity. Dr. Sarwer is also a consultant to the Edwin Fannie Gray Hall Center for Human Appearance at the University of Pennsylvania Medical Center, where he conducts research on the psychological aspects of cosmetic and reconstructive surgery. He has numerous publications in both areas of research. Clinically, Dr. Sarwer is the Director of the Stunkard Weight Management Program and is actively involved in the Bariatric Surgery Program at the Perelman School of Medicine at the University of Pennsylvania. He conducts behavioural/psychological evaluations of patients prior to surgery. He also treats individuals with eating or other psychological concerns after bariatric surgery. Dr. Sarwer also provides psychotherapeutic treatment to persons who have body dysmorphic disorder or other appearance concerns.

Symposia Abstracts

(In order of appearance)

Tuesday 1 July

Session 1: Appearance matters in breast cancer: Decision-making, expectations, coping and construction

Convenors: Fiona Holland¹ and Lisa Rubin²

¹University of Derby, UK, ²The New School for Social Research, USA

Discussant: Diana Harcourt

Centre for Appearance Research, University of the West of England, UK

Cancer, like all illnesses, is experienced within the larger matrix of culture and society. Given that “appearance matters” in our everyday sense-of-self in a social world, the psychological and social impact of cancer treatment, which can significantly affect appearance, is an important focus. In breast cancer treatment, chemotherapy, radiation, and breast surgery remain the mainstays of clinical protocols. Depending on their treatment course, women may face many appearance-related decisions and coping challenges, including whether to have breast reconstruction, whether/how to manage hair loss, among other decisions.

Although the effects of cancer treatment on women’s body image has been studied across disciplines (e.g. surgery, oncology, health psychology), recent critical evaluations of such predominantly positivist work have revealed noteworthy conceptual and methodological limitations. Questioning taken-for-granted assumptions about breast cancer treatment and appearance is important. Papers in this symposium utilize qualitative methods, and draw upon critical and contextualizing frameworks, to consider how gendered appearance norms are negotiated within breast cancer treatment. Three papers emphasize patients’ experiences (a look from the inside), revealing more nuanced findings than prior work, whereas the fourth analyses the media’s construction of breast cancer patients (a look from the outside).

In the first paper, Fiona Holland gives insight into the lived experiences of younger women who opt *not to* have reconstruction post-mastectomy. Although reconstruction is often positioned as the best surgical outcome, the majority of women choose not to reconstruct. This study uses an interpretative phenomenological approach to explore women’s decision-making process. Holland gives insight into how women appraise their bodies and the support and challenges they face around this decision. In the second paper, Mary Carol Mazza and colleagues explore the role of cognitive, social and affective influences on expectations of women who opt *for* reconstructive surgery post-mastectomy. Mazza and colleagues use interviews at multiple time-points to understand how expectations may shift across the process of reconstruction as women cope with diagnosis and treatment. Melissa Pilkington and colleagues’ paper on coping with chemotherapy-induced hair loss explores the challenges, support and psychological effects of losing hair, with recommendations for services for women. In the final paper, Jane Montague and colleagues examine breast cancer from the ‘outside in,’ analysing the depiction of women with breast cancer in the press. In particular, discourses around mastectomy and reconstruction will be analysed. Lisa Rubin will act as a discussant, contextualizing these papers within extant frameworks and findings regarding breast cancer and appearance.

F.G. HOLLAND, J. MONTAGUE, & S. ARCHER
University of Derby, UK

'Do you mean I'm not whole?': Younger women's experiences of electing to not undergo breast reconstruction after mastectomy following breast cancer.

Breast cancer is the most common cancer in women. Mastectomy is often indicated and breast reconstruction is considered as part of the treatment regimen. The majority of women worldwide choose not to reconstruct their breast(s) after mastectomy, although younger women have higher rates of reconstruction. The medical and psychological literature has paid little attention to this group of women as publications have tended to focus on the body image/esteem of women who have opted for breast reconstruction and the cosmetic outcomes they perceive. The decision-making process where reconstruction has not been chosen has been sparsely explored by researchers. This decision has psychological implications for the women in terms of their identity and for their close personal relationships. The current research explores the experiences of six women who had been diagnosed and treated for breast cancer in their 30s or 40s and decided not to have reconstruction after mastectomy. Each of them was interviewed using a semi-structured format. The resulting data were transcribed verbatim and analysed using interpretative phenomenological analysis. A number of themes were identified; the focus in this presentation is on how women choose to go against the perceived norm of reconstruction and the effects this has on their relationships with self and others. The participants highlight both supportive factors and the challenges they faced. They also give recommendations for other breast cancer patients, health professionals and organisations supporting women facing mastectomy to see non-reconstruction as a viable, positive and recognised choice.

M.C. MAZZA¹, L.R. RUBIN², & A.S., PUSIC³

¹Hunter College, City University of New York, US, ²The New School for Social Research, US, ³Memorial Sloan Kettering Cancer Center, US

Articulating expectations for breast reconstruction

Background: Currently little published research exists exploring expectations for breast reconstruction or how these expectations are understood following reconstruction. This area of research is important to the field, since understanding patient expectations may impact satisfaction with outcome, influence pre-surgical education, and facilitate a shared decision-making process. **Methods:** Semi-structured interviews were conducted with 14 women (mean age=49), recruited through the plastic surgery clinic at Memorial Sloan Kettering Cancer Center in New York City for a study of expectations about breast reconstruction. All women were interviewed twice, first in the pre- or peri-operative phase with follow-up interviews conducted post-surgery. Audiotaped interviews were transcribed and analyzed via thematic analysis. **Findings:** Emergent themes included cognitive and affective factors impacting the articulation of expectations, defining three classes of articulated expectations, identifying salient conflicts in the process of understanding reconstruction, and the range of expectation fulfilment post surgery. A model is proposed for understanding the relationship between cognitive and affective factors and the discussion of expectations prior to reconstruction. **Discussion:** The data suggest that the current cognitive framework for expectations may need to be expanded in order to best understand the complex experience of women undergoing breast reconstruction. A conceptual model for understanding the data is proposed and emergent themes are discussed in the context of expectancy-disconfirmation theory and the cognitive social health information-processing model.

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¹Centre for Appearance Research, University of the West of England, UK, ²University of Leeds, UK, ³Bristol Haematology and Oncology Centre/University of Bristol, UK

"This is a journey, this isn't a quick fix": Breast cancer patients' experiences of treatment-related hair loss and a camouflage-based support service

Background: The psychosocial impact of cancer treatment is wide-ranging, including changes to appearance, such as hair loss. The visible nature of hair loss can affect individuals' body image, self-esteem and quality of life. To date, there has been little evaluation of the support services currently available to people affected by hair loss and so the extent to which they meet the needs of patients is unknown. HeadStrong - a volunteer-led service offering information and support in the use of headwear to camouflage hair loss.

Aim: To explore service users' experiences of hair loss, their support needs and experiences of the HeadStrong service.

Method: A semi-structured interview schedule was used to explore women's experiences of hair loss and use of the HeadStrong service. Participants were recruited through the national charity, Breast Cancer Care which offers the HeadStrong service across the UK. 30 telephone interviews were conducted, transcribed verbatim and subjected to thematic analysis.

Findings: Two superordinate themes were identified; coping with hair loss and the challenges of hair loss. Seven subordinate themes emerged; active coping, support, adjustment, impact on life, managing others, psychological challenges, the hair loss journey.

Discussion: These findings demonstrate that interventions to provide breast cancer patients who are affected by treatment-related hair loss with the tools to engage in adaptive coping are essential. Although HeadStrong was found to be helpful, it does not meet all patients' needs. The findings from this study are informing the development of further interventions for breast cancer patients affected by treatment-related hair loss.

J. MONTAGUE, F. HOLLAND & M. LINSKOTT
University of Derby, UK

Constructions of breast cancer in the UK media

Background: In 2007, 82% of all women with a breast cancer diagnosis underwent surgery. Both aesthetic and health considerations are important when making decisions around mastectomy, breast reconstruction and non-reconstruction, and the medical literature suggests that offering reconstruction is the best strategy. Despite this the number of women seeking immediate or delayed reconstruction, though rising, remains relatively small.

Methods: This ethnomethodologically informed media-based analysis explores constructions of the engagement with mastectomy, reconstruction and non-reconstruction of women diagnosed with breast cancer. The dataset consists of articles published in the UK popular press (both tabloid and broadsheet) throughout Breast Cancer Awareness Month (October, 2013).

Findings: Preliminary findings indicate that the majority of articles are constructed around three main themes: (a) those autobiographical details (such as age, occupation and appearance) necessitated through the main message of the story (*who she is*); (b) the construction of emotion around the decisions that have been, or are yet to be, made (*what she did*); and (c) the protagonist's personal approach to dealing with her situation (*why she did it*).

Discussion: In support of the statistical evidence, which suggests that only small numbers of women seek reconstruction, stories focusing on that aspect were much less prevalent in the UK media than those focusing on mastectomy itself. The women featured in the articles, whether they had undergone breast reconstruction or not, were constructed as positive fighters who refused to be bowed down by their disease.

Session 7: 'I want you to tell me a story': Using story completion to explore perceptions and constructions of appearance and embodiment

Convenors: Victoria Clarke and Nikki Hayfield
University of the West of England, UK

Appearance research has focused on both on lived experiences of embodiment, appearance and dress, and on perceptions of the appearance of others. This symposium contributes to the latter stream of research by exploring the potential of a method typically used in quantitative research – story completion – to explore perceptions and constructions of appearance and embodiment. The symposium draws together the work of a number of qualitative researchers in the Department of Health and Social Sciences at the University of the West of England – the Story Completion Research Group (SCRG) – currently developing the story completion method for use in qualitative research. The opening paper of the symposium (presented by all the symposium contributors) provides a framework for the subsequent topic-focused papers by outlining the history and development of the story completion method. Members of the SCRG will discuss the key features of the story completion method both with reference to the limited existing literature and in relation to their own experiences of using and developing the method. In particular, they will highlight the benefits of the story completion method for the qualitative appearance researcher. The first topic-focused paper (Tischner) reports on the use of story completion to examine gendered constructions of weight-loss. Tischner's paper

highlights the use of story completion in the context of constructionist and discursive appearance research. Continuing the focus on body weight, Moller examines perceptions of a fat therapist. Moller's paper highlights one of the key advantages of the story completion method – the potential to gather a wide range of responses, including socially undesirable ones. This is of particular benefit to the appearance researcher given the sensitive nature and social demands surrounding many aspects of appearance and embodiment. The paper by Clarke and Wood shifts the focus to the social norms underpinning body hair practices and uses story completion to examine constructions of counter-normative body hair practices. Like Tischner, Clarke and Wood emphasise the importance of a gendered lens in qualitative appearance research. Finally, Hayfield and Wood present preliminary findings from the first study to combine story completion and visual methods. Their paper contributes to a tradition of research (dating back to the 1970s) examining perceptions of lesbian, gay and bisexual appearance and embodiment by exploring the construction of lesbian, bisexual and heterosexual women's appearance practices in the context of 'dating'. Together, these papers highlight the potential of travelling innovative and exciting methodological pathways in the critical examination of dominant discourses of appearance and embodiment.

THE STORY COMPLETION RESEARCH GROUP

University of the West of England, UK

Using story completion to explore the meanings of appearance and embodiment

Story completion tasks were initially developed as a projective technique and have been used extensively in clinical research and practice to uncover 'hidden' or unconscious meaning. Objective coding schemes have also been developed for using story completion in quantitative research, particularly in the area of child development. Kitzinger and Powell (1995) first proposed story completion as a method for qualitative research in the context of research on the meanings of infidelity. Since then there has been very little use of the story completion method in qualitative research. Building on Kitzinger and Powell's research, and drawing on our own appearance and embodiment research, we outline why story completion has much to offer the qualitative appearance researcher. We discuss key design decisions and some of the challenges presented by the technique, and argue that story completion is particularly suited for use by appearance researchers (including student-researchers) who are both time- and resource-limited.

I.TISCHNER

Centre for Appearance Research, University of the West of England, UK

Gendered constructions of weight-loss perceptions and motivations

Background: Existing research suggests that girls seem to be more likely to attempt to diet than boys (e.g. Steen, Wadden, Foster & Anderson, 1996), that women generally worry more about their body image and consequently eating behaviours (e.g. Dewberry & Ussher, 2001), and that there are gender differences in relation to motives for the uptake of dieting behaviours (Markey & Markey, 2005). Most of the research into dieting and weight-loss perceptions consists of quantitative studies; however, they rarely explore attitudes to and perceptions of dieting in relation to the perception and construction of masculinity and femininity, and do not take social or political context, and social interaction and relationships, into account. A special focus was thus given to these issues in the research presented here. **Method:** Two hundred and forty participants (206 women, 34 men), comprising university undergraduate students from two British Universities, participated in a story-completion task online. Roughly equal numbers (47%/53%) of the participants responded to a story stem with a man/woman protagonist respectively. The data were analysed qualitatively, using discourse analysis.

Findings/discussion: Dynamic and at times contradictory constructions of gendered appearance ideals, femininity/masculinity, health, as well as motivations/intentions for weight-loss and dieting were identified, produced in discourses of health promotion, heteronormative sexual attraction, and neoliberal good citizenship. I will be discussing these constructs and discourses, the conditions of possibility, subject positions and ways of being they make un/available, in the context of contemporary western society.

N. MOLLER¹ & A. VOSSLER²

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Assumptions about fat counsellors: Findings from a story-completion task

Background: Fatness is widely accepted as a basis for assuming social and personal qualities of an individual and, due to 'fat stigma,' the connotations of fatness are very negative (Brewis et al., 2011). It can

be hypothesized that therapist fatness will impact not only perceptions of counsellors but also the therapeutic alliance, which has been shown to be a robust predictor of outcome in counselling (Norcross et al., 2011). The scant research base suggests therapist body weight does matter to clients (Vocks, Legenbauer & Peters, 2007) yet this is an under-researched area.

Methods: The 185 participants, consisting of 122 young adults (16-18 years) and 63 university undergraduate students (age 18-33), participated in a story-completion task either online or as a paper-based task. Data were analysed qualitatively using thematic analysis.

Findings: The analysis found strongly negative associations with fat expressed by a majority of participants, who linked fatness to unfashionable dress, dishevelled appearance, lack of personal hygiene and a propensity for junk food. Many participants read fatness as a sign of professional incompetence as a counsellor, for example as an indicator of poor mental health.

Discussion: The results of this study suggest that fat stigma operates at a wide range of weights and that perceiving a counsellor as fat may have significant and potentially highly negative meaning for clients. This has implications for counsellors of any body weight and suggests the lack of research in the area is problematic.

V. CLARKE & M. WOOD

Centre for Appearance Research, University of the West of England, UK

Telling tales of the unexpected: Using story completion to explore constructions of non-normative body hair practices

Background: Existing research on body hair practices suggests that the removal of body hair is virtually 'compulsory' for women in many Western countries. For men, the picture is more complex, although research suggests that body hair removal is on the increase for men (more so for groups such as gay men), body hair remains strongly coded as masculine. Most research has focused on reports of body hair practices; there has been far less focus on perceptions of body hair practices. What little research there is focuses on women, and suggests that women who resist compulsory hair removal are perceived largely in extremely negative terms. The aim of the proposed research is to extend understanding of the body hair removal norm, and the literature on perceptions of body hair, by examining the construction of non-normative body hair practices.

Methods: Story completion data were collected both online and in hard copy from sixth form and first and second year undergraduate students. Roughly equal numbers completed one of two versions of a story completion task featuring either a man (David) or a woman (Jane) about to change their usual (socially normative) body hair practices.

Findings: The data were analysed using thematic analysis within a social constructionist framework. 'Refusal' of the task was common, with many stories featuring only partial or temporary engagement in the non-normative practice (because of the difficulty of resisting social norms). The male and female characters were perceived rather differently. 'Hairy' Jane was presented as disgusting and monstrous; whereas, 'hairless' David was presented as vain and foolish.

Discussion: The data speak strongly to the power of social norms surrounding body hair practices, and suggest that story completion provides a useful tool in interrogating the discourses that sustain these norms.

N. HAYFIELD & M. WOOD

Centre for Appearance Research, University of the West of England

Exploring sexuality and appearance using story completion and visual methods

Background: Appearance is a sometimes under-valued but often important aspect in the lives of lesbians, bisexual people, and gay men (Clarke & Taylor, 2007). Minimal research has explored LGB visual identities, particularly *bisexual* visual identities (Hayfield, 2013). Furthermore, there has been virtually no examination of taken-for-granted heterosexual appearance norms (Hayfield, 2012), and how these shape LGB appearance norms.

Methods: This research aims to examine participants' understandings of appearance in relation to sexuality using a story completion method (Kitzinger & Powell, 1995), combining both traditional written responses to a story stem and the use of an innovative visual method (Frith, Riley, Shaw & Gleeson, 2005). The story-stem featured a 21-year-old woman about to go on a 'date'. She was presented to participants either as 'lesbian', 'bisexual' or 'heterosexual' and participants were asked to describe the character's preparation for the date, the date itself, and what happened next. Participants were also asked to construct an image of the character in the story stem using the virtual animation website 'Bitstrips'.

Findings: Thematic analysis within a social constructionist framework was used in order to analyse the data from a pilot study with 40 (mainly heterosexual) participants aged between 18-50 years, recruited via convenience and snowball sampling. Preliminary analysis indicates that participants oriented to an 'imperative of individuality' across the accounts of the self-presentation of the main character that serves to resist associating sexuality with appearance.

Discussion: In contradiction to these claims, whenever the character was written about their individuality was repeatedly embedded in discourses of compulsory heterosexuality and heteronormative appearance practices. We argue that participants make claims to value authenticity and individuality yet overlook the existence of heterosexual appearance norms.

Session 8: "We should look to the mind, and not to the outward appearance": Multi-method research on the role of identity and self-determination in the link between ideal body values and well-being

Convenor: Megan Hurst
University of Sussex, UK

The pernicious effects of cultural influences on women's body image and body modification behaviours are well documented (e.g., Grabe et al, 2008; Dittmar, 2008). This symposium aims to further our understanding of these effects, by examining the processes and circumstances by which culture influences women's body image and body modification behaviours. We consider two areas of cultural influence: media exposure, in the form of print and video, and goals or values which are encouraged by culture, specifically the goal, or valuing of, youthful appearance and an ideal body shape and size.

We present evidence from cross-sectional, experimental and longitudinal research, focusing on three key processes and moderators. First, we consider the regulation of body change behaviours, such as dieting or exercise, as a potential process by which body image is influenced by culture, with particular emphasis on guilt-based motivation (introjected regulation). Second, we consider personal goals or values as moderators of our responses to media related to the thin ideal. Third, we consider identity as both a process and a moderator of culture's influence on body image, focusing particularly on identity deficits and appearance as part of the self-construct.

The implications of the findings discussed within this symposium are both theoretical and practical. The work highlights strong theoretical perspectives (identity and self-determination theory) which can inform future research into the effects of culture on body image and related behaviours. Practically, our research suggests potential avenues for mitigating the impact of culture on body image, by addressing both the intervening processes that lead to this negative effect and the circumstances in which it is particularly damaging. Furthermore, we believe that considering these processes and circumstances can provide fruitful avenues for intervention work, such as promoting secure identities in at-risk groups (such as adolescents), and focusing on targeting feelings of guilt related to body modification behaviours.

J. VERSTUYF¹, B. SOETENS¹, M. VANSTEENKISTE², B. SOENENS² & L. BOONE²
¹Thomas More University College, Belgium, ²Ghent University, Belgium

Motivation Matters! An examination of the relationships between motives for eating regulation and eating behaviours

Background: Eating regulation is a central theme in the lives of many girls and women. In the current studies, we investigated the prevalence of motives and goals for eating regulation and its' relationship to a wide variety of eating behaviours in late-adolescent and adult (mainly female) dieters.

Method: In a longitudinal study, relations between motives for eating regulation and 18-month changes in healthy and disordered eating behaviours were examined among a group of adult members of WeightWatchers (N = 458 at T1, Mean age = 44.54, 95.8% female). In the second study, goals and motives for eating regulation were assessed among 99 late-adolescent (Mean age = 18.94) and 98 adult (Mean age = 45.06) female dieters, prior to a one-week diary study in which healthy and disordered eating behaviours were assessed on a daily basis.

Results: Results indicated that internal pressures (shame/guilt, self-esteem) were the most strongly endorsed motives for eating regulation, especially among overweight and late-adolescent dieters. Whereas more autonomous motives and health-goals were related to healthy eating behaviours, more controlled

motives (external and internal pressures) and appearance-goals were related to disordered eating behaviours.

Discussion: Autonomous motives and health goals represent a better quality of motivation for eating regulation. Given the high prevalence of internal pressures, especially amongst younger and overweight dieters, and its' detrimental effect on eating behaviours, it is argued that eating and weight interventions should include a motivational phase.

M. HURST, H. DITTMAR, R. BANERJEE & V. COUNIHAN.
University of Sussex, UK

The role of guilt in appearance goals' influence on body anxiety: An experimental test of mediation.

Background: Previous experimental work has shown that exposure to health and fitness articles focused on the appearance benefits of exercise (as opposed to health benefits) results in increases in body dissatisfaction (Aubrey, 2010). Cross-sectional research suggests that guilt-based motivation for exercise (introjected regulation) may be one process by which appearance goals for exercise negatively affect body image. This study was designed to experimentally test the mediating role of guilt in linking appearance goals for exercise to body anxiety, by manipulating the mediator separately from the independent variable.

Method: Female students (N=165, aged 17-30) read a magazine article which highlighted either the appearance or health benefits of exercise (health vs. appearance). Participants were asked to empathise with the author's final paragraph, which emphasised feeling either guilty or not guilty in relation to how much exercise they did (guilt inducing vs. guilt reducing). All participants then completed a short mood measure and the physical appearance state and trait anxiety scale (PASTAS).

Results/Conclusions: The guilt manipulation increased participants' feelings of guilt and shame, and this guilt was associated with increased body anxiety. There was no significant main effect of appearance vs. health condition on body anxiety, providing further support for the importance of guilt as a mechanism linking appearance goals for exercise to body image. It also suggests possible good practice for magazines offering health and fitness advice, and a potential means of reducing negative impacts of appearance focused exercise.

E. ASHIKALI¹, H. DITTMAR¹ & S. AYERS².
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The effect of cosmetic surgery TV on adolescent girls' body image.

Cosmetic surgery media coverage has become common in recent years, with surgery featuring in advertising and reality TV. Concerns have been expressed by the American and British Associations for Plastic Surgery about the nature of this coverage, particularly with respect to the impact on adolescents (ASPS, 2004; BAAPS, 2004). This study investigated adolescent girls' responses to a cosmetic surgery TV show using an experimental design. Girls (N = 99) aged 15 to 18 (M = 16.6) years were randomly allocated to one of three conditions: a cosmetic surgery TV show, which (1) mentioned risks associated with surgery, (2) did not mention risks, or (3) to the control condition, a home makeover show. Results showed that exposure to cosmetic surgery shows resulted in girls reporting more dissatisfaction with their weight and appearance, but no changes were observed in attitudes toward cosmetic surgery. Girls' responses to cosmetic surgery shows varied according to their materialistic values and the extent that they derived self-worth from their appearance. Results suggest that cosmetic surgery reality TV can be damaging to adolescent girls' body image and that there is a need for research to consider factors that may affect how girls respond to such shows.

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When the pursuit of 'looking good' is bad for you: Longitudinal evidence on the links between body ideal values, identity, and well-being in primary and secondary school children.

There is substantial evidence linking body ideal values to greater body dissatisfaction in adults and in children (e.g., Grabe et al., 2008). We offer a new theoretical perspective on this link by drawing on Dittmar's *Consumer Culture Impact Model* (2008), where identity deficits make it more likely that individuals internalise the ideal appearance and body size values so highly profiled in current consumer culture that, in turn, lead not only to lower body-esteem over time, but also lower personal well-being more generally. This model is tested in a three-wave longitudinal survey with over 2,000 primary and secondary school children. SEM

models suggest that (a) the causal relationships between body ideal values and well-being are bi-directional, that (b) identity deficits make children more vulnerable to both the internalisation of body ideal values and lower well-being, and (c) that the pattern of relationships differ between primary and secondary school children. Developmental and intervention implications are considered.

Session 9: Overcoming barriers to developing, testing, and disseminating interventions for body image distress in a rare disease context: the Scleroderma Patient-centered Intervention Network (SPIN)

Convenor: **Linda Kwakkenbos**
McGill University and Jewish General Hospital, Canada

Discussant: **Vanessa L Malcarne**
San Diego State University, US

Background. Appearance changes are common in scleroderma (systemic sclerosis, SSc), often affect visible and socially relevant body parts, and can be difficult to conceal. Commonly affected parts of the body include face, mouth, and hands, and can include telangiectasias, calcinosis, hyper-/hypo-pigmentation of the skin, narrowing of the mouth and nose, digital ulcers, and hand contractures. Patients rate changes in appearance as one of the most significant stressors associated with scleroderma, and some patients experience significant body image distress. Body image concerns have been associated with depressive symptoms, low self-esteem, anxiety, and social impairments, including problems in sexual functioning. However, to date there are no evidence-based, disease-specific interventions available to address body image concerns in systemic sclerosis, and conducting rigorous, adequately powered trials of these interventions is difficult.

Methods. The Scleroderma Patient-centered Intervention Network (SPIN) is an international collaboration of patient organizations, clinicians, and researchers. The aim of SPIN is to develop a research infrastructure to test accessible, low-cost self-guided online interventions to reduce disability and improve health-related quality for people living with scleroderma, including an intervention that will focus on coping with body image distress. Once tested, effective interventions will be made accessible through patient organizations partnering with SPIN. Key features of SPIN include (1) an international network of 8 countries and 40 centers; (2) the use of self-guided interventions delivered using an online platform; (3) a robust partnership with patient organizations as participants in development and end users; and (4) the use of the novel cohort multiple randomized controlled trial design (cmRCT) design. Beyond scleroderma, SPIN may serve as a model to help facilitate research and dissemination of body image interventions in other populations as well. Therefore, the overarching objective of this symposium is to demonstrate approaches and considerations for the conduct of trials of accessible and feasibly delivered body image interventions.

Learning objectives. The objectives of the presentations are to understand: (1) the impact of changes in appearance caused by a rare disease, scleroderma, on body image; (2) how partnering with patients and patient organizations leverages the development and dissemination of research interventions; (3) how a psychological intervention can be adapted to meet the needs of a specific patient group and feasibly delivered in a self-guided, online format; (4) how the novel cohort multiple RCT (cmRCT) design can be used to facilitate pragmatic trials of body-image interventions.

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Visible differences from medical illness: body image concerns in scleroderma

Scleroderma is a rare chronic illness and the appearance changes sustained by patients are very specific to its disease processes (e.g., skin thickening and tightening); therefore, many people do not understand or recognize the altered physical appearance changes that are characteristic of patients with the disease. As such, a major concern of women with scleroderma is how others will react to their appearance. An important objective of SPIN is to develop an intervention that addresses body image distress. In the development of this intervention, the patient experience of living with a rare disease that causes significant and visible appearance changes must be considered. So far, research on body image in scleroderma is relatively limited, and most studies have taken a quantitative approach to better understand factors related to body image distress. A more nuanced approach is needed, however, to understand the experiences of women

living with visible differences because of scleroderma, and how this can have a formative influence on their social, professional, and work roles and identities. In our study, we conducted in-depth qualitative interviews with 20 women living with scleroderma to better understand their experiences of living with visible differences and how to best tailor an intervention to their needs. In presentation 1, the preliminary results of the qualitative interviews will be presented, providing an overview of appearance-related concerns specific to scleroderma, and how this informs the development of our SPIN intervention.

K. GOTTESMAN¹ & B.D. THOMBS².

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Patient organizations in the Scleroderma Patient-centered Intervention Network (SPIN): Partner, expert and advocate

The end goal of SPIN is to make psychological, educational and rehabilitation interventions available through patient organizations. The collaboration of investigators with patient organization partners has been crucial in the establishment of SPIN. Prior to launching SPIN, a series of projects were conducted in collaboration with patients from organizations across Canada (e.g., Scleroderma Societies of Canada and Ontario, Sclérodermie Québec, the Scleroderma Association of British Columbia), the US (US Scleroderma Foundation) and Europe (Federation of European Scleroderma Associations), which has helped to better understand important problems faced by persons living with scleroderma and to prioritize gaps in access to psychosocial and rehabilitation services. People living with scleroderma and representatives from partner patient organizations are involved in SPIN through roles on the Steering Committee, as Chairs and members of the Patient Advisory Board, and as contributing members to each of SPIN's Project Teams, which are organized to develop SPIN's e-health tools. As a result, all decisions related to design and end-user costs are made in collaboration with the end-user organizations. Presentation 2 will focus on the important role of end-users in research projects, and how partnerships with patient organizations facilitates the development, testing and dissemination of interventions.

H. WILLIAMSON¹ & V.L. MALCARNE²

¹Centre for Appearance Research, University of the West of England, UK, ²San Diego State University, US

Delivering an online disease-specific body image intervention: examples from the SPIN body image project

Many factors complicate the delivery of psychological, educational, and rehabilitation interventions to people with rare diseases. Few centers treat enough patients with a given rare disease to sustain a disease specific intervention program. Additionally, many patients with rare diseases live far from major treatment centers. Thus, finding a way to feasibly deliver these types of interventions in a cost-effective manner is an important challenge. Appearance changes are common in systemic sclerosis and frequently lead to body image concerns. To date there are no disease-specific interventions available to address these concerns. SPIN investigators are working in collaboration with investigators from the UK's Center for Appearance Research and developing a web-based, patient-centered intervention designed to address body image distress in systemic sclerosis. Presentation 3 will illustrate the development of a disease-specific online intervention, based on relevant research and clinical literature, programs for coping with disfigurements designed for other populations, and qualitative interviews.

L. KWAKKENBOS & B.D. THOMBS

McGill University and Jewish General Hospital, Canada

Leveraging an innovative trial design for pragmatic evaluations of psychological interventions: the cohort multiple randomized controlled trial (cmRCT) design

Pragmatic randomized controlled trials (RCTs) are conducted to determine the effectiveness of psychological interventions in actual practice. Traditionally designed RCTs, however, often depart from how treatment decisions are made and how interventions are provided in actual practice. In practice, for instance, patients are only offered interventions that they can access, whereas in traditional pragmatic RCTs, they agree to be randomized to receive an intervention or to receive only usual care. The innovative cohort multiple randomized controlled trial (cmRCT) design was developed to attempt to address this problem, as well as other shortcomings in traditional trial designs. In the cmRCT design, which SPIN will employ, patients consent to participate in a cohort for ongoing data collection. The cohort framework is also used to identify

patients eligible for internet-based supportive interventions that will be developed by SPIN investigators, and to conduct trials of these interventions. The cmRCT has the advantage of providing a platform to conduct multiple trials that draw participants from the same patient cohort, which is particularly important in a rare disease context. Presentation 4 will focus on the key elements of the cmRCT design, how this facilitates research in rare diseases such as scleroderma, and how this can be used for innovative projects in other populations.

Session 10: Changing Faces Symposium: To showcase different health care models providing psycho-social care for patients with disfigurements and their families

Convenors: James Partridge, Elizabeth Noble, Reena Shah, Sandeep Ranote and Tessa Myatt.

Most people with disfiguring conditions to their face or body will receive, at some point in their lives, medical or surgical treatment that may be life-saving, or be for functional reasons or to improve their appearance. Examples include surgery for a congenital condition like a cleft lip and palate or a cranio-facial syndrome, laser treatment for a port-wine birthmark, drug therapy for acne, skin grafting after burns or reconstructive surgery after cancer). In Britain, the quality of much of this care is often excellent and hugely appreciated by patients. However, contrary to popular mythology, modern medicine and surgery, although increasingly sophisticated, can rarely remove a disfigurement completely whatever its cause. And some treatments can themselves cause scarring and paralysis.

So people have to live with an appearance which is both 'imperfect' in today's look-perfect culture and which often attracts intrusive attention. They are very vulnerable to debilitating self-consciousness and social anxiety, depression, low self-esteem and self-confidence. Patients report that staring, ridicule and patronising are common as are harassment, bullying and rejection. This is not a trivial matter. Everyday situations like walking down the street, going on public transport, making friends, starting school, taking part in social and sporting activities, forming intimate relationships and finding jobs can be overwhelmingly difficult.

What makes their life even more difficult is that, as many health professionals in the NHS admit, these psychological and social needs are insufficiently recognised or addressed routinely. Patients' risk of deteriorating mental health is much higher than the general population.

This symposium, chaired by Dr James Partridge (founder and Chief Executive of Changing Faces), will present and explore three good practice examples of psycho-social care where patients' needs are met effectively. In each example, the psycho-social impact of disfigurement is recognised, assessed and addressed as a routine part of the patient pathway, and services have been designed and resourced accordingly. There will be opportunities for discussion, questions and comments from the audience on current provision and how good practice services might be developed and extended in the future.

The three different examples of current health care delivery are:

1. Changing Faces Practitioner model – both through the services of the charity and within the NHS
2. Clinical Psychologist: Integrated psycho-social care within a dermatology service
3. Medical Skin Camouflage Clinic within a Child and Adolescent Mental Health Service.

E. NOBLE

Head of Client Services at Changing Faces

Changing Faces Practitioner model – both through the services of the charity and within the NHS

The role of a Changing Faces Practitioner (CFP) was pioneered by Changing Faces in 2011-12. The primary reason for creating CFPs was to enable Changing Faces to differentiate and advocate for the type of evidence-based psycho-social help the charity offers to adults, children, young people and families with disfigurement-related concerns.

The CFP role supports an enhanced quality of life, with brief interventions evidenced to increase optimism, self-efficacy and resilience – a Tier 2 Service in NHS terms. CFPs are qualified or experienced in a range of relevant professions (mainly psychology, nursing and social work) and undergo a robust induction package comprising of remote learning via a comprehensive training manual, classroom based training and participation in regular group, and individual, supervision.

Five 'community CFPs' are currently employed and managed by Changing Faces (in London and Sheffield) and three CFPs are employed and managed within NHS settings (Royal Sick Children's Hospital Edinburgh, Sheffield Children's Hospital and GOSH).

Drawing on recent service audits of our community CFPs and the evaluation of the first 12 months of CFP activity in RSCH Edinburgh, Elizabeth Noble, Head of Client Services at Changing Faces will present evidence of outcomes achieved with clients, and benefits to allied health , of the CFP role.

R. SHAH

Clinical Psychologist

Integrated psycho-social care within a dermatology service

Dermatology services in east London at Barts Health benefit from a dermatologist and psychiatrist within one consultation for all clients referred to the psychodermatology clinic. They receive referrals from GPs and consultants from all over the UK (a radius of 300 miles) and have a dedicated Clinical Psychologist in the dermatology team. The Psychologist receives referrals from the psychodermatology team and also the general dermatology team.

The psychoderm team see primarily those with primary psychiatric diagnoses with dermatological manifestation such as delusional infestation, dermatitis artefacta and body dysmorphic disorder and some clients with primary dermatological problems with psychological issues such as anxiety, depression, low self esteem and poor body confidence. The service will see over 100 referrals annually.

Dr Shah will present an overview of the range of issues that the patients with skin conditions at clinic are faced with and summarise the range of interventions including cognitive behavioural therapy to meet their needs. In addition, she will explore the integrated model of working closely with her clinical colleagues to best achieve whole patient care and patient outcomes.

S. RANOOTE & T. MYATT

Medical skin camouflage clinic within a child and adolescent mental health service

A medical Skin Camouflage clinic is integrated into the child and adolescent mental health service by the 5 Boroughs Partnership NHS Foundation Trust. Skin camouflage is the application of specialist products in thin layers to the surface of the skin. It is a non-invasive coping strategy that reduces the appearance of many skin conditions and can benefit patients in a range of specialities including dermatology and plastic surgery. There is an extensive range of shades, benefitting patients from all ethnic groups.

The Trust conducted a pilot in partnership with Changing Faces in 2012 which involved ten young people who self-harmed in Wigan. Qualitative and quantitative analysis included evaluation at baseline and three months post-consultation. The positive results supported a successful bid for SHA innovation monies to set up a six-month, ageless service within the Trust as part of the recovery mode of care. A team of 6 Skin Camouflage Practitioners were recruited and trained in collaboration with Changing Faces in skin camouflage consultation within the mental health setting.

Dr Ranote and Dr Myatt will present findings of the pilot including qualitative and quantitative analysis at baseline and 3 months post consultation. Qualitative measures included service user / carer experience questionnaires, user / carer stories, including a short film and reflective diaries completed by staff. Quantitative measures included the 14 item Warwick Edinburgh Mental Well Being Scale. 170 skin camouflage consultation and first prescriptions were offered within the evaluation period and analysis of the 6 month project ended with 50 sets of complete service user / carer data.

Wednesday 2 July**Session 1: Cosmetic Surgery and Psychological Screening****Convenor: Nicole Paraskeva**

Centre for Appearance Research, University of the West of England, UK

Discussant: David Sarwer

University of Pennsylvania, USA

Increasing numbers of people are presenting for cosmetic procedures in an attempt to enhance their appearance and increase their psychological wellbeing. The need for a routine assessment of the psychological suitability of the patient for the procedure is therefore crucial. Routine psychological assessment is important in the National Health Service (NHS) where aesthetic surgery is not routinely offered and where resources and funding is limited. Screening is also necessary within the private sector where the vast majority of cosmetic procedures are carried out. The first three presentations will focus on screening for cosmetic surgery in both the private sector and within the NHS. Nicole Paraskeva will outline a pilot study conducted to assess the feasibility and acceptability of using a brief psychological screening tool (RoFCAR) in private cosmetic practice. Kasminar Badsha will discuss the development of a one item measure of intimacy for use in screening for cosmetic surgery. Carol Sutherland will describe the Scottish Adult Exceptional Aesthetic Referral Protocol (AEARP) and highlight the benefits associated with implementing this protocol within NHS Scotland.

Furthermore, research that aims to understand patients' motivations for surgery and considers the lived experience of men and women who choose to undergo cosmetic surgery is essential. This is particularly important because people across the lifespan (including young girls in their teens and early twenties and older adults) are now presenting for cosmetic surgery. Mallorie Gordon, will discuss the lived experience of young women who have undergone breast reduction surgery.

N. PARASKEVA¹, N. RUMSEY¹, & A. CLARKE²¹Centre for Appearance Research, University of the West of England, UK, ²Royal Free Hospital, London, UK**A pilot study to assess the feasibility and acceptability of using a psychological screening tool in private cosmetic practice.**

Background: The number of people seeking cosmetic surgery in the UK continues to rise. The vast majority of cosmetic procedures are carried out in the private sector. Patients are typically motivated to seek cosmetic surgery for psychological reasons, yet psychological assessment prior to the cosmetic procedure is the exception rather than the norm. Responding to the imperative to develop an acceptable method for the routine screening and audit of patients seeking and undergoing cosmetic procedures within the private sector, the authors have developed a suitable instrument 'RoFCAR' to fulfil these functions.

Methods: A pilot study was conducted with four private practices across the UK to assess the feasibility and acceptability of implementing the RoFCAR in routine private practice. 42 patients presenting for cosmetic surgical procedures completed the RoFCAR pre-operatively with 27 completing it again 3 months post-operatively. In addition, semi-structured interviews with four surgeons and two nurses from participating practices were conducted to explore their views of implementing the RoFCAR into their practice.

Findings: Analysis of interviews indicated that the RoFCAR was quick and easy to use in routine private practice and implementation varied depending on the practice. The questions were appropriate and patients' reacted positively to completing the screening tool. Refinements were made to the RoFCAR based on the data collected from the interviews.

Discussion: The acceptability and utility of the RoFCAR will be discussed along with the initial stages of a larger scale, multi-site feasibility and acceptability study currently being conducted in the private sector (n = 600).

K. BADSHA, A. CLARKE & E. BAKER.
Royal Free Hospital, London, UK

Development of a one item measure of intimacy for use in screening for cosmetic surgery

Background: Problems with intimacy are commonly associated with body image shame and anxiety. Recent findings from the ARC collaboration (Rumsey et al 2012) highlight the behavioural avoidance associated with anxiety about the appearance of body parts that are normally hidden under clothing. We have previously reported the utility of a 12 item scale measuring ability to engage in intimate behavior (Jenkinson et al 2010). More recently, the need to develop screening tools for use in surgical clinics has suggested the value of one item measures which provide good enough sensitivity for screening as part of a pathway which includes the opportunity for more detailed assessment for those who score positively. An example is the one item self esteem measure reported by Robins et al 2001. We therefore developed a one item intimacy measure.

Methods: 100 patients seeking cosmetic procedures were screened using a battery of clinical measures including a 12 item measure of intimacy. A principle components analysis was carried out.

Findings: We identified 2 factors with 5 items loading on one major factor. The results suggest one key question that can be used in screening.

Discussion: These results will be discussed in terms of the conceptual differences between detailed psychological assessment and the function of a brief psychological screen. We propose that these simple measures have good face validity and high utility in a busy clinical setting.

R. ATHERTON¹, R. CRAWFORD², S. MCDONALD³, K. KEMP², H. MCPHEE³, H. MOFFAT⁴ & C. SUTHERLAND³.

¹NHS Highland, UK, ²NHS Greater Glasgow & Clyde, UK, ³NHS Lothian, UK, ⁴NHS Grampian, UK

The Scottish Adult Exceptional Aesthetic Referral Protocol

Background: Aesthetic surgery is not routinely offered within NHS Scotland. However, in some exceptional cases there are clear benefits. A local protocol was established in Greater Glasgow and Clyde in 1999 in an attempt to develop a consistent, evidence-based approach to assessing patients requesting aesthetic surgery. The protocol was revised over a number of years and the Adult Exceptional Aesthetic Referral Protocol (AEARP) was adopted nationally in 2006. The protocol covers a series of aesthetic procedures which will only be provided on an exceptional basis, where there is clear evidence of benefit to the patient. The patient must fulfil all physical and psychological criteria in order to proceed to surgery. The protocol is reviewed and updated annually through consultation with clinicians from across Scotland.

Methods: Regional centres obtained yearly figures for patients progressing through different stages of the protocol. Data was collected on the number of patients referred per year, the number attending outpatient appointments and appointments with a plastic surgeon and the number proceeding to surgery.

Findings: Analysis of this data and clinical observation highlighted a number of benefits associated with implementing the protocol including significant economic savings, identification of patients who are likely to demonstrate poor outcomes after surgery, increased transparency and fairness and increased awareness of the role of psychology.

Discussion: The strengths the protocol offers in clinical practice will be discussed. Future directions, opportunities and areas requiring further research will be outlined. The presentation will conclude by reflecting on what the protocol has achieved and how it might be more widely applied.

M. GORDON & L. RUBIN.

The New School for Social Research, US

The lived experience of young women who have undergone breast reduction surgery: An interpretive phenomenological analysis

Background: Breast reduction is a common surgical procedure that has increased in popularity over the past decade. There is an increasing number of young women in their teens and early twenties who have undergone this procedure, yet little research exists on the psychological aspects this type of surgery. This study aims to understand why young women might feel motivated to reduce their breast size, what factors played in to their decision, and how women feel about the decision in hindsight.

Methods: Eligible participants were female breast reduction patients between the ages of 18 and 25, or those women outside of that age range who had their surgery between those ages. Five women, of whom

the majority identified as Caucasian (80%), with one participant identifying as Hispanic/Latina (20%), participated in the semi-structured interview.

Findings: Analysis of interviews revealed that women who develop significantly large breasts at puberty came to identify with their breast size. In addition, they noted an implied sexuality that resulted from their breast size, and indicated that struggling with receiving both wanted and unwanted attention as a result played a large role in their decision to undergo breast reduction. Overall, a larger feeling of self-consciousness related to appearance pervaded the interviews. Discussion: The results of this study show that young women are particularly vulnerable to experiencing their bodies in a way that is shaped by social context and that breast reduction surgery, as a procedure provides a means for young women to change the way they respond to these existing constructs.

Session 2: Gendered subjectivities: Exploring appearance and embodiment using qualitative approaches

Convenors: Nikki Hayfield and Victoria Clarke

Centre for Appearance Research, University of the West of England, UK

This symposium presents qualitative perspectives on appearance and embodiment from an International panel of up-and-coming and established scholars from the UK, Australia and Canada. These four theoretical and empirical papers consider appearance and embodiment through psychological and sociological lenses. The overarching theme of this symposium is the important and complex role played by appearance in mapping and living out gendered subjectivities. The topics addressed include those often overlooked by more mainstream approaches to appearance research, such as explorations of body modification practices (e.g., body hair, make-up, dieting, and cosmetic surgery).

Melisa Trujillo (University of Cambridge) explores the body hair removal norm and the body hair practices of feminist women. She argues that far from being a trivial or minor consideration body hair practices offer an important insight into the complexities of femininity. Abigail Tazzyman (University of York) continues the focus on the gendered construction of appearance norms and highlights the impact that physical appearance can have on women's experiences of the workplace and their wider careers. Sharon Hayes (Queensland University of Technology) critically examines the disjuncture between socially constructed body ideals and women's actual bodies and argues that in a patriarchal society, women are encouraged to take up as little space as possible. Niva Piran (University of Toronto) expands on the gendering of appearance and embodiment and the intersections of the individual and social dimensions of personal appearance by using visual methodologies to capture young people's visual identities in the context of social discourses of sexual desire. The symposium captures a range of qualitative methods, including interviews and life-histories, and theoretical approaches ranging from phenomenology to social constructionism. Together the papers consider appearance and embodiment through the lens of gender in contemporary Western society.

M. TRUJILLO

University of Cambridge, UK

'The last truly dangerous thing': Young feminist women and their body hair removal practices

Women's body hair removal practices are near universal in contemporary late-capitalist Anglophone societies such as the UK. However, these practices have received little attention from feminist social scientists, despite being located squarely within debates concerning normative feminine embodiments, such as those around restrictive beauty ideals, the construction of acceptable femininity, and the politics of appearance. Moreover, the few existing studies on hair removal imply that the population most likely to resist the hairlessness norm are women who self-identify as feminist, or who hold feminist beliefs. However, these studies have not been able to convincingly test this proposition. My paper will address these gaps by presenting the findings of my PhD research: a qualitative sociological analysis of the body hair removal practices of a purposively-selected sample of feminist-identifying women in the UK (aged 18-35 years). I will discuss these findings in the context of the existing hair removal literature and current representations of women's body hair in the UK, and will theorise these findings by suggesting a phenomenology of body hair removal and examining the performance of different gendered identities in this context (namely, 'feminist' and 'feminine woman'). In conclusion, I will show that a thorough sociological examination of feminist women's body hair removal practices is not only overdue, but has the potential to be highly instructive of the dynamics between the individual and the social world in which her concepts of choice, possible/available desires and femininity are constructed to delimit her options for gendered embodiment in specific ways.

A. TAZZYMAN

University of York, UK

Dressing to impress? Body modification, self-presentation and the work place

Body modification practices, from hair removal and makeup to dieting and plastic surgery, are the tools and means which individuals employ to present how they wish to appear to others. This paper will examine how moving permanently into the world of employment following university impacts women's body modification decisions and self-presentation. Based upon thirty life-history interviews undertaken for PhD research, this paper will argue that body modification is a social phenomenon and its practice is significantly determined by social contexts. Appearance, it shall be argued, is situated as an extension of an individual's job role, having material implications for a woman's career and socio-economic status. How a 'professional' self-presentation is conceptualised and its classed and gendered nature shall be explored in this paper. The concept of a 'privilege dividend' shall be utilised to explain the impact of physical appearance on women's career trajectories and experience of the work place.

S. HAYES

Queensland University of Technology, Australia

Shrinking women, everyday sexism and internalised misogyny

Women's ideal bodies have been shrinking for decades, and they have been doing so deliberately. Where several decades ago the average female model was a size twelve, today she is a size two. Women's sizing is beginning to mimic baby clothes, with the recent introduction of size zero and even double-zero. "Nothing tastes as good as skinny feels," boasts supermodel Kate Moss (Wardrop 2009), who is herself a superskinny size zero. Up to fifty percent of women cannot find clothes to fit (Sharp Dummies 2013), but even those who can are inundated with advertisements and marketing campaigns that tell them they need to be much thinner. This disjunction between women's actual sizes and the socially constructed ideals of feminine beauty and health reflect a gendered geography of bodies that dictates the amount of space women and men are entitled to occupy. Men grow out and take up space, while women are taught to confine themselves. In this paper I argue that women are not given permission to freely take up space, to spread out and be comfortable. Restricted by fashion, by underwear, but also by social prejudice that threatens to frown should they dare eat anything remotely palatable, women are forced to steal calories in secret because they do not feel entitled. Admiration and desire are the sole reserve of she who is able to take up as little space as possible, who accommodates our expectations about desirability and beauty, and who makes herself conformably decorative. I conclude that this suggests a kind of internalized misogyny, the result of decades of endemic sexism, which poses a grave threat to women's subjectivities.

N. PIRAN

University of Toronto, Canada

The endangered flame of sexual desire: The impact of appearance and desire discourses on embodied sexual desire among adolescent girls

While research has highlighted the challenge of respectful ownership and embodied agency in sexual desire among adolescent girls, no research to date has examined these challenges prospectively in adolescence, and, in particular, in relation to a range of social discourses. The presentation focuses on girls' experiences of owning sexual desire from ages 10, just at the cusp of puberty, and throughout adolescence, in relation to prevalent appearance and desire discourses. The presentation is based on 87 interviews conducted with 27 girls of diverse backgrounds who were interviewed about their embodied experiences, including sexual desire, 3-4 times during a 5-year period. All interviews also included drawings by the girls, of themselves, as well as of the 'ideal girl'. Discourse analysis of girls' narratives related to sexual desire revealed two clusters of 'gatekeeping' discourses that regulate female desire along gender, racial, class and other structures of power as girls start to inhabit young women's bodies: A) The 'Assigned Desire' Discourse Cluster: Involving intrusive idealized and sexualized images and narratives to few privileged, yet violated, bodies; and B) The 'Denied Desire' Discourse Cluster: Involving discourses that deny and deprecate female desire, and not only validate male desire but also expect girls to contain and take responsibility for it (e.g., 'boys' raging hormones'). Dichotomous social discourses, such as 'girlie girl/tomboy', and 'slut/prude', are succinct ways to transmit and regulate female desire. Identifying and counteracting social discourses that aim to create docile bodies in the sexual domain are vital to enhancing girls' embodied agency.

Session 4: Genital body image and surgery in men and women.

Convenor: David Veale

The Institute of Psychiatry, King's College London & South London and Maudsley Trust, UK

Discussant: David Sarwer

University of Pennsylvania, USA

Background: Genital body image is a very under-researched area within appearance research. Despite the limited existing evidence, a negative genital body image is known to cause significant distress or handicap to some men and women. In fact, current statistics suggest that both men and women are increasingly seeking genital cosmetic procedures, including phalloplasty in men and labiaplasty in women. Little is currently known about the characteristics of those seeking such procedures, or the motivations and risk factors associated with them doing so. In addition, while research suggests phalloplasty can result in low patient satisfaction and dangerous complications, there is less research into patient satisfaction following labiaplasty. This collection of research presents the first attempts to try to enhance the evidence-base.

Methods: Four separate studies were conducted to investigate a) predictors of consideration of labiaplasty, b) the characteristics and outcome of women seeking labiaplasty, c) the characteristics of men with penile dysmorphic disorder in comparison to those who are less clinically preoccupied or unconcerned with their penis, and d) the predictors of developing penile dysmorphic disorder.

Findings: Both men and women seeking cosmetic surgery on their genitalia report increased dissatisfaction towards the appearance of their genitalia, a significantly greater frequency of avoidance and safety seeking behaviours, and the experience of specific genitalia teasing. Media exposure, peer influence, relationship quality and pubic hair removal influenced genital appearance dissatisfaction and consideration of labiaplasty. Perceived teasing, body mass index, age, and penis size influenced levels of preoccupation and distress with penis size. Women seeking labiaplasty did not differ from controls on measures of depression, anxiety, history of neglect or abuse during childhood. However, men with penile dysmorphic disorder who meet criteria for body dysmorphic disorder (BDD) and those with small penis anxiety who do not meet criteria for BDD both experienced higher levels of both emotional and physical abuse and neglect, and reported higher scores on a number of psychological measures, in comparison to controls. Labiaplasty was also found to successfully increase women's psychological and sexual satisfaction.

Discussion: Multiple factors; social, cultural and psychological, can directly and indirectly influence men and women to experience specific vulnerabilities relating to their genital appearance. Enabling a better understanding of these vulnerabilities, their related beliefs and maladaptive behaviours may be useful in guiding therapeutic interventions for those with body dysmorphic disorder.

G. SHARP & M. TIGGEMANN.

Flinders University, Australia.

Predictors of consideration of labiaplasty: An extension of the sociocultural model of influence.

Background: Labiaplasty has become an increasingly popular cosmetic procedure in Western countries over the last decade. However, the sociocultural factors that influence consideration of this surgery have received little attention. Our study investigated the predictors of consideration of labiaplasty using a sociocultural framework.

Methods: 351 heterosexual adult Australian women aged 18 to 69 completed measures of media exposure (television, internet, advertisements, and pornography), peer influence (friend conversations and romantic partner comments), relationship quality (relationship satisfaction and sexual confidence), pubic hair removal, internalisation of the genital ideal, genital appearance comparison, genital appearance dissatisfaction, and labiaplasty consideration.

Findings: Simple correlations showed that almost all variables were significantly correlated with labiaplasty consideration. Structural equation modeling showed a good level of fit of the data to the hypothesised sociocultural model. The effects of media exposure and friend conversations on the outcome variables (genital appearance dissatisfaction and labiaplasty consideration) were mediated by internalisation and comparison. However, romantic partner comments and sexual confidence led directly to genital appearance dissatisfaction. Furthermore, media exposure also led directly to labiaplasty consideration. Extent of pubic hair removal was predicted by media exposure, but did not significantly predict any other variable.

Discussion: We concluded that media exposure, peer influence, relationship quality and pubic hair removal influenced genital appearance dissatisfaction and consideration of labiaplasty both directly and indirectly. Our results contribute the greater understanding of the increasingly popular cosmetic procedure of

labiaplasty and demonstrate that the general sociocultural model can be extended to labiaplasty consideration.

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Characteristics and outcome of women seeking labiaplasty: A cohort study.

Background: Labiaplasty is an increasingly popular surgical intervention. However little is known about the characteristics and motivation of women who seek the procedure or the outcome.

Methods: Fifty-five women seeking labiaplasty were compared with 70 women who did not desire labiaplasty. Various general measures of psychopathology as well as specific measures of genital appearance satisfaction, the Childhood Trauma Questionnaire and perception of teasing were used.

Findings: Women seeking labiaplasty did not differ from controls on measures of depression, anxiety, history of neglect or abuse during childhood. They did, however, express increased dissatisfaction towards the appearance of their genitalia, lower sexual satisfaction, and a significantly greater frequency of avoidance and safety seeking behaviours. Ten of the 55 women seeking labiaplasty met diagnostic criteria for Body Dysmorphic Disorder. Approximately a third of the labiaplasty group recalled specific negative comments towards their labia compared to 3% in the control group. Ninety-six percent of women showed a reliable and clinically significant improvement on the Genital Appearance Satisfaction scale 3 months after the procedure; and ninety-one percent showed an improvement at the long-term follow up. Small effect sizes were found for improvements in sexual functioning. Eight out of 9 had lost their diagnosis of BDD at the 3-month follow-up.

Discussion: Labiaplasty appears effective in improving genital appearance and sexual satisfaction even in patients with BDD. However we have identified various avoidance and safety seeking behaviours, which could be used clinically as part of a psychological intervention for those with BDD.

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Phenomenology and characteristics of men with penile dysmorphic disorder compared to men anxious about their penis size and to controls: A cohort study.

Background: Men with body dysmorphic disorder may be preoccupied with the size or shape of the penis causing significant shame or handicap. Little is known about the characteristics of such men (termed in this study as with penile dysmorphic disorder or PDD) and whether they can be differentiated from men with Small Penis Anxiety (SPA) without PDD. As a first step before developing a psychological intervention for such men, we conducted a study to understand the phenomenology.

Methods: A cohort group design was used comparing men with PDD (n=26) against SPA (n= 31) and controls (n=33). The sample were compared on comorbidity, specific measures relating to beliefs about penis size and the experience of imagery, avoidance and safety seeking behaviours, as well as general and social anxiety, depression and quality of life.

Finding: Men with PDD had significantly higher scores than both the SPA group and control group for all psychological measures. The PDD group were more likely to experience recurrent images related to their penis in comparison to both SPA and controls. The SPA group scores were also significantly different to the control group scores but had a smaller effect size than the PDD group.

Discussion: We were able to differentiate the phenomenology of PDD clearly from the worries of SPA, which in turn were different to those of men without concerns. We identified the common images avoidance and safety seeking behaviours in such men that may be used clinically to develop a psychological intervention.

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Psychosocial risk factors for penile dysmorphic disorder compared to men anxious about their penis size and to controls: A cohort study.

Background: Men with penile dysmorphic disorder (PDD) are preoccupied with the size or appearance of their penis, causing them to experience significant shame or handicap. Little is known about the psychosocial risk factors in the development of PDD and whether this is different for men who are worried about their size but do not meet criteria for PDD.

Methods: Using a cohort group design, men with PDD were compared to men with SPA and an unconcerned control group, by their demographic characteristics, flaccid penile length, Body Mass Index, self-reported Childhood Trauma Questionnaire scores, Perception of Appearance and Competency Related Teasing Scale scores, and experiences of genitalia teasing and past medical conditions. Regression modelling was used to find predictors of scores on a Cosmetic Procedure Screening Questionnaire (COPS-P) (a questionnaire for symptoms of BDD) and that determines PDD, SPA, and control group membership.

Finding: Men with PDD had a significantly higher frequency of specific genitalia teasing, emotional and physical abuse and neglect, perceived appearance and competency teasing, increased age, higher Body Mass Index, and smaller flaccid penile length compared to SPA and controls. Specific genital teasing, appearance teasing and penile length predicted COPS-P scores and diagnostic group membership.

Discussion: Men with PDD appear to have some specific vulnerability in comparison to others who are anxious about their penile size, as well as those who are unconcerned. Although the PDD group had on average a smaller penile length than the SPA and control groups, they were still in the normal range.

Session 6: Moving forward: Achieving change in research, policy and practice

Convenors: Diana Harcourt and Nichola Rumsey

Centre for Appearance Research, University of the West of England, UK

Although great strides in understanding around the psychology of appearance have been achieved over recent years, significant methodological and practical challenges still slow the speed with which many of the 'big questions' in this field are being tackled. For example, the numbers specialising in the field of research is relatively small; historically, those focussing on disfigurement and body image have worked in parallel rather than in unison and there is considerable diversity in the constructs and measures used by researchers across both sides of this current divide; current understanding is largely derived from research in high income, Western countries; and some of the work in this area is with 'hard to reach groups' which makes recruiting large samples extremely challenging. Meanwhile, interventions to prevent or ameliorate the distress experienced by individuals and groups are still urgently needed, as are changes to policy and practice.

This symposium includes papers that explore bold initiatives to provide a community based intervention for those facing the challenge of living after burn injury in a country with limited resources (Hossain), establish a large UK wide cohort study to examine priorities identified by patients and their families in relation to living with a cleft lip and/or palate (Humphries & Stock) and introduce social activism within a school setting and establish a legal framework for cosmetic surgery (Langer & Wimmer-Puchinger). The final paper (Harcourt & Rumsey) considers some of the obstacles to swifter progress in research and practice, including whether or not there should, and could, be greater synergy between body image and visible difference literatures.

The audience will be encouraged to contribute to a discussion around what they envisage to be the current and future challenges in this field, and potentially, the focus and content of Appearance Matters 7.

S. HOSSAIN & S. PARVEEN

University of Dhaka, Bangladesh

Effectiveness of community based psychosocial support for people affected by acid burns and facial disfigurement in Bangladesh.

Twenty clients with facial disfigurements as a result of acid burns were randomly drawn to test the effectiveness of a community based psychosocial supportive intervention promoting management of mental health problems and positive living among burn survivors. Participants were children, adults and elderly people aged from 7 to 60 years. We assessed their problems and offered Cognitive Behavior Therapy (CBT)-based interventions such as cognitive restructuring, relaxation, problem solving and social skills training in individual and group sessions. We also spent time with their family and community members to inform them about mental health problems among acid burn survivors, challenge views about disfigurement, its causes and impact and promote acceptance of people affected by acid burns within the community. Data during the 8 month active intervention phase and six month follow-up showed that almost all clients reported improvements in quality of life. One of the elderly clients had reported suicidal ideation and planning because of his facial disfigurement and oblique reference, but had successfully returned to his previous positive outlook on life after the intervention. Having benefited from therapy themselves, participants had subsequently formed a self help group as an additional means of support and an opportunity to air their pain. The intervention now needs further testing to ensure its external validity. This presentation will reflect on the challenges and opportunities for providing community based appearance-related interventions in a low income country.

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The Cleft Collective cohort studies

Background and Purpose: Funded by the Healing Foundation, The UK Cleft Collective is the world's largest cleft lip and palate (CL±P) research programme to date.

Despite being one of the most common birth anomalies, little is known about the causes and consequences of non-syndromic CL±P. Treatment involves a considerable burden of care for patients and families from birth onwards, together with a variety of social and psychological challenges. Previous research in the field has relied on small sample sizes and cross-sectional designs. The results are contradictory and it remains an imperative to collect data within the context of a large scale longitudinal study. The Cleft Collective aims to address three questions commonly posed by parents of a baby born with a cleft:

- What has caused my child's cleft?
- What are the best treatments for my child?
- Will my child be OK?

Methods: Up to 3,500 children and their families will be recruited to the Gene Bank and Birth Cohort Study hosted by the University of Bristol. The team includes members of the Centre for Appearance Research (University of the West of England, Bristol) whose focus will be the psychosocial issues associated with CL±P and the support needs of families and children. Capitalising on the centralisation of care in the UK, this research is being carried out in close collaboration with each of the 11 cleft centres in the UK and with the professional Special Interest Groups involved in cleft care. A welcome by-product of this process is to facilitate a review of measures currently used to assess the impact of treatment and to support the collection of routine audit data by the professional disciplines involved in the study.

Conclusions: The centralisation of cleft care has put the UK in a unique position to undertake this cohort study. The challenges are considerable, however, within a generation, we hope to have generated a data resource which will help us to understand better the causes of cleft and the impact of the anomaly and its treatment on those families affected.

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Appearance Matters – Optimizing the outcomes for vocational guidance counselling and vocational training

One in five people have a disfigurement and for many, this ‘difference’ negatively impacts self-esteem and social functioning. They, and many others who do not (in their own eyes, or in the view of others) conform to societal norms or ideals of appearance, can experience distress, stigma and discrimination. A critical body of evidence now demonstrates that people who are distressed about their appearance can experience a range of negative effects, including lowered self-esteem, emotional distress, risk-taking behaviours, negative physical and/or mental health, poor educational outcomes and social exclusion. The objective of the project was to train career counsellors so they will be able to recognise clients who present with risk factors and symptoms for appearance dissatisfaction. A client with disfigurement and/or appearance dissatisfaction as a result may have experienced negative impact on their health, psychosocial and/or social experiences. This could mean that the client is very difficult to counsel and support in becoming self-activated and consequently if the career counsellor is not aware of the impact of appearance dissatisfaction, inadequate career counselling and/or unintentional discrimination might occur. Health psychologist together with career counsellors from 6 countries – Austria, Italy, Lithuania, Norway, Sweden and United Kingdom, developed a training resource that results in mitigate the negative effects of appearance dissatisfaction in career counselling situations. It consists of eight modules that can be facilitated as a one-day workshop or as self-directed learning and has currently been delivered to 225 individuals in the career counselling and vocational training sector; www.appearancetraining.com.

M. LANGER & B. WIMMER-PUCHINGER

Vienna Women’s Health Programme, Austria

Influencing policy and practice in Vienna: The work of Vienna women’s health programme

The City of Vienna’s Women’s Health Programme has focused on body politics, body image and eating disorders as a social phenomenon for many years. This paper outlines two recent initiatives designed to influence policy and practice; the first comprised a competition for schools promoting social activism, and the second resulted in the development of a legal framework for cosmetic surgery. In the first initiative, a competition was initiated targeting teachers and students in 8th and 9th grade (usually ages 14-15 years in the Austrian school system) in all schools in Vienna. The competition “We like everyBODY! Our school won’t join the size zero craze” encouraged students to promote a positive “body climate” in their school community while developing a PR campaign for this purpose.

The project aim was to help students improve their own body awareness by addressing topics like body image and self-acceptance, as well as showing positive role models for various body shapes and looks in the school. Altogether, some 340 students at 12 schools took part in the competition, between them submitting 17 campaign concepts.

Implementation of the winning PR campaign started in the school year 2012/13. The campaign based on the motto “just right.”, which had been developed by nine students and their teacher, was gradually implemented and integrated in the school’s everyday routine.

The work of the Vienna Women’s Health Programme has also influenced the development and implementation of a new Federal Act on Aesthetic Treatments and Surgery. Austria is only the third European country to pass legislation in this field. The key stipulations of the new Act include the introduction of psychological counselling for patients aged 16-18 years seeking surgery. All those with symptoms of psychological distress, psychiatric symptomatology, disordered eating, or body dysmorphic disorder must be referred to a clinical psychologist or psychiatrist for further assessment

D. HARCOURT, N. RUMSEY

Centre for Appearance Research, University of the West of England, UK

Where might we go from here?

The imperative to develop evidence-based interventions to prevent or ameliorate appearance dissatisfaction at individual, group and societal levels is undeniable. Yet despite great strides in understanding, considerable challenges remain. Appearance concerns are prevalent amongst people with or without a visible difference, and are clearly not the preserve of the young, yet we still know relatively little about appearance dissatisfaction across the lifespan and our understanding of the nature and impact of appearance concerns for males and of the role of ethnicity and culture in exacerbating or reducing distress is still limited. New imperatives such as the ubiquity of social media and an increasing array of appearance-altering surgical procedures continually change the appearance realm, and there is still much to learn about how to engage the interest and efforts of key policy makers and other agents of change. Merging the parallel fields of body image and disfigurement research would seem to have many potential advantages that could benefit researchers, practitioners and people affected by appearance concerns, but there are also considerable challenges. In this presentation we will consider whether these different epistemologies could be merged, which constructs and measures are key and whether there are other practical, historic and ethical considerations to take on board. We will summarise what we consider to be key issues and encourage the audience to contribute their views.

Oral & Poster Presentation Abstracts

(All abstracts are included and sorted alphabetically by the surname of the first author)

K. L. ABLETT¹, A. R. THOMPSON¹ & E. ROSPIGLIOSI²

¹University of Sheffield, UK, ²Katie Piper Foundation, UK

Poster: Evaluation of Services Provided by the Katie Piper Foundation

Background: The literature regarding the psychosocial impact of burns suggests that many individuals adapt well to their injuries, however there is evidence that some experience a range of long-term difficulties. The aim of this study was to evaluate a number of services provided by the Katie Piper Foundation (KPF), a national charity that supports people living with burns and scars.

Method: Beneficiaries of KPF events/treatments were invited to complete an anonymous cross-sectional online survey. This explored accessibility, satisfaction, and impact of events and/or treatments. Impact was assessed across a number of domains of wellbeing (confidence, relationships, mood, education/work).

Findings: Sixty respondents (57 female; 95%) fully completed the survey (response rate: 65.2%). Around half (48%) had heard about the charity through media coverage. KPF was described as accessible including ease of contact and accessibility of events/treatments.

Satisfaction with KPF services was high including information provided (95% 'somewhat' or 'extremely satisfied') and content of events and treatments (90% 'somewhat' or 'extremely satisfied'). Two events (Pamper Days; Cupcake/Chocolate Classes) and all treatments showed a statistically significant improvement in at least one wellbeing domain.

Discussion: The results have led to a number of recommendations for the charity to consider, for example continuing to provide events where beneficiaries have opportunities to talk with one another. It must be noted that some events/treatments only gained a small number of respondents to the survey which could have affected the power of statistical analysis.

K. L. ABLETT & A. R. THOMPSON

University of Sheffield, UK

Poster: The family experience of childhood vitiligo: An interpretative phenomenological analysis

Background: Vitiligo is a chronic condition in which progressive, permanent depigmentation occurs resulting in patches of white skin. The patches are highly visible and typically result in a disfigurement. In adults, the condition has been associated with psychosocial difficulties. Although around half of those who develop vitiligo do so before they are 20, there is a paucity of literature regarding impact on children and their families.

Methods: A purposive sample of children aged 7-12 was recruited through the Vitiligo Society (a UK charity). Individual semi-structured interviews were conducted with the children and also one of their parents.

Questions explored the progression of their vitiligo, its impact on various aspects of their lives and treatment. Recordings of the interviews were transcribed and analysed using Interpretative Phenomenological Analysis.

Findings: Initially, vitiligo resulted in a number of feelings such as confusion, guilt and anxiety. With time, it had become an incidental part of life for families. For many children, their skin condition had become a feature they defined themselves by. There was a theme of concern about the uncertain nature of the condition's progression, including the idea that increased visibility might be more detrimental to wellbeing. Speculation about continued impact as their child developed was also evident.

Discussion: The results of this study highlight the impact of vitiligo for a small group of children and their families. As with all qualitative research, the findings should be generalised with caution but certainly have implications for provision of support and healthcare for children with vitiligo.

A. ABRAMOWSKI

City University, London, UK

Poster: Obese men's relationship with food prior to weight loss surgery

Objectives: Eating from birth onwards is closely connected with interpersonal and emotional experiences and, therefore, its psychological and physiological dimensions cannot be strictly differentiated. This research aims to gain an in-depth understanding of obese men's relationship with food prior to having weight loss surgery. This is an area of great importance to Counselling Psychology as most professionals working with obese clients have leaned towards a biomedical and behavioural model, which neglects the importance of the subjective experience of the clients and engaging with them as collaborators seeking to understand their inner world.

Design: This research adopts a qualitative design and uses interpretative phenomenological analysis (IPA) to analyse the data as it has been shown to be an effective approach when little is known on a topic, there is novelty and complexity, and there are issues relating to identity and sense making. IPA is concerned with the cognitive, linguistic and affective connection between what people say, think, and how they assign meaning to their experiences.

Method: Eight participants have been recruited through two well renowned charities: (1) the British Obesity Surgery Patient Association (BOSPA) and (2) Weight Loss Surgery Information and Support (WLSinfo). Participants were invited to take part in a 60 minutes face-to-face semi-structured interview and asked questions regarding their relationship with food prior to receiving bariatric surgery.

Preliminary results: At this present time, the data is currently being analysed in accordance with IPA methodology.

Conclusions: The findings will increase our understanding and knowledge on how best to support men psychologically prior to undergoing bariatric surgery. Additionally, it will give men a voice in a field where the preponderance of the literature in qualitative research has solely focused on women's narratives.

N. AIRS, P. BRUG, C. CAMPBELL & C. SCIPLINO
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Oral: What's masculinity got to do with it? Examining the factors that affect body image and eating behaviours in men.

Background: Currently there are few qualitative studies investigating men's perceptions of body image and eating behaviour and the possible factors that affect these variables. Certain factors have been determined as having an effect on these variables; masculinity (Bogaert et al., 2009), self-esteem (Stice, 2002), drive for muscularity (Duggan & McCreary, 2004) and media influences (Dalley et al., 2009).

Methods: Interviews were conducted with fifteen male participants, ranging in age from 23 to 58 years (M=28.6). The questions for the interview schedule were taken from established questionnaires such as the Body Appreciation Scale (Avalos et al., 2005) and the Rosenberg Self-esteem Scale (Rosenberg, 1965). Inter-code reliability indicated reliability. Grounded theory was used for analysis

Findings: Theme that arose from the data indicated that media, perceptions of masculinity, exercise behaviour, food control, drive for muscularity and past experiences are factors that affect body image and eating behaviour in men.

Discussion: The results of this study suggest that when working with men with eating disorder and/or body image concerns, perceptions of masculinity and drive for muscularity need to be taken into account

N. AL-HADITHY¹, A. HOSAKERE² & K.J. STEWART²

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Oral: Does the degree of ptosis predict the degree of psychological morbidity in bariatric patients undergoing massive weight loss body contouring?

There is proven therapeutic benefit in bariatric surgery for obese patients. Consequently the National Institute of Health, USA and the National Institute of Clinical Excellence, UK has provided referral guidelines for bariatric surgery. Successful bariatric surgery will result in massive weight loss and ptotic skin, which can cause significant functional and psychological problems. As bariatric surgery increases so will the demand for plastic surgery. Currently there is no evidence based indication for massive weight loss body contouring and therefore there is no standardized provision.

Method: A prospective multicentre, observational study of outcomes in 75 patients undergoing bariatric and plastic surgery procedures at 2 clinical sites was performed to determine whether the degree of ptosis can be determined by the type (malabsorptive or restrictive) of bariatric surgery and if the extent of disfigurement has an impact on psychological morbidity. Anthropometric measurements were compared to patient report outcome measures including the Derriford 24, the Hospital Anxiety and Depression Scale, the Short Form-36, the Bariatric Analysis Reporting Outcome System, and the Eating Disorder Questionnaire.

Conclusion: This study demonstrated that there is a statistically significant quantifiable correlation between type of bariatric surgery, degree of ptosis and psychological morbidity in patients who have undergone bariatric surgery. This pilot study could provide the basis for evidence based guidelines for plastic surgery referral.

J. M. ALLEVA, C. MARTIJN, A. JANSEN & C. NEDERKOORN.

Maastricht University, Netherlands

Oral: Body language: Affecting body satisfaction by describing the body in functionality terms

With the current studies we aimed to improve body image by training individuals to focus on the functionality of their body. Using the objectification theory as a guiding framework, we reasoned that (predominantly) focusing on body appearance reflects self-objectification and is related to its negative consequences (e.g., body dissatisfaction). In contrast, focusing on body functionality has been related to positive body image and may help individuals to decrease their focus on body appearance. In Study 1, 59 female and 59 male undergraduates and, in Study 2, 118 women between the ages of 30 and 50 years completed an online writing assignment to experimentally manipulate their body focus. Participants either described what their body can do (functionality focus), what their body looks like (appearance focus), or completed a control task. In Study 1, male undergraduates who focused on body functionality experienced an increase in functionality satisfaction from baseline to test-day, whereas female undergraduates who focused on body appearance experienced a decrease in functionality satisfaction both from baseline to test-day and from baseline to 1-week follow-up. In Study 2, women who focused on body functionality experienced an increase in functionality satisfaction from baseline to 1-week follow-up. No changes in appearance satisfaction or self-esteem were found in either study. The current studies are the first to experimentally manipulate a focus on body functionality in order to affect body image. The findings suggest that perceived functionality may be a fruitful target for future research and interventions.

T. D. ALLPORT¹ & N. RUMSEY²

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Oral: The social construction of identity, support and resilience in visual difference: interpretative phenomenological analysis of conjoint family interviews after amputation following meningococcal septicaemia

Background: Most people with visible difference cope well, although disfigurement is a major risk for psychological distress and social isolation. Objective severity of visible difference is poorly correlated with psychological outcome. Understanding this diverse experience is important for targeting and tailoring support. There is need for research investigating longterm outcomes, using qualitative, interpersonal methodologies to investigate the social construction of perceptions, identities and resilience processes, and developing conceptual frameworks (Mouradian 2001).

Young people report significant appearance-related concerns after severe meningococcal infection (Wallace 2007). Amputation is an uncommon but devastating consequence of severe meningococcal infection, with limb-loss often not apparent immediately in social interaction.

Methods: A cohort of 9 children and young people treated at a single centre were visited at home at least 3 years after amputation. Semi-structured family interviews were studied with Interpretative Phenomenological Analysis. Results have been linked conceptually to existing appearance research.

Findings: Appearance, experienced in social interaction, was central to evolving identity after amputation. Distress at unpredictable and unwelcome social responses to subtle visible difference affected choices about social participation. Family and peer support seemed strongly protective and resilience-promoting, with some participants describing potentially transformative social roles.

Discussion: This approach highlights processes in the social construction of identity, support and resilience, for young people with visible difference. The experience and significance of visible difference, often experienced by disabled people (Goffman, 2009), needs integrating with concepts of participation and choice. Phenomenological analysis of conjoint family interviews may be a useful approach to understanding the 'hermeneutics' of visible difference.

A. ALPERIN¹, M.J. HORNSEY¹, L.E. HAYWARD¹, F.K. BARLOW¹ & P.C. DIEDRICH²

¹University of Queensland, Australia, ²Centre for Appearance Research, University of the West of England, UK

Oral: The influence of feminist attitudes on attractiveness ratings

This project investigated how feminist attitudes influence attractiveness ratings of different body shapes. Research shows that women who hold sexist attitudes are more likely to rate thinner women as attractive (Swami et al., 2010), whilst sexist men are more likely to rate a narrower range of female figures as attractive (Swami et al., 2010). We wanted to switch this around and see how feminist attitudes may influence ratings of attractiveness.

Participants (200 of each gender) rated how attractive they found figures of men and women, varying in body size and muscularity. They then rated the figures again, this time indicating which they would date. Following this, participants described their own body type, level of physical attractiveness, and body image. They then completed subsections of the Liberal Feminist Attitude and Ideology Scale and indicated how much they identified as being a feminist and as being somebody who believes in gender equality. Lastly, participants completed a short version of the Beliefs about Appearance Questionnaire (Cash, 2003).

Results showed that both men and women who identified as feminists were more likely to rate larger figures as being more attractive and dateable. In contrast, when asked which figure is the smallest that they would find attractive, men who identified as feminists, were more likely to say a larger figure, whereas, somewhat surprisingly, the inverse was true for women who held feminist beliefs. It appears that women who hold feminist beliefs consider a wider range of bodies to be attractive.

R. ANDREW, M. TIGGEMANN & L. CLARK

Flinders University, Australia

Oral: Is positive body image more than just a lack of body dissatisfaction? Predictors and health-related outcomes in young women.

Background: Positive body image is increasingly gaining attention in the body image field where past research has primarily concentrated on body dissatisfaction. Recent research has indicated that positive body image can be conceptualised as more than just an absence of body dissatisfaction. The present study aimed to examine potential predictors and health-related outcomes of positive body image in young women, compared to relationships with body dissatisfaction.

Method: Participants were 266 women who completed an online questionnaire measuring body appreciation and body dissatisfaction and potential predictors: body acceptance by others, self-compassion, self-objectification, social comparison, internalisation of media messages and appearance media consumption. The health-related behaviours of sun protection, cancer screening, seeking medical attention, weight-loss behaviour and alcohol and tobacco consumption were measured as potential outcomes.

Findings: The pattern of correlations with the proposed predictors and outcomes was somewhat different for body appreciation and body dissatisfaction. Multiple regression analyses showed that body appreciation was uniquely (over and above body dissatisfaction) associated with body acceptance by others, self-compassion, self-objectification, internalisation of media messages and social comparison, but not appearance media consumption. For health outcomes, body appreciation explained unique variance, over and above body dissatisfaction, in sun protection, skin screening and weight loss behaviour.

Discussion: The findings add to our theoretical understanding of positive body image and provide additional evidence that positive body image can be understood as separate to a lack of body dissatisfaction. The results also highlight potential areas that may be targeted to promote certain healthy behaviours in young women.

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Poster: A photographic exploration of family burn camp

Background: The psychosocial impact of a burn may include adjusting to changes in appearance as a result of the injury such as scarring, or in some cases, amputation. There are a number of interventions to help young people manage the challenges of a burn injury including burn camps, which are specially designed activity holidays for children with burns. This study explored the experiences of the entire family at a specialised weekend long family burn camp; employing photo-elicitation which has been used to evaluate activity programmes in the past, but to date has not been used in burns research.

Methods: Six families were given a camera and asked to take photographs of their time at camp. Participants took an average of 21 photographs and were asked to select 8-10 salient photographs to discuss during the interviews.

Findings: The interviews were analysed using thematic analysis and produced three main themes: new activities and experiences; having fun without feeling different; and support from those who understand.

Discussion: The use of photo-elicitation was found to be an effective tool for engaging the families in the research and encouraging them to recall and speak openly about their time at camp. Overall, camp provided the families with a safe environment to relax and have fun, and the chance to speak to other people who had been through a similar experience. Children were able to have fun without worrying about their appearance and adults were able to address their feelings towards the injury.

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Poster: Evaluation of the reproducibility of the Craniofacial Surgery Attitudes Measure for youth with facial differences.

Background: Patient-reported outcomes are an integral component of the evaluation of appearance-altering craniofacial procedures. We developed a Craniofacial Surgery Attitudes Measure (CSAM) and assessed test-retest reliability (i.e. reproducibility) of the CSAM questions.

Methods: Forty-three youth ages 11-18 years with a noticeable congenital or acquired facial difference recruited through a large NIH/NIDCR study (grant # R01 DE13546) at four US centers and one UK site completed the initial CSAM in clinic and one week later at home. The CSAM includes 35 questions across two domains: 1) Experiences with Past Surgery and 2) Expectations of Future Surgery. Study investigators (n=5) also completed an electronic survey in which they were asked to predict the reproducibility of questions (corresponding to intraclass correlation coefficient s (ICC) >0.7 or <0.7).

Findings: Approximately 25% of questions demonstrated ICC >0.7. Questions with the lowest correlation included: "I am happy with the results of the surgeries on my face or head," "I feel I look better since the surgeries on my face or head," and "Doctors know the best treatment." There was little correlation between the investigator's prediction of the degree of reproducibility and the estimated reproducibility.

Discussion: Consideration of contextual influences on patient-reported results will increase the value of information obtained from patient-reported instruments used to assess craniofacial treatment outcomes. Among other factors, the subject's response to an instrument item may be influenced by cues from their surroundings, which should be considered in such studies.

M.J.ATKINSON & T.D.WADE
Flinders University, Australia

Oral: A novel approach to eating disorder prevention: Evaluation of a mindfulness-based approach to reducing the risk of eating disorders in young females

Background: The present research conducted randomised controlled evaluations of two interventions with respect to reducing body image disturbance and risk of disordered eating in young females.

Methods: In two separate trials, young adult females with elevated body image concerns ($N = 44$) or classes of senior high school students of all levels of risk ($N = 376$) were randomly allocated to a 3-session mindfulness or dissonance-based intervention, or to assessment-only control. Self-report measures of eating disorder risk factors, symptoms, and associated psychosocial impairment were compared at baseline, post-intervention, 1-month, and 6-month follow-up.

Findings: For young adults, mindfulness participants demonstrated short-term improvements in weight and shape concern ($d = 0.86$), dietary restraint ($d = 0.93$), thin-ideal internalisation ($d = 1.22$), eating disorder symptoms ($d = 0.87$) and related psychosocial impairment ($d = 0.90$) relative to control. However, these effects largely faded over follow-up. Dissonance participants did not show significant improvements relative to control, despite small to moderate effect sizes across outcomes ($d = .21 - .74$). For the high school sample, effect sizes were smaller overall and favoured dissonance, with significant improvements in weight concerns, negative affect, and dieting relative to control among low-risk dissonance participants. A short-term improvement in weight concerns was observed for mindfulness participants. There was limited benefit for high-risk participants.

Discussion: These preliminary findings provide enough support for the continued evaluation of mindfulness in the context of eating disorder prevention and early intervention, with attention to optimising delivery format, target age, and maintenance of intervention gains.

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Poster: Young people's experiences of Neurofibromatosis type 1

Background-Neurofibromatosis type 1 (NF1) is a genetic condition which can result in varying degrees of visible difference (disfigurement). There is currently little research into the psychosocial impact of the condition during adolescence; a time when health behaviours are consolidated and appearance concerns become more salient.

Methods- Surveys of young people aged 14-24 with a diagnosis of NF1 ($n=73$), parents of young people with NF1 ($n=55$) and health professionals who work with people with NF1 ($n=53$) were developed following in depth interview studies with these participant groups. Measures included the Perceived Stigma Questionnaire, Social Comfort Questionnaire, Body esteem (appearance subscale), the Brief-IPQ, the Coping Health Inventory for Parents and the Subjective Happiness Scale.

Findings- The uncertainty of NF1 and the importance of appearance were identified as central to young people's experience. No significant difference was found between young people who felt their NF1 was or was not noticeable on measures of happiness, stigma or social comfort. Parents however did perceive a relationship between the noticeability of their child's NF1 and their stigma experience and social comfort, while the majority of Health professionals reported that tumor load is not an indicator of how a person with NF1 feels about their appearance.

Discussion-Findings highlighted the variety in young peoples' experiences of NF1; within this there was consensus that both the uncertainty of the condition and feelings about their appearance were important concerns for young people. However, whilst appearance concerns were well recognised the impact of the noticeability of the condition is less clear.

F. K. BARLOW, A. ALPERIN, LE HAYWARD, M.J. HORNSEY & P.C. DIEDRICHS.

Oral: How contact with overweight people is related to how we interact with our bodies and those of others

Objective: This paper aims to investigate whether contact with overweight people is associated with weight bias, as well as vigilance around our own bodies.

Methods: We recruited 1452 participants (276 which did not complete all the measures) to complete surveys regarding anti-fat attitudes, fat talk, drive for thinness and body checking behavior.

Results: We found that while positive contact with overweight people predicted decreased prejudice, regardless of whether participants were overweight ($p < .001$, 95%CI = -.282 to -.140) or not ($p = .003$, 95%CI = -.160 to -.032) negative contact was a stronger predictor of increased prejudice ($p < .001$, 95%CI = .172 to .320 and .312 to .436, respectively). For non-overweight participants, any contact with overweight people (whether positive or negative) predicted increased body checking behaviors (positive- $p = .002$, 95%CI = .027 to .123, negative- $p < .001$, 95%CI = .190 to .284) and fat talk (positive- $p = .047$, 95%CI = .001 to .116, negative- $p < .001$, 95%CI = .206 to .319) and negative contact predicted increased drive for thinness ($p < .001$,

95%CI=.094 to .218). However, for those who were overweight a different picture emerged. While negative contact predicted increased body checking behaviors ($p < .001$, 95%CI=.061 to .173) and fat talk ($p < .001$, 95%CI=.132 to .268), positive contact predicted decreased drive for thinness ($p = .001$, 95%CI=-.194 to -.052) and body checking behaviors ($p < .001$, 95%CI=-.190 to -.082).

Discussion: This paper demonstrates that the interactions we have with overweight people are inherently tied to both our attitudes towards them and our relationship with our own bodies

A.J.BATES

University of Kent, UK

Poster: Living with a cleft lip/palate and a learning disability: young people's satisfaction with their appearance and social experience.

Background: Although it has been suggested that a learning or language disability affects nearly half of those with a cleft (Cepionene et al. 2000), people with a learning disability in addition to a cleft have historically been neglected in research. Learning disability research suggests that for those with an additional risk factor, such as another condition, behavioural problems may be apparent (Weiner 2004). It is important to consider whether the presence of a learning disability is a significant additional stressor for young people with clefts? Also, is one condition more difficult to cope with than another? Without knowledge of the experiences of those who have a learning disability in addition to a cleft, it is difficult to plan appropriate support, training and care. Therefore the aim of this research is to compare the satisfaction with appearance and social experiences of young people who have clefts, with and without learning disabilities.

Method: Semi-structured interviews were carried out with young people aged 9-16 years with clefts (with and without learning disabilities, total n=10-16). Their parents were also interviewed (total n = 12-18). Interview topics included satisfaction with appearance, decision making about treatment and social experiences.

Findings: The work is still in progress, details of emerging results will be presented. The data will be analysed using thematic analysis.

Discussion: The main discussion points are implications for 1) support, 2) training and 3) care.

B.T. BELL, L.F. WOOD, S.L. HAWLEY, J.C. BRUERTON

Poster: Sharing and following diet and exercise regimes on social networking sites: The role of body and appearance concerns

Sharing exercise and diet information on social networking sites is a growing trend. However, very little is known about why users post this or why they follow the information that they encounter. Furthermore, even less is known about the psychological characteristics of these users (especially in relation to how they feel about their own bodies). In the present study, over 500 men and women (aged 18 -45) completed questionnaires that aimed to assess the frequency with which they post and follow exercise and diet information online via social networking sites, and their motivations for doing so (using open-ended questions). Motivations for posting and following exercise and diet information were coded using content analysis. Participants also completed psychometric measures of body image (Body Appreciation Scale), eating disorder symptomology (Eating Attitudes Test) and attitudes towards physical activity (International Physical Activity Questionnaire and Motives for Physical Activity Measure). Analysis of how these psychological constructs are related to the frequency, and motivations for, posting and sharing exercise and diet related information online are currently ongoing and will be presented at the conference.

K. BLYTH, J. BAMFORD, S. BROWN, T. KELLY, & N. STOCK.
Royal Victoria Infirmary, Newcastle-upon-Tyne, UK

Poster: A patient and carer reported outcome measure for satisfaction with appearance in the cleft lip and palate population

Introduction: Appearance issues may present in some cleft patients and therefore it is vital to measure appearance satisfaction. The Cleft Psychology Special Interest Group has developed a simple to use questionnaire called Satisfaction with Appearance (SwA). This has been used for clinical and audit purposes by cleft teams throughout the UK. However, the statistical properties of the measure have not been demonstrated.

Method: The measure was administered to 955 patients across the UK who were born with a cleft lip and/or palate at their 10, 15 and 20 year audit appointments. It was also administered to 1648 carers of 5, 10 and 15 year old patients. Construct validity was investigated using a factor analysis. Sensitivity to change was tested on the results of 24 adult patients before and after appearance surgery using the Wilcoxon matched pairs test.

Results: Factor analysis showed that cleft-related appearance, communication and non-cleft characteristics clustered independently. Additionally, statistical significance was demonstrated for the majority of cleft-related features.

Conclusion: The findings demonstrate that the SwA has good statistical properties. It is a potentially use screening tool to ascertain patient and carer reported outcomes and as a pre and post intervention assessment. The next step is to develop normative data for the cleft population.

A. BROWN

Deakin University, Victoria, Australia.

Oral: Ageing and social visibility

Background. Ageing is a normal developmental process yet media images portray ageing women as being in need of correction or repair. Although physical appearance has always featured in the media, older women have been invisible in advertising. When images of women over 50 do appear they are packaged in such a way that age is removed from their physical appearance. This study aimed to understand the messages in advertisements specific to women's appearance and ageing.

Method. A content analysis of 710 advertisements from two prominent Australian women's magazines, from 1960 to 2010, was conducted. The magazines were selected because of their diverse readership and their female target audience.

Findings. Advertisements featured in the two magazines over the last 50 years provide a narrow range of images of women in relation to physical appearance. The term anti-age first appeared in advertisements for beauty products in the early 1990s. This term implied that it had become unforgivable to show any signs of ageing. The findings also indicated that social pressures on women of all ages to look young, slim and beautiful have increased from the 1960s.

Discussion. Western society is obsessed with youth and beauty. As women journey through the life course they encounter media images attaching high values to appearance, encouraging them to mask any visible signs of ageing. These messages have the potential to entrench women more deeply into a lifelong

obsession with physical appearance believing that a youthful face and body equates with status and social visibility.

J.C. BRUERTON, L.F. WOOD, S.L. HAWLEY & B.T. BELL
York St John University, UK

Poster: What is more important in predicting Body Appreciation?

Though body image has been discussed at length in research literature, this discussion has tended to focus on the negative aspects of body image (e.g. body dissatisfaction) meaning little is known about the more positive aspects. The current study aimed to examine the factors that predict positive body image (as measured using the body appreciation scale) amongst a university campus population. Questionnaires measuring motives for exercise (Motivation for Physical Activity Measure - Revised), attitudes towards eating (Eating Attitudes Test - 26) and demographic variables (including age and gender) were distributed on campus as part of an event that aimed to raise awareness of body image related issues. A data set of 151 participants, of students and staff was obtained and analysed using multiple linear regressions. It was found that attitudes towards eating (more specifically, dieting, indications of bulimia, and pre-occupation with food) and exercising for appearance related motives, negatively predicted body appreciation. Exercising for fitness related motives was found to positively predict body appreciation. The findings will be used to inform the design and development of interventions aimed at promoting body appreciation on campus.

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Poster: Effects of body image exposure on esthetic preference: the case of Anorexia Nervosa.

Perceptual experience may shape individual esthetic appreciation in favor of familiar round body figures. Presently it is unknown whether brief exposure to a certain body weight may also bias the esthetic appreciation of the body in patients with Eating Disorders (EDs). Here, we tested whether women diagnosed with Anorexia Nervosa (AN) experience perceptual biases due to adaptation to thin and round body shapes. A consecutive sample of 13 patients with AN were compared to a group of 13 matched-controls, while expressing esthetic judgments after exposure to different body weights. The analysis of the esthetic VAS revealed that both AN patients and controls expressed higher liking judgments for thin than for round bodies, in all conditions. Furthermore, brief exposure to round figures increased the liking judgments of round models in both groups. However, compared to controls, only AN patients showed an increase of the liking judgments of thin models, after adaptation to round figures, which positively correlated with their greater preoccupation with dieting (higher drive for thinness scores). Our results suggest that AN patients' perception of body appreciation is easily malleable by exposure to round figures. Crucially, this shift in the body esthetic perception may strongly contribute to the development and maintenance of body image disturbances in EDs.

Y.S. CHIN, S.C. LAI, C.C. HIEW, Y.M. CHAN, & M.T. MOHD NASIR
Universiti Putra Malaysia

Poster: Misperception of body image and disordered eating among Malaysian adolescents staying in boarding schools

Background: This study aimed to determine the associations between perceptions of body weight status and healthy body size, body size satisfaction, and disordered eating among Malaysian adolescents staying in boarding schools.

Methods: This study involved 3765 adolescents with mean age of 13.0 ± 0.3 year-old who stayed in 100 schools from six geographical zones in Malaysia. Adolescents completed the Contour Drawing Rating Scale (CDRS) and items on weight perception that assessed their perception of body weight and size, and Eating Attitudes Test (EAT)-26 that assessed disordered eating.

Findings: More than one-third of the adolescents (35.7%) had disordered eating, with a mean EAT score of 16.3±12.1. Based on the CDRS, majority of the adolescents (70.9%) were dissatisfied with their body size. Half of them (Over-estimator= 10.8%; under-estimator= 40.4%) perceived their weight status incorrectly, while 33.8% (Over-estimator= 4.2%; under-estimator= 29.6%) misperceived the healthy body size in CDRS. The prevalence of disordered eating was significantly higher in adolescents who perceived their weight status incorrectly ($\chi^2=24.249$, $p<0.01$) and misperceived the healthy body size ($\chi^2=28.706$, $p<0.01$). There was no significant association between body size dissatisfaction and disordered eating. In addition, under-estimation of weight status, over-estimation of weight status, over-estimation of healthy body size were 1.286 times (95%CI: 1.115-1.484), 1.587 times (95%CI: 1.273-1.979) and 2.311 times (95%CI: 1.667-3.207) more likely to develop disordered eating, respectively.

Discussion: Misperception of weight status and healthy body size, but not body size dissatisfaction predicted disordered eating. Future intervention program should focus on correcting the body image perception to prevent disordered eating of Malaysian adolescents.

A. J. CLARKE
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Oral: Stigma, reproduction and genetic disease: self-esteem and the experience of life with hypohidrotic ectodermal dysplasia (HED)

Background and Objectives: Hypohidrotic ectodermal dysplasia (HED) is a rare, inherited disorder that leads to sparse hair, few teeth and impaired sweating. It impacts substantially on physical appearance and often leads to stigmatisation as well as practical difficulties (eg overheating). When talking about HED, patients and relatives sometimes focus on the health problems and sometimes the social challenges. This study explored the connection between how family members talk about the condition and their attitudes to, and decisions about, reproduction and transmitting HED to offspring.

Methods: Interviews were conducted with members of 20 families to explore their experiences of life with HED, including the management of stigmatisation and making decisions about reproduction.

Findings: Coping with stigmatisation is as much a problem for affected males as avoiding the hazards of overheating. Discussing their attitudes to reproduction raises challenging questions for affected males, reflecting their experiences of life and self-esteem. Decisions about reproduction made by their female relatives (who may carry the condition), and discussions about these decisions, may be constrained by their wish not to cause emotional hurt to their affected male relatives. Female carriers may also express guilt at transmitting the condition despite the absence of moral culpability.

Discussion: There are important implications of these findings both for supporting families with HED and more generally for considering the place of experienced or anticipated (imagined) stigma in the making of reproductive decisions. Such effects may be important components of decisions in the face of information generated by new methods of prenatal screening.

I. COY-DIBLEY

Birkbeck University, London, UK

Poster: The cultural epidemic of female Body Dysmorphia and the power constructs of weight within Mary Gaitskill's Two Girls, Fat and Thin

Weight is a prevalent concern for females of Western Culture, whether too thin or too fat, the power dynamics of weight are consistently integral to society's perception of the female body in particular. What does this say about society, about how our identity is shaped physically/psychologically and ultimately why does weight matter so much? Within *The Beauty Myth* (1990), Naomi Wolf articulates the problematic onset of women's beauty competition and their increasing fixation on aesthetic value. She states,

"Beauty" is a currency system like the gold standard. Like any economy, it is determined by politics, and in the modern age in the West it is the last, best belief system that keeps male dominance intact. In assigning value to women in a vertical hierarchy according to a culturally imposed physical standard, it is an expression of power relations in which women must unnaturally compete for resources that men have appropriated for themselves.

Additionally, the increasing infiltration of pornography into mainstream culture, has not only queered the female gaze, sexual desires and previous norms, but has equally created a cultural epidemic of dysmorphia towards women's bodies and what is visually and aesthetically considered beautiful, desirable or even real and possible. By examining *Mary Gaitskill's Two Girls, Fat and Thin* (1991), I aim to question how weight effects relationships, not only between men and women, but women and women, and whether this dysmorphia is simply a heteronormative phenomenon, or if these cultural perceptions of weight affect women of alternative sexual-orientations.

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Oral: Body image and psychosocial functioning in adolescents with and without craniofacial conditions

Background: Body image is a multidimensional construct, defined as an individual's perception and evaluation of physical appearance. Differences in body image dimensions may help explain the variation in psychosocial functioning observed among youth with craniofacial conditions. However, few studies have examined body image dimensions in this population.. This study aimed to: 1) evaluate body image dimensions in adolescents with and without craniofacial conditions; and 2) examine psychosocial correlates of body image in both groups.

Methods: In this cross-sectional study, 70 adolescents (mean age: 15.6 years; 44% female) with visible craniofacial conditions and a matched sample of 43 adolescents (mean age: 15.8 years, 48% female) without craniofacial conditions completed measures of body image (body image disturbance; appearance evaluation and investment; satisfaction with facial appearance) and psychosocial functioning (social comfort, stigmatization, depressive symptoms, and quality of life).

Findings: Adolescents in both groups reported comparable levels of body image disturbance and satisfaction with facial and overall appearance. Adolescents with craniofacial conditions were significantly ($p < 0.001$) less invested in appearance compared to adolescents without craniofacial conditions. Females in both groups reported significantly ($p < 0.01$) greater investment in appearance compared to males. Greater body image disturbance was significantly ($p < 0.01$) associated with lower quality of life, greater depressive symptoms, less social comfort, and greater perceived stigmatization in both groups.

Discussion: Results suggest that body image dimensions are related to psychosocial functioning in adolescents with and without craniofacial conditions. Appearance investment may be an important target for intervention particularly for females with craniofacial conditions.

S.E. DALLEY

University of Groningen

Background: Rumination refers to self-focused, persistent, recurrent thinking about higher order goals and functions to keep goal related information accessible. Rumination, in the form of brooding and reflection, is

associated with eating pathology in women. However, it is unclear which higher order goals are most accessible. Rumination could be focused on a desirable approach goal such as an idealised hoped-for thin self or an undesired avoidance goal such as a feared fat self. Study 1 examined the relationship between the accessibility of the hoped-for thin and feared fat possible selves and rumination about eating, weight and shape. Study 2 explored whether possible self accessibility mediated the impact of rumination on unhealthy eating attitudes.

Methods: In study 1 female students (n=117) completed the Rumination Response Style-Eating Disorders (RRS-ED) and 2 modified versions of the Goal Disengagement Scale (GSD; e.g. "It's easy for me to stop thinking about my feared fat (hoped-for) body and let it go"). In study 2 female students (N=186) completed the RRS-ED, the Eating Attitude Test-26, and Possible Self Accessibility (2 item measure: "How vivid or clear is this feared fat (hoped-for thin) body in your mind", "How frequently do you think about this feared fat (hoped-for thin) body". Findings: Only the feared fat self version of the GSD was significantly correlated with brooding and only the feared fat self mediated the impact of brooding on unhealthy eating attitudes.

Discussion: The feared fat self is an important but neglected variable in women's body image research.

S.E. DALLEY & S.M. DONOFRIO
University of Groningen, Netherlands

Poster: The effect of rumination on the relationship between self-consciousness and binge-eating

Background: Binge-eating is a highly distressing symptom that has been found to co-occur with other symptoms of eating disorders such as bulimia nervosa. One perspective of binge eating is that it is an attempt to escape high levels of aversive self-consciousness. A primary aim of this study is to examine a role for rumination, and in particular brooding, as a mediating mechanism between self-consciousness and binge eating. A secondary aim is to examine the relative impact of private and public self-consciousness through brooding on binge eating.

Methods: 235 female college students completed questionnaires containing measures of: public and private self-consciousness, Ruminative Response Scale-Eating Disorders (RRS-ED), and Binge eating (single item taken from the Eating Attitudes Test-26).

Findings: Multiple mediation bootstrap analysis revealed a single mediation pathway from public self-consciousness through brooding on binge eating.

Discussion: These findings suggest, firstly, that binge eating can be seen as an attempt to escape passive and recurrent thoughts about how a woman's body appears to others. Secondly, that such rumination occurs over and above a self-reported body weight. Thirdly, and finally, that ruminating about eating, weight and shape should be a focus on binge-eating interventions.

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¹Directorate of Health Iceland, ²Hamrahlid College, Iceland, ³ University of Iceland

Oral: First steps in eating disorder prevention in Iceland

In Iceland, nearly 80% of young females are dissatisfied with their bodies and 15% of college females and 2% of males meet diagnostic criteria for an eating disorder. Nevertheless, no evidence-based programs to improve body image are available in the country. This presentation describes two studies that tested whether a well-established dissonance-based body image program (*The Body Project*) would be effective in Icelandic settings. In study 1, 23 15 and 16 year old adolescent females in two secondary schools were randomly assigned to an intervention group or wait-list. All participants completed measures on thin-ideal internalization, body image disturbance, dietary restraint, and eating disorder pathology before and after a four-week program in the intervention group. Results showed a significant reduction in thin-ideal internalization and eating disorder symptoms among intervention participants compared to wait-list controls. However, no significant improvements were seen in dietary restraint or body image disturbance. Study 2 compared the original version of the program with an adapted version that consisted of 2 two-hour lessons offered one week apart. Eighty-one 15 and 16 year old females were randomly assigned to receive either the original or adapted version. Results showed that both versions were equally effective in reducing thin-ideal internalization, body image disturbance, dietary restraint and eating disorder symptoms among participants. Importantly, no evidence suggested negative consequences. Our conclusion is that dissonance-based eating disorder prevention programs may safely be implemented in Icelandic settings and show promise to be effective in reducing body dissatisfaction and associated problems in this population.

N. DEIGHTON-SMITH¹ & B. BELL²

¹Leeds Metropolitan University, UK, ²York St. John University, UK

Oral: Is the #fitspiration culture on social media inspirational, healthy, or harmful? A content analysis of Instagram images

The Westernised body ideal currently represents that of a fit, toned physique for both men and women. Social media provides a universal platform for individuals to share fitness ideas and bodily images as a means of inspiring others. To date, over two million images have been posted on Instagram using the hashtag #fitspiration. Research has yet to explore how individuals conceptualise a 'fit' body and its physical capacity via social media. Hence, a content analysis of 1000 Instagram #fitspiration images aimed to explore messages relating to appearance, health, and fitness. This represented eight hours of images. An analysis of the images revealed distinct categories in which they were grouped: i) 'selfies' (over 1/5th of the sample), ii) transformation shots, iii) portraits (with and without a face) that emphasised specific body parts, iv) food that portrayed 'clean eating', and v) images with an exercising slogan or mantra. Groupings were relatively comparable across men and women. The posting of selfies and portraits included objectified full body shots for women, whilst for men the emphasis was on their abdomens and arms. Images with slogans ($n = 155$) incorporated a background suggestive of some form of physical activity. Preliminary findings suggest that fitness inspiration on social media is predominantly aesthetics-focused, irrespective of gender. Images depicted exercise as a mechanism to achieve change in one's physical appearance. This may have a detrimental impact on those who aspire to unhealthy and unattainable fitness- and appearance-related goals. A textual analysis of the slogans will also be presented.

N. DEIGHTON-SMITH, H. FAWKNER, G. MARKS, & F. FYLAN
Leeds Metropolitan University, UK

Oral: Factors that predict positive body image among nulliparous pregnant women: An examination of self-esteem, cultural socialisation, and weight locus of control variables

It is well documented that body-image attitudes in women are in some way influenced by cultural socialisation (e.g., media influence and ideal internalisation), physical characteristics (e.g., weight and shape), and personality attributes (e.g., self-esteem and locus of control). Self-esteem is a fundamental aspect of psychological well-being and a woman's satisfaction with her weight is likely to form a central facet of her self-esteem. That said, much of the literature has focused on negative body image and there is a distinct lack of research that has considered these variables in a pregnant population. The experience of pregnancy presents a definitive, yet naturally-occurring deviation from a fit and slender bodily ideal during adulthood. Hence, the present study examined factors that were predictive of positive body image in nulliparous pregnant women ($N = 181$). Participants were represented across all three trimesters with a mean age of 27.7 years ($SD = 5.20$) and self-reported good to excellent health. Participants completed scales that measured body appreciation (BAS), societal influence on body image (SATAQ – 3), self-esteem (RSES) and a new locus of control measure specific to pregnancy weight gain and exercise (PLOC – WGE). The overall model explained 57.6% of the variance, statistically significant at $p < .001$. Regression analyses showed that self-esteem was the strongest predictor of body appreciation, over and above that of general internalisation (SATAQ – IG) and levels of internality (PLOC - I). Findings highlight the importance of nurturing pregnant women's self-esteem as a means of increasing body confidence through the transition towards motherhood.

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Oral: Differential prevalence of depressive and narcissistic traits in agonistic and non-agonistic bodybuilders with muscle dysmorphia

Muscle dysmorphia disorder (MDD) refers to a constellation of symptoms mainly involving (i) a pervasive dissatisfaction for one's own physical appearance, (ii) a constant drive for increasing lean body mass and (iii) a consequent functional impairment in several aspects of everyday life. However, whether such complex condition could evolve irrespectively of specific personality pattern or, instead, interact with specific personality traits has not been investigated yet. More specifically, observational and experimental data suggest a differential prevalence for depressive and narcissistic-like traits between people involved into agonistic or non-agonistic bodybuilding activity. Here we assessed symptoms related to MDD, depression (Beck Depression Inventory, BDI), narcissism (Narcissistic Personality Inventory, NPI) and anxiety (among others dimensions) in 260 subjects representing non-training subjects (controls), competing and non-

competing bodybuilders. Given the large variability within the sample, a data-driven classification approach allowed excluding outliers as well competing/non-competing subjects not showing any clinically significant features, therefore restricting the analysis to a core group of subjects (n=178). Analysis of variance showed a significant difference in depression and narcissism levels between competing and non-competing bodybuilders (NPI, $F=34.186$, $p<0.01$; BDI, $F=10.298$, $p<0.05$), with higher level of narcissism detected in the former ones while a slight depressive symptomatology has been identified in the latter ones. Post-hoc comparisons ($p<0.05$ Bonferroni corrected) showed significant differences between agonistic/non-agonistic subjects and controls. Even though the cross-sectional nature of our study does not allow to infer a predictive model for the genesis, maintenance and worsening of MDD symptomatology, our results suggest a potential interaction between MDD, narcissism and depression, with a stronger association between narcissistic trait and the development of more severe MDD conditions expressed by competing bodybuilders.

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Oral: ‘Mother please don’t criticize’: The role criticism plays in the relationship between body dissatisfaction and mental health in adolescence

Background: Research has indicated links between gender, older adolescents and body dissatisfaction. Additionally, body dissatisfaction has been linked to poorer mental health. However, the strength of this association is moderate at best. This research aims to test factors, which may mediate the relationship between body dissatisfaction and distress, while controlling for demographic factors, to better understand how body dissatisfaction is associated with mental health.

Method: A cross-sectional study was conducted with 6,085 adolescents in 72 randomly selected post-primary schools in Ireland. Participants ranged in age from 12-19 years ($M=14.94$, $SD=1.63$) & 51.0% female. Participants completed the My World Survey (MWS), which contains psychometrically reliable instruments including psychological distress, personal factors (life satisfaction, self-esteem), social factors (peer connectedness), and family factors (family cohesion, father & mother criticism).

Findings: 39% of the sample reported body dissatisfaction. Step 1 of the analysis tested the associations of gender and school year with body dissatisfaction, which were in the expected direction. These demographic factors were then entered as covariates into Step 2. Step 2, using Preacher and Hayes’ SPSS macro (2008), tested the mediating role of personal, social and family factors in the relationship between body dissatisfaction and distress. Full mediation was observed. The variables found to fully mediate the relationship were self-esteem ($Z=-14.63$, $p<.001$), life satisfaction ($Z=-7.21$, $p<.001$), peer connectedness ($Z=-4.92$, $p<.001$), and mother criticism ($Z=-4.22$, $p<.001$) and father criticism ($Z=-3.20$, $p<.005$).

Discussion: A novel outcome was the emergence of parental criticism as significant in this relationship, which have implications for parenting programs promoting adolescent health.

L.A. DRAGE

University of Exeter, UK

Oral: The development of body esteem: Relationships between age and body esteem, perceived pressure, internalisation of societal standards of attractiveness and social comparison in children and young people aged 9-14

This study is the first stage of a research project aimed at supporting schools to implement programmes designed to promote positive body esteem in children and young people. The aim of the research was to discover the optimum age for interventions designed to promote positive body esteem in children and young people to be implemented. 169 participants aged 9-14 years completed four questionnaires: The Body Esteem Scale for Children, the Perceived Sociocultural Pressure Scale, the general internalisation subscale of the Sociocultural Attitudes Towards Appearance Scale-3 and the Physical Appearance Comparison Scale. Results indicated that relationships existed between the age of participants and their scores on these questionnaires, but only for girls. For girls, a significant negative correlation was found between age in months and scores on the Body Esteem Scale for Children, and a significant positive correlation was found between age in months and scores on the Perceived Sociocultural Pressure Scale, the general internalisation subscale of the Sociocultural Attitudes Towards Appearance Scale-3 and the Physical Appearance Comparison Scale. Boys had significantly higher body esteem than girls and there were also significant correlations between the children and young people’s body esteem and their scores on the Perceived Sociocultural Pressure Scale, the general internalisation subscale of the Sociocultural Attitudes

Towards Appearance Scale-3 and the Physical Appearance Comparison Scale. Results are discussed with reference to the gender differences, as well as the role of pressure, internalisation and social comparison in the development of body esteem in children and young people.

L.A. DRAGE

University of Exeter, UK

Poster: “Everyone really looks good”: A qualitative study of children and young people with positive body esteem

This study is the second stage of a research project aimed at supporting schools to implement programmes designed to promote positive body esteem in children and young people. 10 participants with the highest levels of body esteem from an initial sample of 169 participants were selected for interview. The aim of the research was to discover what children and young people with positive body esteem say about their own appearance, exercise, the influence of family, friends and school, and appearance ideals. Thematic analysis revealed that children and young people with positive body esteem have a sense of global satisfaction with their appearance, and assume that other key figures in their lives like their appearance. Many participants described receiving compliments from significant people in their lives and where negative comments had been received, these were not given importance. In addition, the participants tended to place importance on external, controllable aspects of appearance, such as clothes and hairstyles, and also defined attractiveness broadly, often rejecting appearance ideals. Finally, exercise and sport were important aspects of these young people’s lives, with a number of participants competing at a high level. Findings are discussed with reference to previous work with Swedish adolescents by Frisen and Holmqvist (2010) and Holmqvist and Frisen (2012). It is hoped that the findings of this research will be informative for schools and Educational Psychologists working with schools as they consider what might make up the content of interventions designed to promote positive body esteem in children and young people.

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Poster: Perceived social pressures and the internalisation of the mesomorphic ideal: The role of drive for muscularity and autonomy

Background: The internalization of the mesomorphic ideal for men has been identified as a risk factor for a range of unhealthy body image attitudes and behaviours. It is, however, unclear why some men internalize social pressures of a mesomorphic ideal into their sense of self while others do not. The current study examined the potential moderating role of autonomy and the mediating role of drive for muscularity in the perceived pressure-internalization relationship in men.

Method: Men (N=330, MAGE=20.58 years, SD=3.58) completed the Behavioural Regulation in Exercise Questionnaire-2, the Mesomorphic Ideal Internalization subscale of the Sociocultural Attitudes Towards Appearance Questionnaire-2, the Perceived Sociocultural Pressure Scale-Modified, the Drive for Muscularity Scale Attitudes subscale, and a demographic inventory. Regression-based mediated moderation analysis was implemented to conduct the main analyses. The direct path was the between pressure and internalization. The indirect path was between pressure and internalization through the drive for muscularity.

Findings: For the internalization of the mesomorphic ideal there were significant direct and indirect effects (via drive for muscularity) for pressure on internalization as indicated by the bootstrapped 95% confidence intervals not including zero. The direct relationship between pressure and internalization was weaker under higher levels of autonomy. Regarding the indirect path via the drive for muscularity, the relationship between pressure and internalization was stronger under higher levels of autonomy.

Discussion: These results extend current research by providing insights into the mediators and moderators to the internalization of the mesomorphic ideal in men.

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Poster: Prospective predictors of body dissatisfaction and disordered eating attitudes in preadolescent girls: a 2-year study.

Longitudinal research into the development of body dissatisfaction and disordered eating attitudes in girls is lacking. The current study examined prospective predictors of body dissatisfaction and disordered eating attitudes in preadolescents.

A school-based opportunity sample of 138 girls completed measures of adiposity (BMI z-score), perfectionism (CAPS), anxiety (MASC), body dissatisfaction (figure-choice array; CBIS) and disordered eating attitudes (ChEAT) at 7-9 years old (T1) and two years later at 9-11 years old (T2). This represented a 71% retention rate from initial recruitment, at which N=194.

Across time predictors of body dissatisfaction and disordered eating attitudes, adjusted for other across- and within-time relationships (cross-lagged correlations), were modelled using multiple regression analyses. Both T1 adiposity ($B=-.38, p=.003$) and T2 adiposity ($B=-.30, p=.015$) prospectively predicted T2 body dissatisfaction, but T1 body dissatisfaction did not (final model: $r^2=.47$; $F(3, 133)=39.4, p<.001$). T1 adiposity, body dissatisfaction and anxiety were unproductive of T2 disordered eating attitudes despite significant within-time correlations. T1 disordered eating attitudes ($B=.31, p<.001$) and perfectionism at T1 ($B=.20, p=.02$) and T2 ($B=.18, p=.03$) predicted T2 disordered eating attitudes ($r^2=.25$; $F(3, 133)=14.1, p<.001$).

These data suggest novel prospective factors in the pathogenesis of disordered eating and body image for young girls. Both historic and concurrent adiposity influenced body dissatisfaction, suggesting a potent 'downstream' effect of weight upon body image schemata. Body dissatisfaction correlated with, but failed to predict, disordered eating attitudes. This contrasts with adult and adolescent findings, but is in keeping with several previous studies involving preadolescents and using figure-choice scales.

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Oral: From childhood to adolescence: Risk and protective factors in cleft lip and/or palate.

Background: Research exploring the psychological impact of CL/P provides an inconsistent picture of how individuals adjust. Such findings may be suggestive of different domains of risk and resilience working within the same individual, but may also be explained by a number of methodological limitations. Cleft visibility, gender, age and the presence of an additional condition may also provide further insight. The present study explored patterns of risk in 10 and 16-year-olds across emotional, cognitive, behavioural, psychosocial and appearance-related domains of adjustment.

Methods: Cross-sectional data based on psychological assessments at age 10 ($n=854$) and age 16 ($n=857$). Measures included: Personality Inventory for Children, Child Experience Questionnaire, Strengths and Difficulties Questionnaire, Self-Perception Profile for Adolescents, Hopkins Symptom Checklist and the Satisfaction with Appearance scale. Borderline and high risk groups for each domain were calculated, and data were compared to large national reference groups.

Findings: The frequency of high risk varied from 5-20% in both age groups. While few significant associations were found at age 10, domains of risk were more strongly related in the adolescent group. No support was found for cleft visibility as a risk factor. Additional conditions impacted significantly at age 10, while gender influences adjustment across most domains at age 16. Overall, adjustment in the cleft group was comparable to the reference groups.

Discussion: The results point to areas of risk and protection among individuals with cleft. Risk appears to be domain-specific, rather than general. Findings have implications for the use of these measures in cleft clinics and research. Longitudinal data for approximately 250 participants will also be presented.

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Poster: The role of pride in eating disorders: a qualitative study

Background: There is a theoretical outline model linking the emotion of pride to restrictive eating behaviours (e.g., dietary control and weight loss). It postulates that pride may function as the main reinforcer in the onset and maintenance of eating disorders. However, there are few published studies on the experience of pride in women with eating disorders. This study aimed to address this gap in knowledge.

Method: Twenty one females (age 18-61 years) with a current diagnosis of an eating disorder or with a previous history of anorexia nervosa were interviewed about the meaning of pride and their emotional experiences of pride in relation to general domains of life (e.g., education, work), disordered eating symptoms (e.g., food restriction), and body image (past and present). Interview transcripts were analysed using Grounded Theory methodology from a social constructionist perspective.

Findings: Interview data suggested that pride was experienced as a feeling of success, achievement, superiority and admiration by others. A number of themes were found including: pride in appearance, in low weight, in being thin, and in food restriction. In addition, pride in having a healthy weight, a healthy eating and a healthy appearance were described by women not currently experiencing an eating disorder at the time of the interview.

Discussion: Feelings of pride in appearance, food restriction and weight loss appear to contribute not only to the onset and maintenance of eating disorders but also to the ambivalence to change towards recovery. Findings from this study could be used to develop clinical interventions and improve psychological treatment outcomes.

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Poster: The relationship between Facebook usage and self-objectification: Mediation through appearance comparisons

The media's portrayal of women is often sexually objectifying and exposure to magazines, television, and music videos is associated with higher levels of self-objectification among young women. While the use of traditional forms of media has declined in recent years, the popularity of social media, such as Facebook, has increased. However, little research has investigated the relationship between Facebook usage and women's self-objectification. The present study: (1) examined the relationship between Facebook usage and self-objectification among young women, and (2) tested whether appearance comparison tendencies (both in general and to specific target groups on Facebook) mediated this relationship. Female participants ($n=150$) aged 17-25 years completed questionnaires about their Facebook usage, appearance comparison tendency in general, appearance comparisons to specific target groups on Facebook (self, family, close friends, distant peers, celebrities), and self-objectification. Results showed that Facebook usage was positively correlated with self-objectification and this relationship was mediated by appearance comparisons in general, and more specifically by comparisons to close friends on Facebook. Therefore, spending more time on Facebook is associated with higher levels of self-objectification because women are comparing their appearance to their close friends on Facebook. Due to the popularity of Facebook among young women and the large number of images it contains, this medium provides women with regular opportunities to make appearance comparisons to others, which can have negative consequences for how women feel about their body. Further research is needed to find ways to reduce the impact of appearance comparisons through Facebook on women's appearance concerns.

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Poster: Adolescents' beliefs about the consequences of healthy eating: What role do these beliefs play in body dissatisfaction?

Background: Body image dissatisfaction is a risk factor in the onset of eating disorders and depression, therefore, it is imperative that factors contributing to body dissatisfaction are explored. Relative to sociocultural factors, psychological factors have received less attention in the literature. Thus, the current research sought to contribute to research in this area by focusing on the role of psychological factors on body dissatisfaction.

Methods: The sample included 523 adolescents aged 12-18 years from 19 second-level schools who completed measures on psychological and behavioural factors. Participants' objective weight and height measurements were collected.

Findings: 41% of adolescents perceived their body size as above their ideal weight, while 12% perceived their body size as below their ideal weight. Those who were overweight (49%) and girls (57%) were more likely to perceive their body size as above their ideal weight. There were significant differences in perceived consequences of healthy eating by dieting group, $F(2,504)=18.19$, $p < .001$. More frequent dieters had stronger beliefs about the psychological and appearance-related consequences of eating a healthier diet. Preacher and Hayes' SPSS macro (2008) tested the mediating role of psychological factors in the relationship between dieting and body dissatisfaction. Perceived consequences of healthy eating mediated the path between dieting and body dissatisfaction $Z=2.08$, $p < .05$, controlling for age and body mass index.

Discussion: These findings suggest that fixing on consequences of healthy eating for body shape may not be an effective way to promote a healthy body image.

J.R.E. FOX

University of Manchester, UK

Poster: Eating disorders and multi-level models of emotion: the consideration of new theoretical pointers for poor body image within the eating disorders

This presentation will present a new model of eating disorders, the SPAARS-ED model that is based upon the SPAARS model of emotion functioning (Power and Dalgleish, 2008). This new model is based upon the data from a number of studies that have highlighted the potential role of coupled emotions in both anorexia nervosa and bulimia nervosa. Across these experimental studies, it was found that anger and disgust were potentially 'coupled' within individuals with symptoms of bulimia nervosa and anorexia nervosa. In one of these studies, the anger induction led to an increase in the perception of their body size (for anorexia nervosa), when compared to controls. This presentation will discuss how the SPAARS-ED model potentially offers a theoretical perspective on how emotional difficulties, including alexithymia and emotional suppression may lead to poor body image and feelings of 'fatness'/ disgust.

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Poster: Correlates of body image dissatisfaction in patients with limited and diffuse systemic sclerosis

Background: Age, upper-body telangiectasias, fingertip-to-palm distance, and face skin involvement have been linked with body image dissatisfaction (BID) in patients with systemic sclerosis (SSc). Correlates of BID have not been examined separately for limited and diffuse SSc, two subtypes of SSc. The present study 1) examined if the relationships of sociodemographic and medical variables to BID are similar or different for patients with limited versus diffuse SSc, and 2) identified significant correlates of BID for the two disease subtypes.

Methods: SSc patients ($N = 167$) participating in the UCLA Scleroderma Quality of Life Study underwent a physical examination, provided sociodemographic information, and completed the Brief-Satisfaction with Appearance Scale, which assesses Dissatisfaction with Appearance (DA) and Social Discomfort (SD), components of BID. Multiple group structural equation modeling evaluated the relationships of sociodemographic and medical variables to DA and SD.

Findings: Marital status, finger/hand skin involvement, and education related to BID differently for limited versus diffuse patients. Increased DA was associated with younger age and being unmarried for limited patients, and with younger age and increased finger/hand skin involvement for diffuse patients (all $ps < .05$). Increased SD was associated with younger age and being unmarried for both subtypes (all $ps < .05$).

Discussion: Both sociodemographic and medical variables were related to BID, underscoring the complex nature of BID in SSc. However, different variables were significantly related to BID for limited versus diffuse patients. Clinicians and researchers should consider disease subtype when developing assessments and interventions for BID in patients with SSc.

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Oral: A model for understanding the experience of viewing self in the mirror after disfiguring surgery

Background: In caring for women who had breast cancer, we realized we did not understand what it may be like to view one's body in the mirror after a mastectomy. This experience was an epistemological silence for us: In our minds' eye we could almost envision the experience, yet we were at a loss for words to describe it.

Method: A purposive sample of 12 women described the experiences of viewing self in the mirror in semi-structured audio-taped interviews. The transcribed texts were analyzed using Ricoeur's three part hermeneutic phenomenological methodology: (a) naïve reading, (b) structural interpretation, and (c) phenomenological analysis.

Findings: The phenomenological description uncovered key meaning moments within the experience of viewing self in the mirror: decision, seeing, finding meaning, consenting to self, and envisioning the future. Within each meaning moment a wealth of knowledge emerges. For example, one sees in the mirror in three ways: with the eyes, with the mind's eye, and with a discovery of meaning. The structural interpretation revealed internal and proximal factors which influence the mirror-viewing experience.

Discussion: This description of the mirror-viewing experience provided the researchers with clues as to how to develop compassionate and appropriate interventions around each key meaning moment. We believe the interventions may be translated to other populations who suffer disfigurement after surgery, burns, and traumatic injury.

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Oral: Appearance matters on the internet

On social networking sites adolescents interact in ways that were not possible some years ago, by uploading and sharing photos in which they believe they look good. They also receive and provide positive and negative appearance-related comments based on these photos. Therefore, internet and especially social networking sites provides a potent context for the formation of children' and adolescents' views of their appearance and bodies. In the context of the cyber world two studies of cyberbullying among pupils have found that appearance is the most commonly reported reason for being cyberbullied (Cassidy, Jackson, & Brown, 2009; Mishna, Cook, Gadalla, Daciuk, & Solomon, 2010).

The aim of this study was to explore 15-year-old adolescents' experiences of appearance related cyberbullying. Twenty-seven adolescents participated in four focus groups. The adolescents stated that it is common to be targeted in appearance-related cyberbullying, especially for girls, and that appearance-related cyberbullying is considered to be a potent strategy when attempting to hurt girls. Girls often received comments about being fat, while among boys, it was common to receive comments about looking or seeming "gay." According to the adolescents, an important reason for engaging in appearance-related cyberbullying was to attain higher social status in the peer group. The girls and boys reacted differently to appearance-related cyberbullying. Boys tended to act out or take no offence, while girls reported lower self-esteem and feelings of depression. Findings in this study contribute to research on appearance related cyberbullying as well as to research on adolescents' body esteem development.

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Universiti Putra Malaysia

Poster: Psychosocial predictors of body image in Malaysian university students: comparison between males and females

Many previous studies on body dissatisfaction focused on women. Recent studies had shown that men do experience body dissatisfaction as well. In Malaysia, studies that focus on body dissatisfaction are limited especially among males. This cross-sectional study aimed to compare the psychosocial predictors of body image between male and female university students. A total of 888 university students (42.2% males and 57.8% females), aged 20.5 years (SD=1.5) from six universities participated in this study. They completed a self-administered questionnaire on body image, disordered eating, self-esteem, depression, stress, anxiety, weight teasing, and sociocultural influences (media, partners, friends, family). Weight and height were measured by the researcher. Nearly two times as many females (16.7%) were highly dissatisfied with their body image than did males (9.9%). Females (M=58.15, SD=8.75) showed significantly higher body image scores as compared to males (M=55.93, SD=7.76), $t = -3.988$, $p < 0.001$. For males, the multiple linear regression analysis results showed that disordered eating (B=0.309), self-esteem (B=-0.191), partner influence (B=0.162), weight teasing (B=0.091), and BMI (B=0.343) explained 41.2% of the variances in the body image model. For females, disordered eating (B=0.292), self-esteem (B=-0.099), weight teasing (B=0.106), media influence (B=0.156), friends influence (B=0.148), and BMI (B=0.352) explained 50.4% of the variances in the body image model. Promoting positive body image is crucial among university students. Interventions related to positive body image should be planned differently for both genders particularly when sociocultural influence is one of the components in the interventions.

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Oral: An exploratory study into the positive outcomes following a severe burn injury: An analysis of online blogs

Background: Studies into positive outcomes following a burn injury have failed to consider the uniqueness of this traumatic experience, with the Post Traumatic Growth Inventory often being used for measurement. This approach restricts our knowledge of the possible positive outcomes in burn survivors, who have both the traumatic experience and a visible difference to overcome. The objective of this study therefore was to investigate specifically what burn survivors perceive are the positive outcomes following their traumatic, disfiguring injury.

Methods: An exploratory, qualitative research design was used to investigate unsolicited, publicly accessible blogs. An extensive online search was undertaken to identify burn survivor blogs. 9 blogs met the inclusion criteria. These blogs were analysed using thematic analysis.

Findings: Three themes emerged as positive outcomes following a severe burn injury: appreciation of and engagement in life, enhanced interpersonal relationships and a positive shift in self perception. As for the benefits of blogging, three themes emerged as important: blogging as a therapeutic process (as described by the expressive writing paradigm (Pennebaker 1997)), blogging to help others, and blogging to receive social support.

Discussion: This study highlights a number of unique positive outcomes evident in burn survivors, not already identified in the literature. Future research should consider if these positive outcomes are found in the wider burn community and then, if so, how to promote and encourage these. This study found writing a blog very important in the recovery of burn survivors, suggesting the promotion of blogging may be beneficial for some.

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Poster: Intimacy and appearance-related concerns of women undergoing plastic and reconstructive breast surgery.

Previous research shows that plastic and reconstructive breast surgery can offer psychosocial benefits, but it is not necessarily a remedy for all women's concerns. One area that has received little research attention is the impact of different types of appearance-altering breast surgery on women's self-reported appearance and intimacy concerns. This longitudinal study therefore examined appearance and intimacy amongst women who were undergoing breast surgery for reconstruction after mastectomy, asymmetry or reduction. 66 women consented to take part; 50 were undergoing breast reconstruction after a cancer diagnosis, and 16 were receiving corrective surgery (reduction or asymmetry) which was not related to cancer. Participants completed self-reported measures of appearance (DAS, CARSAL, CARVAL), intimacy, self-esteem, anxiety and depression (HADS) at four time points; before surgery, 6 months post-surgery, 12 months post-surgery and 24 months post-surgery. Data was analysed using repeated measures of variance with multiple imputation to allow for missing data.

Satisfaction with appearance significantly improved in both patient groups (cancer or non-cancer-related surgery) at 12 months post-surgery ($p=0.017$), after which reported appearance concerns increased again at 24 months. Breast reconstruction patients reported lower levels of appearance-related distress in comparison to the congenital (reduction/asymmetry) group ($p=0.001$). Scores for the salience of appearance reduced significantly for both groups over time ($p=0.02$). Reported anxiety levels significantly decreased over time ($p=0.03$).

This study is starting to explore changes in the psychosocial outcomes of women undergoing different types of appearance-altering breast surgery. Further analysis and research needs to examine the psychosocial factors predicting levels of appearance and intimacy concerns amongst women undergoing these procedures in order to inform pre-surgical information and decision-making.

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Poster: A systematic review of patient reported outcome measures (PROMs) used in child and adolescent burn care

Background: Patient reported outcome measures (PROMs) can identify vital information about patient needs and therapeutic progress. The purpose of this review was to identify what PROMs are currently being used in paediatric burn care and to determine the quality of such scales in order to inform clinical and research practice.

Methods: Computerised and manual bibliographic searches of 7 databases, were used to identify English language articles that used English language PROMs with child and adolescent burn patients (aged 8 to 17), published from 2001 to the present day. PROMs were critically evaluated based on their psychometric qualities in relation to the specified population.

Findings: A total of 25 studies provided data for 36 different PROMs (35 generic, 1 burns-specific). Overall psychometric quality of the PROMs was low, only two generic scales (the Perceived Stigmatization Questionnaire and the Social Comfort Scale) had sufficient evidence of validity and only one burns-specific scale (the Children Burn Outcomes Questionnaire for children aged 5 -18) had evidence of validity and reliability. The lack of available psychometric studies of PROMs for child and adolescent burn patients and the absence of statistical analysis data e.g. effect sizes resulted in the majority of generic PROMs having a poor quality rating.

Discussion: No PROM to date has been developed in collaboration with child and adolescent burn patients themselves; PROMs therefore may miss key aspects of the patient experience. Future research is needed to develop new PROMs in collaboration with child and adolescent burn patients themselves.

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Poster: A systematic review of the effectiveness of acceptance-based interventions for improving body image in adults

Background: Body image dissatisfaction is prevalent in 61% - 82% of the adult population. Experiencing negative feelings about one's appearance can have a detrimental effect on physical and psychological well-being. In response to this, a number of psychological interventions have emerged aiming to improve levels of body image satisfaction in adults. Acceptance-based techniques are one such approach. The present study is an exploratory examination of the effectiveness of acceptance-based techniques for improving body image dissatisfaction in adults without a formal eating disorder.

Methods: Using a systematic review approach, computerised and manual bibliographic searches of 8 databases were used to identify English language articles that used an acceptance-based intervention for improving body image dissatisfaction in adults without a formal eating disorder. Quality assessment of the included papers was conducted using the Cochrane Risk of Bias tool.

Findings: A total of 6 individual studies were included. Each study reported satisfactory results, with all studies showing a significant effect of the acceptance-based intervention (effect sizes ranging from small to large) on levels of body dissatisfaction compared to control. However studies generally presented with methodological issues (small sample sizes, lack of allocation concealment, a variety of comparisons groups), that prevent conclusions being drawn to a wider population, including men.

Discussion: The current study found preliminary evidence for the effectiveness of acceptance-based interventions for improving body image dissatisfaction in adults without a formal eating disorder. The application of acceptance-based interventions for improving body image dissatisfaction remains a promising approach worthy of further research.

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Oral and Demonstration: Using age-progression facial morphing to promote health

Background: Smoking- and sun-exposure-related illnesses present a significant economic burden to the National Health Service, yet health-related campaigns fail to motivate many young people to change their behaviour. Many young people feel that health-related threats are too long-term to concern them and/or not relevant to them. However, many young men and women are highly motivated to maintain a youthful appearance and their appearance is a key priority for them. In this workshop we will discuss research using sophisticated age-appearance morphing techniques that show men and women the likely impact on their faces of changing their health-risking behaviour. We will investigate the efficacy of these morphing techniques in changing behavioural intentions and related attitudes towards smoking cessation and sun protection, and will demonstrate the facial morphing technology.

Methods: Data from a range of different studies including men and women and adolescents of both genders, and using both qualitative and quantitative research methods, will be presented. These include studies using focus groups and interviews to investigate participants' accounts of being exposed to these images, both while they were looking at the images and retrospectively, and quantitative studies investigating impact of the age-appearance intervention in experimental studies.

Findings: Participants reported significantly more positive attitudes, and increased intentions to quit smoking or use sun tan lotion, immediately after engaging with the intervention. Qualitative data showed that many participants were highly motivated to change their behaviour as a result of the intervention, linked with shock and increased perceived personal responsibility for behaviour change. Results were comparable across all age groups (from adolescents to adult men and women). The findings were also generally similar across genders, although there were some interesting differences which will be discussed.

Discussion: Appearance-related morphing interventions may be a useful adjunct to traditional health promotion programmes with men, women, and adolescents of both genders. However, people using these techniques in a public health context need to be trained to use them sensitively, and to take care not to risk negative impacts on participants' self-image.

Practical Session: After a discussion of research relating age progression morphing to smoking cessation and sun protection, there will be a demonstration of facial morphing technology to give workshop participants hands-on experience of using this technique in practice. Participants will be shown how to use the facial morphing software, and will be shown their own faces morphed if they wish to do so.

E. HALLIWELL & P. DIEDRICHS

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Oral: The Succeed Body Image Programme: Evaluating the effectiveness of a peer-led body image program on a broad range of outcomes.

Background: In the past decade there have been significant advances in the development of effective programs to reduce eating disorders (EDs). Evidence documents the success of dissonance-based programs in reducing ED risk factors outlined in the dual pathway model (Stice, 1994) among university-age women in the USA (Becker & Stice, 2008) and the UK (Diedrichs, Halliwell, & Paraskeva, 2012). However, self-objectification theory proposes additional empirically supported risk-factors for EDs (e.g. Tylka & Hill, 2004). In addition, body image research has recently expanded its focus to consider promotion of positive body image. It is important to evaluate whether existing interventions can address these issues. The present study examines the impact of a dissonance-based intervention on self-objectification, positive body image and wellbeing.

Methods: Sixty-nine women (*M* age= 19.06 years) took part in a body image program as part of their undergraduate psychology coursework. A separate sample of 47 undergraduate women was recruited into a non-randomized control group. Baseline measures typically used to evaluate the intervention were administered alongside measures of self-objectification, positive body image, intuitive eating and life satisfaction pre-intervention, immediately post-intervention and at 8-week follow-up.

Findings: As hypothesized the intervention led to significant reductions in body dissatisfaction and restrained eating that were maintained at 8 week follow-up. The intervention also reduced self-objectification, surveillance and body shame, and increased life satisfaction, body appreciation and intuitive eating immediately post-intervention and at 8 week follow up.

Discussion: The results suggest that dissonance-based interventions have benefits beyond risk factors identified in the dual-pathway model.

E.J. HILL & S.M. KEMP

The University of Buckingham, UK

Poster: Women's motivations for taking part in online body image research: An exploratory study.

Female body image is a well-researched phenomenon. However, little is known about participant motivation in taking part in such research. In some cases, such as research utilising college students, participant motives may be clear (e.g. to receive course credit.). However, this issue has not been addressed with regards to community samples.

Results from body image research are of interest to governments and may influence policy, so is important to establish how far they represent the wider population. Understanding women's motives for their participation may help in answering this question. Of particular concern is the possibility that participants take part because their struggle with body image has increased their interest in the topic, and the study of body image in community samples becomes the study of body image in those who feel particular distress regarding their appearance. An online sample of U.S.-based participants between the ages of 18-40 (n = 106) were offered the choice to take part in either an 'immigration' or 'body image' survey and asked to explain their choice. The majority (80.7%) elected to take part in the 'body image survey,' and offered a variety of explanations both general (e.g. 'More interesting to me') and personal (e.g. '... I have really struggled with body image over the years'). Preliminary analysis suggests that body image is perceived to be a topical issue for many women today, regardless of personal body dissatisfaction, and that women report diverse reasons for their participation.

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Oral: Masculinity and muscularity across Western cultures: Gender role conformity and body image among young men in the United Kingdom, the United States, Australia, and Sweden.

Previous research has suggested that men's conformity to masculine norms (CMN) is an important correlate of men's drive for muscularity. The present study aims to further delineate the relationship between masculinity and men's body image by examining various dimensions of CMN in relation to various dimensions of men's body image (muscularity, leanness, and fitness) in a cross-cultural sample. Participants comprised young men from the United States (n = 192), the United Kingdom (n = 141), Australia (n = 160), and Sweden (n = 112). Across these four countries, men may be similarly exposed to the muscular ideal but they may differ in their degree of CMN. Multi-group path analyses showed that CMN was related to body image in all four countries, but there were cross-cultural differences in which dimensions of CMN predicted men's body image. Whereas conformity to the dimension of 'winning' predicted men's fitness orientation in all four countries, conformity to the dimension of 'violent behavior' particularly predicted UK men's fitness orientation and drive for muscularity. Conformity to the dimension of 'playboy attitude' was related to US and Australian men's drive for muscularity, but was not applicable to UK and Swedish men. Among Swedish men, conformity to the dimensions of 'winning' and 'priority of work' were most salient in predicting their body image. These findings suggest that masculinity norms play an important role in Western men's body image; however, the relationships between masculinity and muscularity may function differently cross-culturally.

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Poster: The PreFACE[®]: A pre-operative psychosocial screen for elective facial cosmetic surgery and cosmetic dentistry patients.

Background: Prior to this study, there was no brief and objective screening protocol to assist plastic and aesthetic surgeons and dentists in the identification of patients who are likely to report unsatisfactory outcomes after cosmetic surgery interventions. The aims of this study were to 1) investigate the relationship between post-operative dissatisfaction and pre-operative characteristics (psychiatric disturbance, anxiety, depression, self-esteem, dysmorphic concern, and body image), and 2) empirically derive a pre-operative psychosocial screening instrument to identify patients who may require pre-operative assessment or counselling.

Methods: The sample comprised 84 patients (69 females, 15 males) undergoing elective cosmetic facial surgery or cosmetic dentistry. Prior to surgery, patients were administered a self-report questionnaire comprising questions designed to evaluate many of the psychosocial characteristics thought to be associated with unsatisfactory outcomes. Six months after surgery, patients were administered a questionnaire that included items evaluating post-operative satisfaction.

Results: The findings revealed that pre-operative psychiatric disturbance, anxiety, depression, low appearance evaluation, and body areas dissatisfaction are psychosocial risk factors that indicate an increased likelihood of patient dissatisfaction with surgical outcomes. The PreFACE[®] (**P**re-operative **F**acial **C**osmetic surgery **E**valuation), a brief objective pre-operative screening questionnaire that can be easily and efficiently administered to elective facial cosmetic surgery and cosmetic dentistry patients, was empirically derived. It is able to identify most patients who are likely to express dissatisfaction and minimises the selection of those who will express satisfaction. The PreFACE[®] is recommended for validation using other cosmetic surgery populations.

Conclusions: The routine use of PreFACE[®] is recommended for identification of patients who may benefit from pre-operative counselling.

J. HUNTER & H. WILLIAMSON
University of the West of England, UK

Poster: Exploring the support needs of parents of children and young people with a condition, injury, or treatment side-effect which affects their appearance

This study, currently in progress, looks to explore the support needs of parents of children or young people with a condition, injury, or treatment side-effect (here referred to as a visible difference) which affects their appearance. Approximately 1 in 500 children and young people (C&YP) under the age of 16 have a visible difference. With so many affected by such conditions, research has begun to look at their psychosocial impact, and how we can support those affected. This includes both the C&YPs themselves and their families. An area which has been largely neglected in the literature thus far is the extent to which parents are able to adjust to having a child with a visible difference, and how they cope with supporting their children. This study looks to explore this area by conducting semi-structured interviews with two groups of participants: Health Professionals who work with parents of C&YP with visible differences, and also with the parents themselves. The data will be analysed using Thematic Analysis, and it is anticipated that we will report several areas of interest as a result of the interviews. These may be suggestions as to how we can help make parents of C&YP with a visible difference feel more supported, or how to give parents confidence in supporting their children with any concerns/issues they may be having as a result of their condition. If this study reveals any novel findings, it is hoped that the information will be used to improve current support.

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Oral: Effectiveness of appearance idolization intervention

Whilst researchers increasingly recognise, document and critique societal idolization of a narrow male aesthetic, there remains very little support for men whose wellbeing is impaired as a result of this idolisation. The Body Project, a 2 session, 90-minute intervention that has amassed strong evidence for its effectiveness in improving women's body image concerns and eating disorder risk onset, represents a potential and promising exception to this dearth of support. This study therefore sought to explore the utility and acceptability of this intervention adapted for men. Although recruitment is ongoing, preliminary results based on fourteen heterosexual male undergraduate students aged between 18 and 23 years who took part in the intervention, show significant improvements in body acceptance and other related constructs from pre- and post- intervention. Themes from the group discussions, that were recorded and thematically analysed, include the appreciation of a critical, reflective space for men, the problems of living in a supreme, toxic and materialistic society, the meshed entanglement of appearance with health and the Othering of women. Together these findings demonstrate the value of the intervention whilst highlighting the challenges any appearance idolization support must overcome in order to create sustained and meaningful changes in men's body image. In addition, the need for critical, reflexive spaces in which men (and women) can critique societal appearance idolisation is underscored and possibilities for this are outlined.

A. S. JANAMPA SANTOME
Pontificia Universidad Católica del Perú, Peru

Poster: Bottle blondes: beauty and grooming in upper class women in Lima

The beauty ideals of Lima are different from local average beauty, this means that Andean, Amazonian, Asian and Afroperuvian people won't be considered beautiful. In this context, a beautiful person would be basically one who has white skin and fair hair. I found this on the perceptions of customers and employees that go to the wealthy beauty salon "Liz Spa" and where the majority of customers are "white" and the employees are not, place where I did fieldwork, interviews and I had informal conversations. One of the ways to fit into the beauty ideal is to dye their hair into "Medium Blonde" to look like they were natural blondes. According to this, there is a stigmatization about the hair dyed colour and their results. They don't want to look like or have the same type of blonde as a "chola" (that is to have an Andean or Amazonian origin and this type of blonde is like orange colour) or as a "vedette" (woman who works almost naked doing night shows in cabarets and on local TV). Here we found that the wealthy Peruvian women have a strong desire to become whiter through blonde dyes as a mechanism of distinction and defence from non-wealthy Peruvian women as well as from "cholas". It doesn't matter if blonde dyes are accessible for everyone but these women with their built in appearance,

reaffirm who they are differentiating from the rest and disqualifying them who do not belong to their group, trying to monopolize the good taste.

Z. JAVED & R. RAFFIQUE

University of the Punjab, Lahore, Pakistan

Poster: Body image perception, self esteem and dietary habits of active and sedentary obese women

The present research examined differences in body image perception, self esteem and dietary habits of obese (active vs sedentary) and non obese (active vs sedentary) women. 2*2 factorial research design was employed. A sample of (n=200) participants, (50 active obese, 50 sedentary obese, 50 active non obese and 50 sedentary non obese) women were recruited through purposive sampling technique. Self image profile for adults by Buttler and Green (1998) and food frequency questionnaire by Nishtar (2006) were employed. Multivariate analysis of variance and Man Whitney test were used as statistical analysis. Obesity had significant main effect on Body image perception and self esteem. Interactive effect of obesity and activity was found on Body image perception. Sedentary obese, active non obese, non obese women reported higher body image perception compared to their active obese, sedentary non obese and obese respective counterparts. Non obese women had higher intake of healthy foods whereas obese people reported greater use of traditional and junk foods and tea. Sedentary obese women were found to consume more eggs and rice whereas active people had higher scores on traditional and healthy foods. Sedentary non obese scored higher than active non obese on intake of high carbohydrate diet. Health professional can gather rich information about the adverse affects of body image dissatisfaction, low self esteem and poor dietary habits and with the help of media women can be psycho educated and advised that physical activity and healthy dietary habits and can help to enhance body image satisfaction.

Keywords; Body image perception, self esteem, dietary habits, obesity and physical activity.

E. JENKINSON, H.WILLIAMSON, J. BYRON-DANIEL & T. MOSS

Centre for Appearance Research, University of the West of England, UK

Oral: Psychosocial interventions for children and young people with visible differences: A systematic review of the evidence

Background: Approximately one third of children and young people with a visible difference develop psychological difficulties (Hearst, Middleton, Owen & Zeffert, 2008; Rumsey, Clarke & White, 2003). However, which interventions to support this group are effective, and for whom and in what context, remains unclear, with previous systematic reviews focusing solely on adult populations. Therefore, this systematic review aimed to critically evaluate evidence of the effectiveness of psychosocial interventions for children/young people (under 18 years old) with visible differences in improving self esteem, social experiences and psychological well-being.

Methods: Empirical studies (published 1980-2013) were systematically identified using electronic databases and appraised according to eligibility criteria. Searches yielded 11428 abstracts: 9904 titles were screened with 1149 retained; with 105 full papers reviewed. Twelve studies were identified that evaluated residential camps, exercise with counselling, social skills training (SIST), behavioural (BT) and cognitive behavioural (CBT) therapy. Findings were reported using the PRISMA checklist for systematic reviews.

Findings: Risk of bias within studies was generally high. A wide range of outcome measures were employed, precluding meta-analyses. Camp studies and exercise with counselling showed little or no effect post intervention on self-esteem, social experiences and psychological well-being. The five studies evaluating SIST, CBT and BT provided limited support for their effectiveness.

Discussion: The evidence-base is inconclusive, but suggests SIST, BT and CBT warrant further investigation. Further rigorous research using appropriate outcome measures to evaluate the effectiveness of interventions for young people with visible differences is required.

A. JOBSKY

European University of Applied Sciences, Germany

Poster: Attracted by real men? – The impact of non-idealized male models on advertising effectiveness and emerging implications for scholars, politicians, and marketers.

The poster deals with the advertising effectiveness of non-idealized male models, which is of increasing relevance to contemporary body image research, where men have long been neglected. It provides an overview on the state of the art comparing it to primary research, which was carried out with 86 second-year students in Germany, a country, in which body image research has not found sufficient attention yet. The

superior goal of the study was to investigate respondents' receptiveness toward more realistic-size male models.

Within online questionnaires, participants were exposed to imaginary perfume adverts, depicting either an idealized or a non-idealized model, adopted from the "real men vs. underwear models" project by the British tabloid newspaper *The Sun* (2013). Reactions were tested both individually and after exposure to both models.

The receptiveness toward realistic-looking models proved considerably low. 40% of participants claimed they did not want more realistic-looking models in advertisements at all whereas 80% of participants preferred the idealized model over the non-idealized one. Interestingly, almost one third of participants who were initially exposed to the idealized model did not perceive it as artificially edited.

Comparing these results against research on positive body images amongst men, the poster discusses the role of scholars, politicians, and marketers. It implies that methods need be explored that increase the advertising effectiveness of realistic-size models, stresses the need for German governmental institutions to conceptualize legal frameworks fighting young people's distorted views on airbrushed imagery, and discusses body image as a prospective matter of corporate social responsibility.

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Poster: Disturbed body size experience in anorexia nervosa: Feeling & behaving bigger than you actually are

Central to anorexia nervosa (AN) is a (persistent) body image disturbance. Previous research mainly investigated cognitive-emotional aspects and visual perception of body size. Here we focused on disturbed experience of body size in touch perception (literally feeling "fatter") and the body in action (behaving "fatter").

In Experiment 1 blindfolded participants estimated the distance between two tactile stimuli pressed to their skin by separating their thumb and index finger. Results showed that AN patients overestimated tactile distances compared to healthy controls (HC), especially for stimuli presented to the abdomen.

In Experiment 2 participants walked through door-like openings varying in size. With a cover story we ensured that participants were unaware of the aim of the study. Results showed that AN patients rotated their shoulders for relatively wider openings than HC: AN patients already rotated their shoulders for openings 1.4 times as wide as their own shoulders, while HC rotated for openings 1.25 times as wide.

Taken together Experiment 1 and 2 show that the disturbed experience of body size in AN is more severe and widespread than previously assumed, affecting multiple sensory modalities. AN patients do not only think that they are fat, and visually perceive themselves as such. Here we have shown that AN patients even perceive touch to their skin as enlarged and move around in space as if they are bigger than they actually are, without being aware of doing so. We propose treatment of body image disturbance in AN will benefit from a more multimodal approach.

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¹Kristianstad University, Sweden, ²Lund University, Sweden, ³King Saud University, Saudi Arabia

Poster: Discrepancies between actual, perceived and ideal body image among young female university students in southwestern Saudi Arabia

Background: Body-shape preference is an important determinant of obesity and underweight, but studies on body image among females in the Arab region are, at most, scanty. The aim of this study was to investigate discrepancies between actual, perceived and ideal body image among Saudi Arabian female university students.

Methods: This cross sectional study included 663 randomly selected female students. Anthropometric measurements and body image perception (the 9-figures silhouette) were obtained from the participants. Regression analysis was used to predict variables related to body image perception.

Results: The majority (57%) of the participants were of normal weight, 19% were underweight and 24% were overweight/obese.

About 36% were satisfied with their current body shape and in 61% of cases the perceived BI was in agreement with the participants' actual body shape. A cross-tabulation between "warped self-image" and "subjective goal image" showed agreement between actual, perceived and ideal body shape in 23.2% of the participants.

Significant differences were found between the groups of underweight, normal weight and overweight/obese persons' perceived (p -value <0.0001) and actual (p -value <0.0001) BI. In multivariate analysis, only BMI (OR 1.15) and father's level of education (OR 1.09) were significantly associated with perceiving that one is thinner/heavier than what one actually is.

Conclusions: Discrepancies between actual, perceived and ideal BI is common among the KSA female students and might possibly contribute to eating disorders and increased prevalence of underweight or overweight and obesity.

J. KLING, K. HOLMQVIST GATTARIO & A. FRISÉN

University of Gothenburg, Sweden

Poster: 'You have to do it in secret'. Young Swedish women's conformity to feminine norms – a mixed method study.

Background: Gender role norms are important in that they influence identity development (Bem, 1981). Further, conformity to feminine norms, especially beauty norms, has been associated with both body dissatisfaction and eating disorders (Mahalik et al., 2005).

Aim: To find out to what extent young women in Sweden conform to feminine norms, and how they experience these norms.

Methods: A community sample of 330, 21-year old, women completed the Conformity to Feminine Norms Inventory (CFNI-45, Parent & Moradi, 2011). In addition, four focus groups with women (aged 19-23) were held.

Results: Compared to a US sample of young women (Parent & Moradi, 2011) the Swedish women generally conformed less to feminine norms, but more to the norm 'Invest in appearance'. Results from the focus groups showed that norms regarding thinness and appearance were the most important to conform to, since thin and beautiful women were considered feminine regardless of their degree of conformity to other norms. Also, the participants experienced pressure to conform to norms of beauty and at the same time maintaining an image as nonconforming (for instance by eating anything in public, but nothing when alone).

Discussion: Young Swedish women conform to feminine norms, and find beauty norms to be the most prominent. Further, it seems that young Swedish women, while living in a society with a strong gender equity discourse, experience a double burden of having to conform to feminine norms of beauty and to do it in secret.

A. LA MARRE & C. RICE
University of Guelph, Canada

Poster: Unrecoverable? Prescriptions and possibilities for eating disorder recovery

Recovery from eating disorders can be a profoundly counter-cultural enterprise in a society that imbues bodies with moral meanings and offers “solutions” by way of “health promotion” messages. Attending to the embodied experiences of individuals in eating disorder “recovery” illuminates some of the contradictions inherent in such “health promoting” messages, and the impacts that they may have on diverse bodies. In this presentation, we situate eating disorder recovery within a broader cultural milieu that prescribes dieting and weight loss to the masses and highlight the tensions that emerge between dominant prescriptions for health and those offered to individuals in recovery from eating disorders. Thinking about eating disorders in the context of biopedagogies, the moralizing instructions for bodies and health circulating in neoliberalized, westernized contexts, complicates the standards to which individuals in recovery are held. This presentation draws upon a theoretical chapter on dominant and alternative discourses for eating disorders and on the first author’s Masters thesis research, a narrative analysis of 10 interviews and 3 digital stories with young women “recovered” or “in recovery” from eating disorders. We present a sketch of the dominant and alternative discourses concerning eating disorders and illustrate how these discourses intersect to render some bodies “unrecoverable.” We illustrate how participants’ accounts exemplify the (perhaps unattainable) standards to which individuals in eating disorder recovery are held, which may exacerbate, rather than alleviating, distress.

K.R.R. LASCELLES
The University of the West Indies

Poster: Reducing the intention to skin bleach in the Caribbean: an exploration of evaluative conditioning using adverse health consequences

Background: Evaluative conditioning (EC) is a procedure for changing the subjective liking (or disliking) of a neutral stimulus by pairing it with a liked (or disliked) stimulus. Intervention studies in health behaviours, including appearance behaviours, have exploited EC (e.g. food preferences following pairing with obese body shapes). The current research applies EC to skin bleaching. Skin bleaching products are available worldwide, including the Caribbean. Used to lighten the skin, in keeping with colourist ideals of beauty, skin bleaching chemicals can cause a range of adverse health effects.

Methods: Caribbean participants (95% Trinidad & Tobago nationals) who had used skin bleaching products within the last month participated in an EC procedure where pictures of skin bleaching products were paired with pictures of adverse health consequences of bleaching products (paired condition, $n = 20$) or nothing (control condition, $n = 20$). Pre- and post-intervention ratings of liking of the stimuli and intention to use skin bleaching products were obtained, in addition to general measures relating to appearance satisfaction (e.g. MBSRQ, SATAQ, skin-tone satisfaction).

Findings: Liking of the pictures of skin bleaching products significantly decreased from pre- to post-intervention ($F(1, 38) = 8.91, p < .005, r = .27$). Intention to use skin bleaching products significantly decreased from pre- to post-intervention ($F(1, 38) = 3.15, p = .042, r = .27$). However, these effects were observed in *both* the paired and control conditions.

Discussion: The potential use of pictures of adverse health consequences of bleaching products in the intervention of skin bleaching is discussed. The data also highlight some methodological shortcomings in the typical EC paradigm used in health intervention research.

S. LEE & V. CLARKE
University of the West of England, UK

Poster: How do gay and straight men account for the impact of their body on their clothing choices?

Background: Existing research suggests that heterosexual men emphasise the practicality of their clothing choices while simultaneously manipulating their appearance to approximate masculine ideals. Research on gay men’s clothing practices, by contrast, has focused on the role of clothing in creating queer identities and communities. Body image research shows that gay men are more vulnerable than straight men to appearance dissatisfaction. The current study draws together these research areas to explore how gay and straight men account for the relationship between their feelings about their bodies and their clothing practices.

Methods: Fifty-eight men who self-identified as heterosexual (37), gay (16), bisexual (2), or other (3) completed an online qualitative survey. Ten of these men (5 heterosexual, 5 gay) also completed a daily diary for one week. In both tools the men were asked whether, and how, their feelings about their bodies shape their clothing choices, and whether they use clothing to conceal or reveal their bodies (following Frith & Gleeson, 2004). The data were analysed using thematic analysis.

Findings and discussion: Straight men were more likely to emphasise the practicality and individuality of their clothing practices, and minimise the impact of their feelings about their body on their clothing choices. However, some straight did identify areas of concern, which centred on their stomachs, height and muscularity, and reported using clothing to close the gap between their actual and ideal self. Gay men, by contrast, were evidently far more comfortable with reflecting on their feelings about their bodies and identified a much wider range of bodily and appearance concerns. Gay men too used clothing to close the gap between their actual and ideal self; however, gay men had access to a much wider range of masculine ideals than did straight men.

J. LEWIS, T. FOULSHAM & D. ROBERSON
University of Essex, UK

Poster: The effects of craniofacial abnormalities on attractiveness ratings and visual attention

Yammaoto et al (2009) and Parsons et al (2012) found that infants with craniofacial abnormalities receive significantly lower ratings of attractiveness than those without abnormalities. Because attractiveness (and cuteness) ratings of infant faces correlate with ratings of care-giving motivation and influence behavioural judgments, it is vital to gain a better understanding of which craniofacial abnormalities are likely to cause the greatest reduction to attractiveness ratings and why.

To investigate these questions, my PhD research has measured the effects of craniofacial abnormalities on both attractiveness ratings and visual attention using a series of computer-based rating, reaction time and eye-tracking tasks. The key findings so far are that; 1) abnormalities in high visual attention areas cause the greatest reduction to attractiveness ratings; 2) abnormalities divert attention away from the core features of the face during attractiveness judgments and; 3) that participants take significantly longer to disengage attention from faces with abnormalities.

H. LEWIS-SMITH, D. HARCOURT, P. DIEDRICHS, & N. RUMSEY

Poster: The effectiveness of psychosocial interventions to improve the body image of adult women with, and without, breast cancer: A systematic review

Background: The appearance changes brought about by treatment for breast cancer (e.g. alopecia) can impose an adverse impact on body image, causing substantial distress for many women (Harcourt & Frith, 2008). Women with breast cancer are potentially vulnerable to other sources of body dissatisfaction which have been identified in middle-aged women who do not have cancer (Tiggemann, 2004). Psychosocial interventions targeting body image have been developed for both middle-aged women (McLean, Paxton, & Wertheim, 2011) and women with breast cancer (Sebastián, Manos, Bueno, & Mateos, 2008); however the content of these interventions may differ.

Aims and Objectives: The systematic review aimed to identify and evaluate psychosocial interventions which target the body image of two separate groups of women: those with breast cancer, and those without.

Method: Inclusion criteria consisted of female adults (>35 years) with non-metastatic breast cancer or without cancer. Any psychosocial intervention including a control group, and a pre- and post- comparison of body image were considered. Electronic searches were conducted through 14 databases and 5 sources of grey literature, using the following search terms: women, breast cancer, body image, psychosocial intervention. The search initially identified 8,921 articles, however this finally reduced to 29 following several stages of review (Breast cancer: 18, No breast cancer: 11). The remaining articles were subjected to in-depth evaluation, in addition to a quality assessment using the Cochrane's Collaboration's tool for assessing risk of bias.

Results: Fourteen of the twenty-eight programmes (Breast cancer: 7/18, No breast cancer: 7/10) demonstrated a significant improvement on at least one measure of body image, however only one of these sustained effects at one year follow-up. Intervention, participant, and research characteristics differed between all studies. For example, half of the effective interventions targeting women with breast cancer constituted physical activities, whilst those targeting women without breast cancer were based on therapeutic models. Body image was the exclusive focus of only two of the effective programmes for women with breast

cancer, whilst it remained the key target within the majority of interventions for women without breast cancer. Methodological quality also varied between studies, as indicated by the examination of a number of domains (e.g. sequence generation) which presents a plausible bias that weakens our confidence in the effects reported.

Discussion: To our knowledge, this is the first systematic review of body image interventions for both groups of adult women. Given the vast research literature which has identified appearance dissatisfaction amongst women with breast cancer, the severe lack of body image-focused interventions for this group is surprising. Furthermore, the majority of programmes which targeted women without breast cancer focused on body image and were effective. Nonetheless, our confidence in reported effects for both groups is compromised when the methodological quality is scrutinised. These findings emphasise the importance of developing methodologically rigorous programmes which target appearance concerns and therefore have a greater potential to benefit adult women who are unhappy with their appearance.

C. LUNDE

University of Gothenburg, Sweden

Oral: Is sport participation among high school girls a protective factor against the development of body image concerns?

It has been suggested that girls who participate in sports may be protected from developing body image concerns. However, research addressing this issue has largely been cross-sectional, and findings are inconsistent. In this presentation, data from a longitudinal study focusing on girls' sport participation and body image will be outlined. In total, 545 high school girls answered questionnaires at two measurement waves, separated by a two-year interval. Analyses indicated that girls who participated in sports were more satisfied with their body at follow-up. They also evaluated their physical health more positively than girls who did not participate in sports. However, sport participation did not predict a lesser degree of drive for thinness at follow-up. Another important question was whether girls who engage in sports usually classified as at-risk sports (i.e., leanness or aesthetic sports) differ from those in non-risk sports. Results showed that the positive relation between sport participation and body satisfaction existed despite sport type, and despite competitive level. However, those who experienced a strong appearance-pressure within their sport were less satisfied with their body and reported a stronger drive for thinness at follow-up. These findings support the notion that girls' sport participation may contribute to more positive views of the body. However, sport participants may still struggle with issues relating to weight and diet, especially those who perceive that body weight and appearance are important in their specific sport. Sport professionals working with adolescent girls should therefore de-emphasize the importance of body weight and physical appearance within sports.

C. LUNDE & F. GYBERG

University of Gothenburg, Sweden

Poster: Appearance Culture 2.0 –The user of appearance-related internet content – who is s/he?

One of the most popular online activities is the use of social media (social networking sites and blogs). Arguably, with these novel types of media also arises an "online appearance culture". For example, the "selfie" seems a necessity, and appearance commentary is widespread. Also, targeted advertising bombard internet users with adverts relating to the enhancement of appearance. The objective of this study was to learn more about the users of social media, focusing specifically on those who seek out appearance-related internet content (ARIC). By using an online questionnaire, distributed through the blogosphere, data from 2605 participants was collected. The questionnaire was presented as a survey designed to "investigate media- and internet use, self-image, and physical appearance attitudes". The vast majority (97%) of those volunteering to the online-survey were women, aged 8-77, with the largest group being 13-19-year-olds. Fifty-four percent reported that they spent half or more of their online time on appearance-related sites. These participants were younger, had poorer self-esteem and less body appreciation. They were higher on social comparison, body ideal internalization, acceptance of cosmetic surgery, and materialistic values. Taken together, the present findings suggest that the profile of those taking an interest in ARIC involves being young, and having a strong preoccupation with physical appearance. We propose that this preoccupation may be fuelled by the content on these sites. Thus, we need to further the understanding of the consequences of partaking in the appearance culture 2.0, with a specific focus on developmental considerations, and the directionality of effects.

C. LUNDE & F. GYBERG
University of Gothenburg, Sweden

Poster: Recollections of parental appearance pressure and young adults' attitudes towards cosmetic surgery

Accumulating evidence indicate that young people's attitudes towards cosmetic surgery have become more liberal during recent years. However, studies focusing on cosmetic surgery attitudes among members of the general population (as opposed to cosmetic surgery patients) are still rare, and we need to learn more about potential influences for the formation of young people's attitudes towards cosmetic surgery. In this study, we evaluated whether young adults' (N=327, mean age = 25.4, SD = 7.4) recollections of their parents' appearance attitudes were related to their own attitudes towards cosmetic surgery. In line with the Tripartite Influence Model, we also evaluated whether body ideal internalization and social comparison mediated the effect of parental appearance pressure on cosmetic surgery attitudes. Somewhat surprisingly, simple path analyses revealed that perceived parental appearance pressure was only related to cosmetic surgery attitudes in men. Social comparison (but not internalization) partly mediated this effect. For women, there were few significant effects, although social comparison predicted stronger endorsement of social motives for having cosmetic surgery. Importantly, parental appearance pressure was related to women's body ideal internalization, and social comparison tendencies. Thus, we propose that parents may have a significant influence over their children's attitudes towards cosmetic surgery, but that this influence can take different routes for boys and girls. These findings, and their possible implications, will be further discussed from the perspective of Swedish contemporary society.

A. MACKIEWICZ
University of Aberystwyth, UK

Poster: "Everyone is looking at what you're wearing": Appearance matters

Broad socioeconomic and cultural changes in the UK have resulted in changing attitudes to intoxication and a reportedly dramatic rise in the number of young women consuming alcohol to excess. Suggestions are, that historical double standards regarding women's drinking have been eroded (Plant and Plant 2006), and now women must drink alcohol if they wish to socialise (Griffin 2005). Yet, in the UK, the binge-drinking debate, often sensationalised by British media, still taps into longstanding social anxieties surrounding the public spectacle of women's drunkenness by associating it with sexual availability and discourses on respectability (Jackson and Tinkler 2007; Measham 2008). Whilst UK Government policy and the mainstream media focuses intently on the female body, it still neglects to address the gendered aspect of alcohol consumption in the 'culture of intoxication' (Measham and Brain, 2005). Recent fieldwork with a localised group of young women reveals that alcohol plays a far more complex role than merely being the means for 'determined drunkenness' amongst 'young people'. These women argue that alcohol "gives" them the confidence they need to 'go out'. In light of Measham and Østergaard's (2009:425) suggestion, that there is a hypersexuality within the 'new' 21st century NTE (night-time economy) environment, I would also argue that there is an obligation on women to practice 'hyper-sexualised' feminine identities in drinking cultures which is not only being overshadowed by concern over consumption rates, but highlights the need for a more nuanced understanding of the relationship between alcohol and women's changing lives.

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Oral: Implicit strategies to improve body satisfaction

Background: Many women dislike their bodies and a significant part of them intensely loathe their shapes and weight. Body dissatisfaction is a strong predictor for disordered eating and impaired psychological functioning.

Method: Studies performed at Maastricht University and at Stanford University managed to improve body satisfaction on short and longer term. In a first study (Maastricht University), a non-clinical sample of young women executed a brief computer task. This task taught them to associate pictures of their own bodies with portrait photos of smiling faces (signaling positive, accepting feedback) and body pictures of other women with neutral or frowning faces. In the control group, the facial feedback on pictures of their own bodies or at pictures of other women's bodies was completely randomized. In a second study (Stanford University), the evaluative condition paradigm was used as a mini therapy. A sample of highly body-dissatisfied young women conducted the computer task four times in four weeks.

Results: women who performed the evaluative conditioning task and learned to associate their bodies with smiling faces, showed significant increases in body dissatisfaction and self-esteem from pre- to posttest. Women who were randomized to control conditions showed no such increases. Moreover, some of these positive increases in high body dissatisfied women who received the intervention as a "mini therapy" (Study 2), were still present at 1- and 3-month follow-up.

Conclusion: The outcomes suggest that inventions to treat body dissatisfaction may profit from combining extant methods with strategies that target implicit evaluations of the body.

A-M. MARTINDALE
University Of Liverpool, UK

Oral: Car crashes, wars and cancer: identity shift and acquired facial 'disfigurement'

Background: The recent emergence of facial transplantation (2005+) as an extreme form of reconstructive surgery has led to papers which explore the possible impacts of living with someone else's face. One theme considers the role of the face in identity formation. There is an assumption underpinning some papers that identity must change, as it is located in the face. My research explores the relationship between acquired facial disfigurement and embodied identity shift.

Methods: The research was located within a phenomenological, embodied framework. 13 narrative ethnographic interviews were conducted across England (2011-12) in people's homes, using photographs to aid discussion. The results were analysed on a case by case basis using narrative analysis methods.

Findings: Faces are not 'static' body parts, which can be understood completely in terms of their biological form or function. Nor are identities located within the physical properties of the skin, eyes, mouth or nose. There is a relationship between facial appearance and embodied identities. People recognise themselves and others through their bodily and facial appearance, though; this is only one aspect of identification. I argue that identities are created, performed and recreated by persons, of which faces are just one part. It was the disruption to careers; hobbies; relationships and bodily performances that challenged the participant's sense of self more.

Discussion: I will discuss the relationship between facial disfigurement and identity transition, characterising it as the negotiation of wider socio-cultural values about faces, ritual transitional states during and after the event and one of revised embodiment.

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Oral: The influence of a burn injury experience on perceptions of 'self' for adolescents

Background:

Burn injury survivors often struggle to cope with their changed appearance and the social stigmatisation that can occur from the visibility of burn scarring, however minimal qualitative research exists exploring these sensitive issues. These difficulties can continue over many years and can increase during specific developmental phases, for example, during adolescence when development of perceptions of self, and societal acceptance are important psychosocial tasks.

Method:

To explore the impact of a burn injury on perceptions of self, 13 individual semi-structured interviews were conducted with adolescents (13 to 18 years) who sustained a burn injury during childhood. A qualitative description methodology was employed, interviews were transcribed verbatim and analysed thematically. Findings:

Analysis of data highlighted the continual tension that young people experience due to shifting perceptions of self within and across public and private spheres. This was implicated in perceptions of self and how they described their experiences in relation to family, peers and social interactions, in the context of the burn experience, and in how they filtered the future through the burn experience. It is apparent that it is not merely the existence of family, peer and burn team support but the types of support provided that promotes positive self-concepts.

Discussion:

Extensive psychosocial support from family, peers and the burn team appear to influence positive identity development for burn-injured adolescents. These issues need to be explored sensitively and thoroughly with the adolescent and their family and a comprehensive plan provided that includes psychosocial, surgical and aesthetic intervention options.

O. MASNARI, M. LANDOLT, K. NEUHAUS, L. WEIBEL & C. SCHIESTL

University Children's Hospital, Zurich, Switzerland.

Poster: The "Hautstigma-Initiative" – an action aimed at supporting children and adolescents with visible differences

Background: Despite the rather high incidence of congenital and acquired conditions that alter appearances among children and adolescents, to date in Switzerland no charities or actions exist specifically supporting affected individuals and promoting the social acceptance of those with visible differences. To fill this gap, an interdisciplinary group of health professionals has initiated the so-called "Hautstigma-Initiative" (Skin-Stigma-Initiative).

Aims: This initiative has two objectives: 1) To help children and adolescents with congenital or acquired differences in appearance lead full, successful, and satisfying lives; and 2) To transform public attitudes towards people with unusual appearances and prevent stigmatization and discrimination.

Methods: The first aim is addressed via the slogan "Ich pack's" (I can do it). We aim to support affected children and adolescents - as well as their families - by providing them different support measures, including information booklets, opportunities to meet others with similar conditions and form networks, and specific workshops (e.g., skin camouflage courses, social skill training). The second aim is addressed via the slogan "Sich(t)verändern" (changing views). Public awareness campaigns, including media campaigns and education programs in schools, shall help to transform public attitudes and behaviors towards people with unusual appearances and prevent discrimination. The website www.hautstigma.ch serves as a central communication platform for both aims.

Discussion: Further research is warranted to evaluate the effectiveness of support services for people with visible differences and the effectiveness of social interventions aimed at transforming public attitudes and behaviors towards affected individuals.

E.C. MAYLAND, G.J. TREHARNE & E.J. HAY-SMITH

University of Otago, New Zealand

Poster: My hand! Multi-faceted appearance-related distress following traumatic upper limb injury

Background: Psychological distress can lead to greater disability and pain following minor to moderate upper limb injuries. However, the sources of distress remain unclear. Sources of distress have been identified in individuals following severe injuries, but the applicability of these issues in populations with less severe upper limb injuries has not been investigated. The aim of this qualitative study was to explore the common experiences that contribute to distress for people recovering from minor to moderate upper limb injuries.

Methods: A sample of 11 participants who had sustained upper limb injuries within the past 6 months participated in semi-structured interviews with the first author. Thematic analysis was employed in a focused way to search for themes about sources of distress.

Findings: Distress related to appearance was interwoven with four main themes: uncertainty, disruption, identity and legitimacy. The appearance of the injured limb caused uncertainty about future function and the structural integrity of the injured limb. Participants also reported that the appearance of the injured limb led to

distress arising from disruptions to the normal functioning of relationships, loss of identity in roles such as a productive family member, and anxiety surrounding the perceived legitimacy of the injury.

Discussion: Appearance-related distress appears to be incorporated into multiple aspects of recovery from traumatic upper limb injuries. Recognition of the impact of this multifaceted source of distress may encourage healthcare workers to address this issue during treatment both with patients and with family members.

J.MENDES¹, M.J. FIGUEIRAS² & T. MOSS³

¹ISPA – Instituto Universitário, Portugal, ²PIAGET. Bristol, ³University of the West of England, UK

Poster: Acquired facial disfigurement: Psychosocial issues, psychological adjustment, assessments and interventions in adults with visible difference

Acquired facial disfigurement has been targeted as a research theme in the last years. After reviewing published literature on this subject, mainly in web databases such as PubMed, MedLine, Web of Knowledge and Ebsco, the present work intends to describe the importance of the face for the individual and which are the psychological and psychosocial questions linked to acquired facial disfigurement.

There are several qualitative and quantitative evaluation instruments that permit the knowledge of those many variables pertinent to psychological and social adjustment of the body image and facial appearance. Nevertheless, the Derriford Appearance Scale has shown an adequate evaluation of the subjective concern with appearance, as it was already used among other studies and translated to other languages. Also, new tools that allow a similar evaluation were presented recently, that are the CARSAL for appearance salience, and CARVAL for appearance valence, which demonstrated to be key factors underpinning appearance related self-consciousness and negative affect.

As models for intervention are mentioned the medical/surgical ones and their limitations, but also the psychological intervention and coping strategies. Recently, a work from Clarke, Thompson, Jenkinson, Rumsey and Newell (2014) demonstrates the efficacy of cognitive-behavioural therapy, as an intervention strategy on social anxiety in individuals with facial disfigurement.

J. MENDES¹ & H.MOREIRA²

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Poster: What is being done in Portugal? Body Image and Disfigurement Face: research, assessment and intervention

In Portugal, the first psychology studies, emerged in 2010 with the translated DAS-24 (psychometric studies still on course) and the translation and validation of ASI-R to the Portuguese population and also the publication of psychometric data on the Body Image Scale (Moreira, Silva, Marques & Canavarro, 2010). In present time new studies are under development, who will evaluate the body image of obese children and adolescent and its influence on the quality of life of those populations (Gouveia, M. J., Frontini, R., Canavarro, M.C., & Moreira, H. (2013). A new study holds as its main goal understanding the psychological adjustment to acquired facial disfigurement, given that the perception of the body image integrates the physical, emotional and mental level, being decisive at the influence on the individual body image satisfaction on its quotidian life (identity, power, status, attractiveness). Towards the ascertainment of the variables that better explain this trajectory, a longitudinal study was designed to evaluate individuals subject to reconstructive surgery (after trauma or disease) at two distinct moments: 2-4 days after surgery and 12 months after surgery. One project is being developed to envision and create evaluation techniques, aiming intervention on individuals with facial disfigurement (acquired or congenital), through validated instruments for the Portuguese population and cognitive-behavioural interventions. Thus, that project will intend to intervene at the individual's cognitions and behaviours (depression, anxiety, shame, emotional anguish, anger, humiliation and withdrawal), allowing improvement of societal integration.

J. MILLS & M. FULLER-TYSZKIEWICZ

Deakin University, Australia

Oral: The impact of fat talk on state body image

Fat talk, which refers to negative remarks about one's own appearance to make another feel better about him/herself, has been shown to unintentionally worsen body image for the recipient. However, as fat talk likely involves consideration of appearance standards and self (or other) appearance evaluations, it is unclear whether fat talk contributes meaningfully to body image beyond these noted sociocultural influences. Therefore, this experience sampling method (ESM) study aimed to evaluate individual and combined impacts of sociocultural factors (thin ideal internalisation, body surveillance, appearance-based comparisons, and fat talk) on women's day-to-day state body image experiences. Fifty women aged 18 to 40 years completed a brief online survey capturing trait-based appearance comparison tendency, body shame, body surveillance, self-esteem, thin ideal internalisation, and negative affect. An iPhone application signalled at six random time points throughout the day for one week, measuring fat talk frequency, feelings of objectification and self-consciousness, frequency and nature of appearance-based comparisons, negative affect, and state body image. Findings show that fat talk was frequent and related to thin ideal internalisation, body

surveillance, and appearance-based comparisons, although these constructs form a complex network of associations. Importantly, fat talk was not redundant with these other body image constructs. Bi-directional associations were evident and will be discussed. The results also reiterate earlier ESM findings that trait-level eating disorder symptoms determine the extent to which these state-level body image experiences co-occur and influence each other. Implications include targeting fat talk and its influence on women's body image through tailored psycho-education and interventions.

H. MOFFAT & M. DAVIES
NHS Grampain, UK

Poster: Congenital breast asymmetry: psychological adjustment before and after plastic surgery

Differences in the size, shape and position of a woman's breasts are commonplace, however, clinical experience indicates that severe breast asymmetry (more than one cup size), can be very debilitating, identified in case studies as a causal factor in the onset of depression, eating disorders and other difficulties in psychological adjustment. Plastic surgery to reduce breast asymmetry has been described as life changing, however, there is virtually no published research on the psychological experience of congenital breast asymmetry or the impact of plastic surgery, even though in the UK (depending on the Health authority), this may be offered by the NHS.

This qualitative study explored women's experiences of severe breast asymmetry and plastic surgery to address this. All participants had been referred to the NHS for surgical treatment of breast asymmetry. Semi-structured interview transcripts were analysed and coded using Grounded theory methodology. Participants described a broad range of experiences prior to surgery. These could be considered on a spectrum from those who experienced shame, isolation and fear and coped by hiding and avoiding, to those who felt supported and validated by others and who were able engage in more active coping. Satisfaction with the outcome of surgery was mixed; however, participants were generally positive about the way health professionals responded to their concerns. Most felt it was appropriate to wait until well after puberty before considering surgery. These findings have significant implications for further research and practice.

M.T. MOHD NASIR, Y.S. CHIN, S.I. SHARIFAH INTAN ZAINUN, S. KAARTINA, R. FARAH WAHIDA, & M.S. ZALILAH
Universiti Putra Malaysia, Malaysia

Poster: Association between anthropometric indicators and body image dissatisfaction in Malaysian adolescents: a nationwide study

Background: This study determined the contribution of anthropometric indicators towards body image dissatisfaction in Malaysian adolescents.

Methods: A total of 9286 adolescents aged between 12 to 19 years were recruited from all 15 states and federal territories in Malaysia. Body image perception was measured using the Multi-dimensional Body Image Scale (MBIS). Height, weight, body fat percentage and waist circumference were measured using standard procedures.

Findings: There were significant differences between males and females in the mean composite scores of MBIS (55.92 ± 8.25 vs 56.40 ± 8.96 , $p=0.008$), body mass index (BMI) (20.52 ± 5.04 kg/m² vs 20.81 ± 4.57 kg/m², $p=0.003$), body fat percentage (20.73 ± 6.08 % vs 26.22 ± 6.50 %, $p<0.001$) and waist circumference (71.84 ± 12.68 cm vs 68.84 ± 10.08 cm, $p<0.001$). Multiple linear regression analysis showed 17.0%, 1.8% and 0.3% of the variance in the mean composite score of MBIS in males was explained by BMI ($R^2=0.170$, $p<0.001$), body fat percentage ($R^2=0.018$, $p<0.001$) and waist circumference ($R^2=0.003$, $p<0.001$), respectively. BMI ($\beta= 0.128$, $p=0.001$), body fat percentage ($\beta=0.219$, $p<0.001$) and waist circumference ($\beta=0.126$, $p<0.001$) directly contributed to the body image dissatisfaction in males. In females, 28.7% and 1.0% of the variance in the mean composite score of MBIS was explained by BMI ($R^2=0.287$, $p<0.001$) and body fat percentage ($R^2=0.010$, $p<0.001$), respectively. However, the variance was not explained by waist circumference ($R^2=0.000$, $p=0.068$). BMI ($\beta=0.290$, $p<0.001$) and body fat percentage ($\beta=0.233$, $p<0.001$) directly contributed to the body image dissatisfaction in females.

Discussion: BMI and body fat percentage were the strongest anthropometric predictors of body image dissatisfaction for both male and female adolescents. The findings suggest focusing on promoting healthy body weight in preventing body image dissatisfaction among Malaysian adolescents.

S. MULKENS¹, T. MEULENDIJKS¹ & R. VAN DER HULST²

¹Maastricht University, Netherlands, ²Maastricht University Medical Center, Netherlands

Poster: Cut the crap: what are the effects of cosmetic surgery on body image dissatisfaction?

Background: During the past decades, cosmetic surgery has become increasingly popular. People with certain psychopathology disorders, for example Body Dysmorphic Disorder (BDD), are dissatisfied with their physical appearance and a significant number try to receive cosmetic medical treatment for their complaints. It seems relatively easy for them to receive this type of surgery, despite the fact that it has no or even adverse effects on the symptoms. The present study aimed to investigate the psychological condition and especially the presence of psychopathological symptoms like BDD in cosmetic surgery patients.

Methods: Questionnaires about body image dissatisfaction, symptoms of BDD and psychopathology in general, and satisfaction about surgery were sent to patients who had been treated in a large cosmetic surgery clinic.

Findings: Of the patients who replied, 86% were pleased with the outcome of the cosmetic procedure. Further, 21% to 59% of these former patients scored higher on questionnaires of body image dissatisfaction and psychopathological symptoms than a norm group from the general population. When differentiating the group on the basis of BDD symptomatology, it appeared that the high BDD symptomatic group displayed significantly worse outcome on all measurements. That is, high BDD symptomatic patients were more dissatisfied about the result of surgery, exhibited higher levels of psychopathology, and had lower self-esteem than the low symptomatic BDD patients.

Discussion: These findings clearly suggest that evaluation of the psychological condition and motivation of the candidate patient might be a valuable addition to the standard procedure in cosmetic medical treatment settings.

At present, we are conducting a larger – prospective- study in which we measure psychopathology and personality characteristics in all eligible (aesthetic) cosmetic surgery patients in two clinics, before and 6 weeks after the surgery. The aim of this study is to detect predictors of positive and negative outcome of aesthetic surgery, especially with respect to body image satisfaction. In case sufficient data are available by the time of the conference, we will conclude the results in the presentation.

NICHOLLS, W.

Princess Margaret Hospital for Children Western Australia, Australia

Poster: Ectodermal Dysplasia – a patient perspective

Background: This retrospective study investigated the psycho-social experience of 20 year old patients who were born with ectodermal dysplasia and have undergone many years of multidisciplinary treatment. In particular, this study sought to define the limitations of having ED, the impacting personal issues and perceptions of care. The advantage of this cohort was that subjects have had time for reflection and life experience following their treatment.

Methods: This study utilised two collection instruments - a condition-specific questionnaire designed to obtain both qualitative and quantitative responses and a follow-up qualitative questionnaire for those who indicated that their lives had been greatly impacted by ED. Participants were 18 years of age and over and had completed their treatment milestones. Of the pool of twelve participants, three could not be contacted and two refused to participate leaving a response rate of 7 from 9 (78%). Participants were contacted by telephone prior to the self-report questionnaires being forwarded by post.

Findings: Overall, respondents were most impacted by issues relating to: self esteem, attitude to life, independence, special people friendships and future plans. The most significant psycho-social impact of having ED is the degree of influence on respondents' self esteem. In particular three respondents (42%) reported that having ED had dramatically affected their self-esteem and the course of their lives as a consequence.

Discussion: Although there were small participant numbers in this study, it provided a significant proportion that reported having been adversely affected as a result of having this condition. The degree to which two of the respondents were affected by ED requires further investigation and consideration in regard to how this may be identified for future patients, what guidelines are required for offering assistance, and what services are available to help address these issues.

L. NOTINI^{1,2,3}, L. GILLAM^{1,2}, M. SPRIGGS^{1,2,4} & T. PENINGTON^{3,5}

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Oral: Considering the child's voice in decisions regarding paediatric facial surgery

Background: This presentation draws on the presenter's PhD project investigating the ethical issues around paediatric facial surgeries (PFS) aimed at altering children's appearances for psychosocial reasons (e.g. to prevent or alleviate appearance-related teasing and associated psychosocial distress). This study explores the presurgical decision-making process regarding PFS from the perspective of the surgeons who perform them.

Methods: Semi-structured interviews were conducted with 18 plastic surgeons and four oral and maxillofacial surgeons who perform PFS, and transcripts analysed using inductive content analysis.

Findings: Surgeons considered multiple factors when making decisions regarding PFS. While many regarded children's wishes as important, they differed in how much ethical weight they were prepared to attribute to these wishes and had different ideas regarding the circumstances under which it would be ethically acceptable to perform PFS on unwilling children.

Discussion: The weight to place on children's wishes is a contentious area in paediatric bioethics. Existing guidelines advocate that healthcare professionals should not only inform children about proposed medical treatment, but also obtain children's agreement where appropriate. However, it is generally accepted that children's refusals of treatment can and should be overridden where doing so would promote the child's best interests. This presentation will consider whether children's refusals should carry more weight in cases where the proposed medical treatment is purely cosmetic with no functional benefit. It will be suggested that further research is needed to clarify outcomes of PFS performed on children who refuse or are ambivalent about surgery their parents request for them.

S. K. NUTTER & M. K. RUSSELL-MAYHEW
University of Calgary, Canada

Poster: Ideology, thin-ideal internalization and social comparison: An examination of the predictive qualities of weight bias

Although an abundant history of research and social action has led to progress in the areas of race and gender bias, weight bias has been given considerably less focus. Given the increasing rates of obesity and the concurrent increase in the intensity and frequency of weight-based prejudice, research is needed to elucidate factors associated with the development of weight bias. This research examined the relationship between three social ideologies, thin-ideal internalization, and social comparison processes in relation to implicit and explicit weight bias.

Three ideological beliefs of participants were examined via self report questionnaire: a) Right-wing authoritarianism (RWA), b) social dominance orientation (SDO), and c) universal-diverse orientation (UDO). Many researchers consider SDO and RWA two of the strongest predictors of many prejudiced attitudes, but these ideologies have not been studied specific to weight bias.

Previous researchers have suggested that the experience of body dissatisfaction is largely influenced by sociocultural norms for ideal appearance. The media has been largely blamed for creating and perpetuating this unrealistic standard. Therefore, in addition to examining the social ideologies of participants, the study also examined the internalization of media messages of the thin-ideal, as well as the ways in which individuals socially compare their own appearance to the appearance of others.

In addition to better understanding the factors contributing to weight bias, findings from the research may have implications for preventing discrimination against obese persons, for training professionals about weight bias, as well as provide important information for consideration when developing and testing anti-bullying programs.

A. OWEN-SMITH¹, J. COAST² & J. DONOVAN¹
¹University of Bristol, UK; ²University of Birmingham, UK

Oral: "I always think people are looking at me": Stigma and morbid obesity

Background: Morbid obesity (BMI >40 or >35 in the presence of co-morbidity) is widely acknowledged to be a highly stigmatised condition and quantitative surveys have demonstrated that people living with obesity are vulnerable to discrimination in a number of social contexts. However, qualitative research with those at very high weights is relatively sparse.

Methods: As part of two broader investigations into healthcare rationing, we conducted in-depth interviews with 35 people (including 10 men) who had been referred for weight reduction surgery, all of whom had a

BMI over 40. Sampling was conducted purposively and theoretically, and analysis was undertaken using a constant comparative approach.

Findings: Nearly all informants reported experiences of stigma, and the principal stereotypes thought to be associated with obesity included laziness and greed. Informants felt marginalised by their body shapes and fear of encountering stigma meant that many felt excluded from accessing health promoting activities outside of their homes. This often resulted in feelings of depression, which fuelled further maladaptive eating patterns and weight gain. In addition, stigma created barriers to accessing effective treatments, and many informants felt ashamed of their need for weight reduction surgery.

Discussion: Despite suggestions in both the popular and academic press that weight-related stigma is helpful in terms of promoting the adoption of healthier lifestyles, our research found the converse to be true. In our study, the experience and expectation of stigma actually served to reinforce the psychological distress of living with morbid obesity and created further barriers to accessing effective interventions.

V.A. PILEGGI

University of Guelph, Canada

Oral: My mother, my daughter, my self: The mother-daughter relationship and the influence of facial difference

Over the past 50 years, psychologists have become increasingly interested in the experiences of individuals living with a facial difference. While research has burgeoned, critical scholars note that this literature tends to overemphasize the negative impacts of living with a difference, and omit the supportive relational networks in which individuals exist. This paper reports on a qualitative study that explores the mother-daughter relationship when the daughter is living with a facial difference. Adopting a feminist disability and contributational framework, it challenges assumptions of living with a disability and lends voice to individuals whose experiences have been misrepresented or ignored. Ten young women, age 13-25 with a facial difference, and their mothers were interviewed. Questions centered on mothers' role in their daughters' lives, and what facial difference may contribute to the relationship. Using thematic analysis, it was found that mothers served as the primary advocate in their daughters' lives, conveying empowering messages to their daughters and affording them emotional armour or hardiness in the face of discrimination. Mothers and daughters also acknowledged deep mutual reciprocity or "exquisite attunement" in their relationship, respecting each other as sensitive, interconnected beings, and as vital sources of support. Moreover, there existed a strong desire to learn from and emulate the other. This new model of the mother-daughter relationship may not only serve to reformulate resources made available to individuals and families within the facial difference community, but may also act as the foundation for reconceptualising society's view of all families touched by difference or disability.

N. PIRAN

University of Toronto, Canada

Oral: Embodying the 'ideal girl' appearance in adolescence: the eroding journey to elusive power

Idealized visual images of girls and women pervade adolescent girls' lives, affecting body esteem and peer relations, as girls seek to approximate idealized images towards social gains. Nonetheless, research is lacking in examining adolescent girls' lived experience in relation to idealized visual representations; such research can help guide health promotion activities that enhance adolescent girls' critical perspectives towards these images and the acceptance of diversity in appearance. The present investigation aimed to examine the nature of idealized images internalized by adolescent girls and the way in which these internalized images have shaped girls' lived experiences, utilizing a methodology not previously employed in this domain. Using qualitative interviews, girls were invited to generate their own drawings of the 'Self', the 'Ideal Girl', and the 'Ideal Boy' and to speak about these drawings. The prospective study included 87 interviews with 27 girls, ages 10-18. The findings suggest that, beyond thinness, idealized images of girls reflect social privilege at the intersection of gender, socioeconomic standing, ethnicity, physical ability, and sexual orientation. However, while idealized images are always associated with discourses of social power ('She is Popular'), they are also associated with critical discourses. These include: physical restriction ('This Girl Can't Move'), loss to self ('She Loses who She Is'), ridicule ('Oh, She Broke a Nail!'), hostility ('She's Nasty'), and the questioning of social power ('Acceptance *Without* the Conformity Gives You Real Power'). These important critical discourses provide key paths to interventions with adolescent girls towards the prevention of the normative disruption in embodiment.

R. PRESTON & B. GOWERS

Cleft Lip and Palate Association, UK

Poster: The Patient Voice – a project to create effective patient involvement

Background The National Service Specification (NSS) for England and Wales states: “Each cleft team will facilitate/encourage user involvement by including (a minimum of 2) patient representative(s) in their service development and review processes and meetings”. Currently only 3 of the 9 cleft centres in England and Wales meet this specification. The aim of this project is to understand the barriers to involving patients and how to overcome them.

Methods Discussion with two groups of cleft health professionals, feedback from patient representatives and information from a shared learning group on user involvement were collected to identify the barriers to patient involvement.

Findings Barriers for patients include meeting times and locations, lack of confidence, and knowledge and skill gaps. For health professionals they include time and other resources, confidentiality, finding the right patient, dealing with negative feedback, communication skills and concerns about their limited ability to act on patient suggestions.

Discussion Patient Involvement improves the quality of service and is a requirement of the NSS. Training and resources are needed for patients and cleft professionals to make the patient voice an effective resource for the cleft teams. Patient representative groups are ideally placed to recruit and train patient representatives and encourage a variety of different types of patient involvement. The Cleft Lip and Palate Association (CLAPA) has set up a new “Patient Voice” project which will use its Regional Coordinators to work with local patients and cleft teams, identifying what they want from patient representation and supporting them to achieve it.

J. PRIOR¹ & A-M MARTINDALE²

¹Kingston University, UK, ²University of Liverpool, UK

Poster: Rethinking facial research: The contribution of qualitative psychology and anthropology to our understanding of the relationship between faces and identity

The advent of facial transplantation has led to conjecture about the role of faces in identity formation. Some academic authors have suggested that identity is located within faces, and therefore can be transplanted when the operation occurs. However, there is a dearth of qualitative evidence exploring these important issues. Initial psychological (Prior and Klein, 2010) and anthropological (Martindale, 2014) research has revealed that the relationship between society, individuals, faces and identity is a complex, one requiring closer meaningful qualitative investigation.

Martindale's (2014) research has revealed that faces play a vital role in human sociality and social reproduction. This finding is borne out by interview research conducted by Prior and Klein (2010), who concluded that health professionals and members of the public acknowledged the special significance of the face, though they did not always know why. The difference between academic and public knowledge is worthy of further exploration. Analysis of Martindale's narrative ethnographic interviews with facially 'disfigured' people has revealed that identity is not physically located in faces, but constructed by embodied individuals through their experiences. She concluded that identity shift in people with an acquired facial disfigurement was related to an individual's ability to negotiate societal values about faces; to manage the impact of the event and their ability to re-negotiate their perception of themselves. The poster will present the theories, methods and findings which have illustrated aspects of the relationship between faces and identity, highlight the need for interdisciplinary research, and consider future directions for qualitative research.

R. RAFIQUE & N. HUNT

University Of Nottingham, UK

Oral: An exploratory study of experiences and coping behaviours of adolescents with alopecia

Adolescence is a time of internal turmoil and upheaval, and having to face a visible disfigurement at this transitional period can be extremely challenging. The study explored experiences of Pakistani muslims aged 15 to 19 years with alopecia areata (AA) and investigated their accounts of coping behaviours. Interpretive Phenomenological Analysis was used to provide an in-depth and holistic perspective of their accounts. Semi-structured interviews were undertaken with a volunteer sample of five respondents (two males and three females) who were diagnosed with alopecia and had visible disfigurement for periods ranging between 1-3 years. Key themes that emerged included: loss (self/social), concerns (physical/future), negative (emotions/thoughts) and coping styles (positive/negative). Results revealed gender differences in experiences and accounts of coping behaviours. Girls experienced greater feelings of loss, were more concerned about their looks and their future, and reported more negative thoughts and emotions. As an initial adjustment to hair loss, action oriented and practical coping styles were adopted by boys and girls. After the realisation that initial coping behaviours were ineffective, self-distraction by boys and reactive coping mechanisms by girls were used. Girls blamed God and boys felt fate was responsible for their condition. Psychological relief followed with the practice of religion and planning for treatments to be undertaken in the future. A volunteer sample of respondents who agreed to participate may have concerns and coping behaviours that are likely to be different from others with alopecia. Strength of the study is that previously most of the research was conducted in UK and similar findings are obtained in another culture, though with more emphasis on religion. Health care providers and student counsellors need to understand the negative psychosocial consequences of living with a visible disfigurement and provide psychological and social support.

E. RAHTZ¹, K. BHUI¹, A. KORSZUN¹ & I. HUTCHISON²

¹Queen Mary University of London, UK, ²Barts Health NHS Trust, UK

Oral: Psychological distress and appearance concerns following facial injury

Background: People who suffer facial injury face a range of psychosocial issues. While standards of surgical treatment to restore function and appearance continue to improve, psychological problems may be overlooked in busy clinics, and facial trauma patients are at risk of acute and post-traumatic stress disorder, depression and anxiety. Changes to appearance can be distressing and can impede the return to normal quality of life; they can also exacerbate problems by reminding patients of traumatic events.

Methods: This is a prospective study of patients treated by oral and maxillofacial surgeons following injury. Participants were assessed at baseline for symptoms of acute stress (ASDS: Acute Stress Disorder Scale), psychological distress (HADS: Hospital Anxiety and Depression Scale) and appearance concerns (DAS24: Derriford Appearance Scale).

Findings: Data from 106 patients showed that 29 per cent experienced symptoms indicative of acute stress disorder. Twenty nine (29) per cent and 48 per cent respectively experienced clinically significant symptoms of depression and anxiety. Those experiencing clinically significant levels of distress on the ASDS or HADS had higher levels of appearance concern on the DAS24 ($M=40$, $SD=13.6$), compared with those without significant distress ($M=26$, $SD=7.6$). Acute stress symptoms significantly predicted DAS24 scores $\beta=-.590$, $t(76)=6.409$, $p < .001$.

Discussion: There are high levels of psychological distress and unmet needs in this cohort. Rehabilitation involves a return to normal psychosocial functioning as well as physical function and appearance: the ability to identify those at risk would allow healthcare practitioners to provide important interventions.

L.A. RICCIARDELLI & M.P. MCCABE

Deakin University, Melbourne, Australia

Oral: Perceived sociocultural messages to lose weight, gain weight and increase muscles among adolescent girls and boys from Tonga, Fiji and Australia

Background: Much of the research that has examined the nature of perceived sociocultural messages about body change strategies has been conducted with adolescents from Western countries. The focus of the present study was on two cultural groups from the Pacific, Indigenous Fijians and Tongans, who have traditionally valued and admired a large and robust body size for both women and men. We also studied Indo-Fijians, who are a distinct and large cultural group in Fiji (44% of the population), as they provide an additional and important comparison group. Indo-Fijians, on the whole, tend to have a smaller body build than Indigenous Fijians and traditionally they have not placed the same level of importance on a large body size as have Indigenous Fijians and other cultural groups from the Pacific.

Methods: The participants were adolescents aged between 11 and 18 years: 628 Indigenous Fijians, 463 Indo-Fijians, 598 Tongans and 535 Australians. Examined were body mass index (BMI), gender, and perceived sociocultural pressures from family, peers, and the media to lose weight, gain weight and increase muscles.

Findings: We found significant differences among the four cultural groups but these differences were moderated by BMI and gender. On the whole, Tongans perceived more messages about each type of body change strategy than the other three cultural groups, and these were perceived as being transmitted from the majority of sources. In contrast, Australians perceived the lowest number of messages, and interestingly, Indigenous Fijians and Indo-Fijians were in between the Tongans and Australians.

Discussion: Overall, the findings suggest that Tongans are paying more attention to both traditional and Western messages, however, studies are now needed to examine actual versus perceived messages.

M. RIDLEY & N. HUNT

University of Nottingham, UK

Poster: Psychosocial risk factors associated with the adolescent onset of body dysmorphic disorder: Comparing low and high body image concern children and adolescents

Background: Body dysmorphic disorder (BDD) is relatively common amongst the general population (1.7-2.4%), and typically develops during adolescence. Current research predominantly employs a cognitive

behavioural (CBT) approach to etiology which fails to account for its development. BDD individuals construct their self as an aesthetic object, with higher reported levels of childhood experiences such as bullying and maltreatment. Most previous studies have investigated the self and BDD in adults. Given BDD typically develops during late childhood and adolescence the investigation of the self and BDD specific to this demographic is required.

Methods: A qualitative exploration that utilises a narrative approach is employed focusing on the self as constructed through life events during childhood and adolescence. Participants completed the Body Image Concern Inventory which measures subclinical to clinical levels of appearance concern. Scores were used to create a case-controlled sample (low and high concern). These participants were interviewed using the Emerging Life Story Interview. The interviews were transcribed and analysed using thematic narrative analysis.

Findings: High concern participants narrated life stories with more of a negative tone, particularly when referring to childhood, compared to the low concern group. They were also more preoccupied with their appearance generally, and tended to link image concerns with particular experiences.

Discussion: These findings support earlier research that postulates childhood experiences impact on levels of appearance concern. There are implications for possible interventions with children who have sub-clinical levels of appearance concern before their problems become more severe.

H. S. RICHARDS, E. JENKINSON, N. RUMSEY & R. A. HARRAD

Poster: Ophthalmic patients experiences of the psychosocial impact of ptosis: A phenomenological study.

Background: Ptosis is a condition causing the drooping of one or both eyelids, and can be congenital or acquired. Previous research suggests that ptosis can impact patients psychosocially, comparable to the impact of other appearance altering eye conditions and visible differences. However, few studies have examined the subjective experiences of patients with ptosis, or their motivations for surgery. This study aimed to explore these issues, using a qualitative approach.

Methods: Seventeen adult patients with ptosis from Bristol Eye Hospital were interviewed prior to surgical treatment using semi-structured interviews. Interviews were analysed using a phenomenological approach.

Findings: Patients tended to describe the negative impact of ptosis on their psychosocial functioning and QOL. Nevertheless, some patients reported little or no impact. Appearance change was discussed in terms of feelings of loss and social isolation. However, there was a general reluctance to discuss the appearance elements of ptosis due to a concern this would be perceived as 'less worthy' than the impact on vision.

Discussion: Clinicians might be prudent to consider the range of motivating factors for surgery in this patient group, including those which may currently be seen as clinically less relevant (such as appearance). This may be useful in aiding patient decision making and managing expectations regarding psychosocial outcomes and satisfaction post surgery. The potential benefits of psychosocial support in improving patient well being as an alternative or adjunct to surgery should also be considered, given the need expressed in this study.

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Oral: Being seen through another's eyes: The role of looking in young women's body image development

The proposed paper reports from two interlinked studies that took as their starting point a social constructionist conceptualisation of body image as an on-going process, located in contextualised social interaction (Gleeson & Frith, 2006). From this standpoint, our research question was 'When and where are adolescent girls/young women conscious of their body image?'

To address this question we employed cooperative inquiry, an action research method for exploring in-depth identity processes that is underdeveloped in Psychology. Five cooperative inquiry groups were established with i) two groups of 14-15 year old school girls (n=8) and ii) three groups of 16-19 year old girls (n=13), mostly white British, with a range of academic ability and socio-economic status. The participants met with a researcher for 3-5 sessions over a period of weeks to explore their challenges related to body image and how these explorations might help them develop solutions or novel approaches to these challenges. Applying discourse analysis to the audio recording of these sessions the paper highlights the role of looking in body image development: experiencing looks from other people, imagined looks from others, the experience of being seen through another's eyes, and doing the looking oneself, were core aspects of the participants' body image development and associated body image challenges. The paper highlights the under theorised role of looking in relation to body image and considers the implications of thinking about body image as a social process in terms of developing resilience and positive body image in young women.

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Oral: Might an online survey influence tanning behaviour in college women?

Background: Indoor tanning is particularly widespread among female college students and is associated with significant health risks. Furthermore, appearance motivations have been identified as the principal incentive for tanning. As prevention programs targeting health-risk awareness have had limited success, shifting the focus to the perceived appearance benefits of tanning has been proposed as a promising approach. The aim of the current study was to evaluate the effects of completing an attitude survey on subsequent tanning behaviors.

Methods: A sample of 92 female undergraduate women who tanned completed an online survey assessing tanning behaviors, appearance motivations and health-risk awareness. Additionally, 17 of these students participated in focus groups exploring decision-making processes related to indoor tanning. Four months later, participants completed a follow-up survey assessing tanning intentions and behaviors since the initial survey.

Findings: Forty-five percent of students reported having reduced their tanning behavior and 38% reported having ceased engaging in tanning since completing the initial attitude survey. Furthermore, findings from the focus groups revealed that the survey had prompted a reevaluation of the benefits of indoor tanning and produced a shift in participants' perception of risk-benefit balance.

Discussion: The concurrent salience of the health risks associated with indoor tanning and appearance reasons as the main motivation may lead individuals to reappraise the risk-benefits balance of indoor tanning, which may in turn decrease their tanning behaviors. Replication of these findings may open up promising avenues for prevention.

W. SCOTT, G.J. TREHARNE & S. STEBBINGS
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Poster: Managing masculinity at the horizon of visible disability: A go-along interview study with men with rheumatoid arthritis

Background: Rheumatoid arthritis is a chronic autoimmune condition that affects joints across the body and can lead to visible joint deformity. Participation in leisure activities and employment is often limited for people with rheumatoid arthritis. Few studies have investigated the issues around ability for men with rheumatoid arthritis despite its onset being common prior to retirement.

Methods: Go-along interviews were conducted with four New Zealand men aged 48-65 diagnosed with rheumatoid arthritis for between 11-35 years. The participants were employed in a range of professions of varying physicality. A semi-structured approach was used to enquire about their ability levels whilst in a location of relevance to the participants' lives (three at work and one in his garden).

Findings: An Interpretative Phenomenological Analysis of the go-along interview transcripts lead to the formulation of three subthemes around a central theme that men don't show weakness. The participants compared themselves to elderly individuals or others with rheumatoid arthritis who were less active to avoid appearing 'weak'. Each participant had their own way of 'controlling' themselves and their environment to preserve their masculine identities. Attempts to appear 'resilient' were used to communicate they could overcome the impact of rheumatoid arthritis.

Discussion: Visibly disabling chronic conditions like rheumatoid arthritis present a particular challenge to the masculine identities of men who are affected. These findings about masculinities inform theories of gendered management of illness and appearance. The ways men with rheumatoid arthritis draw on hegemonic masculinity have implications for tailored healthcare, including physiotherapy and psychological support.

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Oral: Little girls in a grown up world? Sources of sexualisation, internalisation of sexualisation messages and body image in 6-9 year old girls.

Background: In recent years there has been widespread public concern about the early sexualisation of young girls and its potential negative effects. However, as yet there has been little empirical examination of this issue in young girls.

Methods: A sample of 300 girls aged between 6 and 9 years old completed individual interviews which assessed potential sources of sexualisation, internalisation of sexualised messages, and body image attitudes. Three potential sources of sexualisation were considered: exposure to sexualised media, sexualised dolls, and the presence of an older sister. Four new tasks were designed to measure girls' internalisation of sexualised societal messages (e.g., looking 'sexy' is positive, a girl's value derives from her physical appearance). Girls also completed measures of body esteem, internalisation of the thin ideal and body dissatisfaction.

Findings: Exposure to sexualised media and dolls was correlated with internalisation of sexualisation messages. Some indicators of internalisation of sexualisation messages were correlated with body image. Specifically, girls who chose sexier clothing as their ideal and as popular with other girls displayed higher levels of body dissatisfaction. Girls who displayed a preference for sexualised toys displayed higher levels of internalisation of the thin ideal, and girls who chose more sexualised clothing as desirable for boys displayed lower body esteem.

Discussion: Young girls are growing up in a society that is full of sexualised messages and the current study provides preliminary evidence that these messages appear to be internalised by young girls and that this may have negative implications for how they feel about their bodies.

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Poster: "I probably wouldn't do that, except for prom": Mother-daughter discussions about indoor tanning

Melanoma, the most serious form of skin cancer, is the second most common cancer in women in their 20s and the third most common cancer in men in their 20s. Melanoma risk is heavily influenced by behaviors such as sun exposure and indoor tanning, especially when this behavior is practiced before the age of 35. These data are significant because the popularity of indoor tanning has increased dramatically among young women between the ages of 15-39 over the past 30 years. Indeed, nearly half of non-Hispanic white girls have tanned indoors by age 18, with more than 30% reporting to tan indoors frequently. Through the use of a direct observation method and a semi-structured interview, this study aims to examine the family contextual factors that may promote or inhibit tanning amongst adolescent girls. Twenty-two (22) mother-daughter pairs agreed to participate, with daughters ranging in age from 15-17 and families identifying as Caucasian (n=17) or Hispanic (n=5). Main themes derived from the observational and interview data revealed the belief that people look better with a tan, that tanned skin appears healthy and attractive, and that while indoor tanning is generally considered dangerous and unnatural, the benefits of its year-round availability, short time investment, and reliable and desirable result can sometimes outweigh the risk, depending on the circumstances. Social norms around tanning and alternative options to indoor tanning will also be discussed.

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Poster: Body self-discrepancies and disordered eating attitudes: The mediating role of social physique anxiety

Despite a wealth of research examining individual relationships between ideal body discrepancies, social physique anxiety and disordered eating attitudes, few studies have examined references of self beyond the ideal, or have attempted to examine these within an established theoretical framework. Utilising Higgins' (1987) self-discrepancy theory and Carver, Lawrence and Scheier's (1999) interaction framework, we examined ideal, ought and feared body fat discrepancies as predictors of social physique anxiety and disordered eating attitudes within a model of mediated moderation. One hundred and two women completed actual, ideal, ought, and feared body self-discrepancy visual analogue scales, the Social Physique Anxiety Scale, and the Eating Attitudes Test-26. Moderated hierarchical regression analyses indicated that the relationship between ought body fat discrepancies and eating attitudes was moderated by proximity to the feared fat self. Mediated moderation regression analysis indicated that this ought x feared fat discrepancies interaction on eating attitudes was fully mediated by social physique anxiety. The results extend and support the use of a self-discrepancy interaction framework to examine body image self-discrepancies, social physique anxiety and eating attitudes.

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¹Centre for Appearance Research and The Cleft Collective, UK, ²adult who was born with a bilateral cleft lip and palate, ³adult who was born with a cleft palate,

Oral: Adult Voices: The support needs of adults with cleft lip/palate and implications for practice.

Background: Although cleft lip and/or palate (CL/P) is a lifelong condition, routine care normally concludes around the age of 18 years. As a result, little is known about the long-term outcomes of CL/P. In addition, new challenges may arise during different life stages such as decision-making around starting a family, due to the heritable component involved in clefting. Existing literature on outcomes in adulthood has focused almost exclusively on medical aspects of care, and few studies have utilised qualitative approaches. The aim of this research was to explore the experiences and possible support needs of adults with CL/P from their own perspective, with a view to informing future research and service provision.

Methods: Telephone interviews were conducted with 52 adults (aged between 22-77 years) with CL/P.

Findings: Four key themes were identified using qualitative Thematic Analysis. Participants reported a range of positive and negative experiences in relation to treatment, work and education and social relationships. Most adults felt they had adjusted well to having CL/P and reported many positive outcomes. A minority of participants believed that having a cleft still impacted significantly on their lives.

Discussion: Adults with CL/P may require psychological support, information about heritability, signposting from non-specialist health professionals, support regarding further treatment and opportunities to take part in research and activities. Suggestions of how to best support adults with CL/P will be discussed.

M. TIGGEMANN, E. COUTTS & L. CLARK

Flinders University, Australia

Oral: Belly dance: An embodying activity associated with positive body image

Background: The study aimed to examine belly dance as a potentially embodying activity associated with positive body image, itself linked to a variety of positive outcomes. In particular, belly dance was used as the context in which to test Menzel and Levine's (2011) embodiment theory of positive body image.

Method: Participants were 213 women: 112 belly dancers, and a comparison group of 101 women who did not participate in belly dance. Both groups completed measures of positive body image, body dissatisfaction and self-objectification.

Findings: The major motivations for participation in belly dance centred around enjoyment, of the dance itself and of associated activities. Correspondingly, belly dancers scored higher on positive body image and lower on body dissatisfaction and self-objectification than their non-belly dancer counterparts. Importantly, in support of the embodiment model, the effect of belly dance group on positive body image was mediated by reduced self-objectification.

Discussion: It was concluded that belly dance represents an embodying activity, one associated with a number of benefits for its practitioners, including positive body image.

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Poster: A qualitative study exploring the factors contributing to a positive body image in young men

Background: Despite mounting evidence to suggest body image concerns adversely impact young men as well as young women, young men's experiences of their body image remain under researched. To understand how young men might be supported to develop and maintain a positive relationship with their body image, this study sought to explore the experiences of young men who already identified as having a positive body image.

Methods: Sixteen male participants, aged between 18 and 30 years old, who identified as having a positive body image took part in a qualitative online survey. Questions focused on participants' experiences of how their positive body image was developed and maintained. Data were analysed using Inductive Thematic Analysis.

Findings: Four themes were identified; Body Image as varying, Body Appreciation, Positive Processing of Body Image and Positive Body Image as a healthy image. Body Appreciation had one associated subtheme: Body Acceptance. Positive Processing of Body Image had three subthemes: Rejection of media ideals, Rejection of others' opinions and Cognitive Investment in body image.

Discussion: Participants expressed the importance of concepts highlighted in previous literature, such as body acceptance and appreciation. They also highlighted their ever changing relationship to their body image, resistance to appearance ideals in the media and the importance of focusing on being healthy rather than appearance focused. The findings have implications for the development of programs aimed at young men, suggesting training in media literacy, promoting a focus on health and fitness rather than appearance, and fostering body acceptance/appreciation, may be beneficial.

G.J. TREHARNE, K. GRAHAM, M. NICOLSON & C. RUZIBIZA
University of Otago, New Zealand

Poster: Connecting chronic illness to appearance: Lesbian, gay, bisexual, pansexual and queer-identified individuals' rationalisation of seeing chronic illness as something that happens to other people

Appearance, whether through being visible or being hidden, is a common thread in the stigmatisation of people with chronic illnesses or who identify as lesbian, gay, bisexual, transgender or queer (LGBTQ). The present study investigated LGBTQ individuals' views of rheumatoid arthritis and HIV/AIDS as two chronic illnesses with contrasting connection to the LGBTQ community. Nine focus groups were held with 36 lesbian, gay, bisexual, pansexual and queer-identified (LGBPQ) individuals from Aotearoa/New Zealand. The majority were aged between 18 and 32 years old, although two 'sprightly' 71-years-olds attended one focus group of female participants. Facilitators introduced themselves in reference to their gender, sexual orientation and age before requesting participants do the same. The aim of seeking LGBPQ individuals' views on chronic illnesses and sexual health was emphasised. Thematic analysis of the resulting transcript data led to the formation of a core theme which focuses on the discourse that chronic illness happens to other people. Appearance was used by participants to capture many of the ways other people with chronic illnesses were stereotypically different from themselves, including normalisation of illness among the elderly, visible differences by body size, and being from elsewhere. Participants also spoke of heteronormative assumptions made in healthcare that rendered their sexual orientation hidden or changed how they were treated when they countered the assumption. These findings illustrate ways in which LGBPQ individuals connect appearance to health and illness that are similar to findings from non-LGBPQ research. These connections have implications for theorisation of health identities and health promotion practices

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Poster: Efficacy of cognitive behaviour therapy -v- anxiety management for Body Dysmorphic Disorder: a randomised controlled trial

Aims: To determine if Cognitive Behaviour Therapy (CBT) is more effective than anxiety management (AM) for treating Body Dysmorphic Disorder (BDD).

Background: The evidence base for the effectiveness of CBT in BDD is weak with four trials of CBT against a wait list.

Methods: A single blind, stratified parallel-group randomized controlled trial. The primary endpoint was at 12 weeks, and the Yale Brown Obsessive Compulsive Scale (BDD-YBOCS) was the primary outcome measure. Secondary measures for BDD included the Brown Assessment of Beliefs (BABS), the Appearance Anxiety Inventory (AAI) and the Body Image Quality of Life Inventory (BIQLI). The outcome measures were collected at baseline and week 12. The CBT group, unlike the AM group, had 4 further weekly sessions that were analysed for their added value. Both groups completed measures at 1-month follow-up. Forty-six participants with BDD including those with delusional beliefs were randomly allocated to either CBT or AM.

Results: At 12 weeks, CBT was found to be significantly superior to AM on the BDD-YBOCS ($\beta = -7.19$, *S.E.* (β) = 2.61, $p < .01$, *C.I.* = -12.31, -2.07, *d* 0.99) as well as the secondary outcome measures of the BABS, AAI and BIQL. Further benefits occurred by Week 16 within the CBT group. There were no differences in outcome for those with delusional BDD or depression.

Discussion: CBT is an effective intervention for people with BDD and is more effective than anxiety management over 12 weeks. Further research is required to determine the optimum length of treatment and of augmenting CBT with a SSRI.

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Oral: Trauma-related body image distress: Exploring the psychological impact of an appearance-related residual injury associated with intimate partner violence

At least one in seven women have experienced a lifetime injury as a result of intimate partner violence-related rape, physical assault and/or stalking. Though injury is an acute event, the legacy of injury may have residual effects. For this presentation, residual injuries are defined as permanent alterations in appearance such as marks or scars. Residual injuries are common in female victims of moderate to severe intimate partner violence (IPV) and many of those with residual injuries have at least one that was located on their head, face or neck—a location of significant visibility and meaning. Injury-related appearance changes have significant implications for women's health and well-being. Injury-related marks or scars have also been described by victims as trauma-connected reminders that are associated with body image distress. This oral presentation will highlight a series of three studies, each using a different form of methodological assessment: qualitative ($N = 16$), self-report ($N = 345$) and psychophysiological ($N = 25$) within samples of female victims of moderate to severe IPV—all with a violence-related residual injury (i.e., IPV-related mark or scar or other appearance alteration). Within the three studies, women's psychological responses to their trauma-related residual injury will be examined exploring the associations among symptoms of posttraumatic stress disorder (PTSD), depression, residual injury-related body image distress and severity of violence exposure. Findings from each of the studies will be summarized and integrated to provide the empirical and theoretical underpinnings for trauma-related body image distress as a construct.

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Oral: What factors predict quality of life in patients with thyroid eye disease (TED) seeking orbital decompression surgery?

Background: Disease symptoms and severity are optimal indicators for treatment provisions in clinic; however patients with TED report changes in appearance and impact on daily life that are often unrelated to these factors. A large proportion of variance in patients' psychological adjustment to having TED remains unexplained.

Methods: 92 adults undergoing orbital decompression surgery at Moorfields Eye Hospital were assessed on illness severity, activity, duration, and psychosocial measures including the Fear of Negative Evaluation scale (FNE), the Salience and Valence of Appearance scales (CARSAL & CARVAL), the Graves Ophthalmology Quality of Life questionnaire (GO-QOL), and the Hospital Anxiety and Depression Scale (HADS). Hierarchical multiple regression models were used to identify which factors were associated with quality of life.

Results: Clinical levels of anxiety were found in 39% and depression in 24%. The regression model explained 81% of the total variance in GO-QOL **psychosocial function** scores and 67% of the variance in

GO-QOL **visual function** scores. Statistically significant predictors of quality of life included fear of negative evaluation ($p < 0.05$), negative valence of appearance ($p < 0.05$), previous radiotherapy ($p < 0.05$), constant double vision ($p < 0.05$) and depression ($p = 0.001$).

Conclusions: Predominantly psychosocial rather than clinical and demographic characteristics were associated with adjustment to having TED. A larger proportion of this population experience clinical levels of depression and anxiety than in strabismus, diabetes and arthritis. It is important when planning surgery for TED patients that clinicians are aware of factors that could potentially influence outcome.

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Poster: Body image in Greek preadolescents & adolescents

Background: Body image in adolescence and its contribution to global self-worth and psychosocial adjustment has drawn considerable research attention in the past two decades worldwide. In Greece, previous research has been focused so far mainly on examining body image in relation to eating habits and/or disorders, physical illnesses, weight and weight loss strategies. In the present study we sought to investigate body image dimensions in relation to psychological health, gender, Body Mass Index (BMI), and internalization of mass media-promoted beauty ideals in a Greek preadolescent and adolescent sample.

Method: Participants were 609 students, who were enrolled in Grades 6, 9, and 11. We administered self-report measures of: a) body esteem, b) internalization of mass media-communicated ideals, c) self-esteem, depression, anxiety, social anxiety, and hope; these variables were used to construct a new factor, representing psychological health.

Findings: Path analysis showed that psychological health was affected positively by positive general feelings about appearance and positive evaluations attributed to others about one's body and appearance. Gender and internalization of mass media-communicated ideals appeared to be directly and indirectly related to psychological health. We also found direct negative effects of BMI on both general feelings about appearance and on evaluations attributed to others about one's body and appearance, and, consequently, indirect negative effects of BMI on psychological health.

Discussion: We discuss the importance of our findings with respect to the psychological well-being of preadolescents and adolescents. We further address implications for counseling.

